



Health, Science & Nonprofit  
Communications/Public Relations

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**For Immediate Release**

**TARTAGLIA NAMED TO PRSA HEALTH ACADEMY NATL. LEADERSHIP**

**NEW YORK (Jan. 27, 2010)** – Dennis Tartaglia has been re-elected to a three-year term, and to the position of vice chair, communications, on the national executive committee of the Public Relations Society of America (PRSA) Health Academy. Tartaglia is president and founder of Somerset, N.J.-based Tartaglia Communications, a strategic firm specializing in health, science and nonprofit public relations. With approximately 800 members, the Health Academy is PRSA's largest Professional Interest Section, and the largest network of health care public relations and communications professionals in the world.

As vice-chair, communications, Tartaglia manages all of the Health Academy's print and online communications, and advises the chair on marketing strategies.

Tartaglia's election was announced by newly elected Chair Paula Pedene, APR, public affairs officer, Phoenix VA Health Care System, Phoenix, Ariz. "Dennis and his colleagues on our 2010 executive committee are leaders in our field," said Pedene. "I look forward to working with them during this exciting time in health care communications to help us promote the highest professional standards and provide valuable educational opportunities for our profession."

"It is a great honor to serve in this leadership position with such distinguished colleagues," said Tartaglia. "As the pace of medical discovery accelerates and the health care system undergoes unprecedented transformation, our profession's challenge is communicate this change as accurately, understandably and transparently as possible. The Health Academy is well positioned to provide the practical advice and theoretical underpinnings to help our field chart this new course."

Joining Tartaglia and Pedene on the 2010 executive committee are: Chair-Elect Nancy Hughes, assistant vice president, communications and marketing, National Health Council, Washington, D.C.; Immediate Past Chair Garland Stansell, MPPM, chief communications officer, Children's Health System, Birmingham, Ala.; Secretary Beth Toal, public relations manager, Saint Luke's Health System, Boise, Idaho; and Vice Chair, Programming Jackie Fishman, APR, media relations manager, Blue Cross & Blue Shield Association, Washington, D.C. Also elected to three-year terms were: Leigh Fazzina, principal, Fazzina & Co. Communications Consulting, King of Prussia, Pa.; Joyce Lofstrom, MS, APR, senior manager, corporate communications, HIMSS, Chicago, Ill.; and Sonja Popp-Stahly, APR, associate communications consultant, global product communications, Eli Lilly and Company, Indianapolis, Ind.



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Ellen Beth Levitt, director of public affairs and media relations for The University of Maryland Medical System, was also named to the executive committee.

Tartaglia joined the Health Academy executive committee in 2007. He served as awards chair for two years and was named vice chair, communications in 2009. His volunteer leadership activities also include work with the Quinnipiac University School of Communications, where he serves on the dean's advisory board. Past leadership positions include treasurer and director of the Healthcare Public Relations and Marketing Society of Greater New York, and co-chair of the Meet the Media and Publicity committees of PRSA's New York chapter.

Tartaglia is a member of PRSA's Independent Practitioner Alliance and New Jersey chapter; Healthcare Planning & Marketing Society of New Jersey; National Association of Science Writers; Science Writers in New York; and Publicity Club of New York. He is the recipient of more than two dozen top honors, including PRSA's *Silver Anvil* and PRWeek's *Healthcare Campaign of the Year Award*.

Currently serving three-year terms with Tartaglia on the Health Academy executive committee are: Deborah Davis, ABC, APR, principal, Triad Public Relations Inc., Fishers, Ind.; Ben Garrett, executive producer, Vidicom, Atlanta, Ga.; Lorri A. Jandron, president and CEO, Edge Partnerships, Lansing, Mich.; Lisa Johnson, VP, public affairs and marketing, Blue Mountain Health System, Lehighton, Pa.; Marc Kaplan, director of communications, University of Pennsylvania School of Medicine and Health System, Philadelphia, Pa.; Kurt Wise, Ph.D., APR, chair, Public Relations Department, Quinnipiac University School of Communications, Hamden, Conn.; and Drenda Williams Witt, director, collaborative network marketing, JPS Health Network, Fort Worth, Tx.

#### **About Tartaglia Communications**

Tartaglia Communications is a full-service public relations firm that specializes in developing strategic communications solutions for health, science and nonprofit organizations. Dennis Tartaglia established the firm to provide the personalized service, high-level strategic insight, and results-oriented approach that clients need to achieve their communications objectives in a cost-effective manner. Tartaglia draws on his 25 years of experience and extensive network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Please visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com).

#### **About the PRSA Health Academy**

The Health Academy is the largest Professional Interest Section within PRSA. The Academy promotes excellence in communications and an educational dialogue across the entire health care industry for the professional enhancement of its members. Unparalleled networking and educational activities provided by the Academy include an annual conference, teleseminars, "brown bag" learning sessions, regional "intersection" events, social media tools and Web resources. For more, visit [www.healthacademy.prsa.org](http://www.healthacademy.prsa.org). With more than 31,000 members, PRSA is the largest organization of public relations professionals.

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