



Health, Science & Nonprofit  
Communications/Public Relations

Contact: Dennis and Sheila Tartaglia  
(732) 545-1848

[DTartaglia@TartagliaCommunications.com](mailto:DTartaglia@TartagliaCommunications.com)

**For Immediate Release**

**TARTAGLIA COMMUNICATIONS NAMED BY IPRO TO PROMOTE SEPSIS  
AWARENESS AND END-OF-LIFE CARE PLANNING INITIATIVES**

SOMERSET, NJ – January 25, 2016 - [Tartaglia Communications, LLC](#) has been selected by [IPRO](#), New York-based leader of the [Atlantic Quality Innovation Network](#) (AQIN), to design and implement communications plans for two unique new initiatives funded by the Centers for Medicare & Medicaid Services (CMS).

In the first initiative, Tartaglia will work with IPRO to increase public and healthcare professional awareness about the early identification and treatment of sepsis, a life-threatening infection that is often detected and treated too late. The second initiative will seek to increase knowledge and understanding among Medicare beneficiaries and healthcare professionals about end-of-life advance care planning, facilitate thoughtful discussions on this issue and ensure that a process is in place to document and honor end-of-life wishes of patients and their caregivers.

“We are thrilled to be working with IPRO again, and to be chosen to help engage healthcare consumers and professionals around these two critical topics,” says Dennis Tartaglia, President, Tartaglia Communications. “IPRO is a national leader in healthcare quality improvement, and we are proud to play a role in these efforts.”

Tartaglia has provided communications consultation services to IPRO on numerous projects since 1998.

The sepsis awareness project will target both the Albany and Syracuse Hospital Referral Regions of New York and the Charleston region of South Carolina, while the end-of-life care planning initiative will target New York’s Nassau and Suffolk counties. AQIN member [The Carolinas Center for Medical Excellence](#) (CCME) will implement the South Carolina arm of the sepsis project, with the assistance of the [Medical University of South Carolina](#).

“Through the years, Dennis Tartaglia and Tartaglia Communications have demonstrated a strong grasp of how to communicate with both providers and consumers about healthcare quality issues,” says Spencer Vibbert, VP, External Affairs, IPRO. “They have developed strategies and delivered results for us that have helped us meet or exceed our quality improvement objectives on a range of projects, and

have helped enhance the health of New Yorkers. We look forward to working with them on these projects.”

Collaborators on the sepsis awareness project include the [Sepsis Alliance](#) and the [Rory Staunton Foundation](#), leading national nonprofit organizations that work to raise public and professional awareness about sepsis, and the [Home Care Association of New York State](#), which represents New York’s home health agencies.

It is estimated that between 15% and 30% of patients with sepsis, an extremely serious systemic infection, do not survive. Despite its seriousness, sepsis is among the most under-recognized and misunderstood conditions among healthcare providers and the general public.

IPRO will partner on the end-of-life care planning project with Patricia Bomba, MD, F.A.C.P., VP of Geriatrics for [Excellus BlueCross Blue Shield](#). A nationally renowned expert on end-of-life care, Dr. Bomba chairs the [New York Medical Orders for Life-Sustaining Treatment \(MOLST\) Statewide Implementation Team](#) and [National Healthcare Decisions Day NYS Coalition](#), and serves as the [eMOLST Program Director](#). Dr. Bomba was a co-author of the influential 2014 Institute of Medicine report, [Dying in America](#). The report identified a strong need for public engagement and education about end-of-life care planning, and also reinforced the importance of motivating meaningful conversations on this topic with family members, caregivers and healthcare professionals.

#### **About Tartaglia Communications**

Tartaglia Communications develops high-impact, strategic communications programs for health and science-focused organizations. The firm’s principals draw on more than 30 years of experience and a network of contacts to deliver customized programs that help clients reach business, policy, educational and brand development objectives. The firm has designed award-winning campaigns for research and public policy organizations, as well as for biopharmaceutical startup companies, academic medical centers and hospitals, and nonprofit organizations working in health and science. Tartaglia’s principals have earned more than two dozen awards, including the Public Relations Society of America’s *Silver Anvil* and *Bronze Anvil*, PRWeek’s *Healthcare Campaign of the Year* and the *HPRMS Award for Excellence in Public Relations*. Please visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com), or contact the firm at [DTartaglia@TartagliaCommunications.com](mailto:DTartaglia@TartagliaCommunications.com) or 732-545-1848. Follow Tartaglia Communications on Twitter, [@TartagliaComm](#).