



Health, Science & Nonprofit  
Communications/Public Relations

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**For Immediate Release**

**DENNIS TARTAGLIA WINS 2012 *HPRMS AWARD FOR EXCELLENCE IN  
PUBLIC RELATIONS***

***Only PR Professional to Receive Award This Year***

SOMERSET, NJ – June 21, 2012 – Dennis Tartaglia, president of Tartaglia Communications, LLC, has won the 2012 *HPRMS Award for Excellence in Public Relations* – the only public relations professional to receive the award this year. The award was given at HPRMS’ annual dinner, held June 19 at the headquarters of *The New York Times*.

The award is given annually by the Healthcare Public Relations and Marketing Society of Greater New York (HPRMS) to an individual whose work has had a major positive impact on a health care organization. Tartaglia received the award for his success in getting ongoing major media coverage for Neurological Surgery, P.C. (NSPC), a leading neurosurgical private practice serving greater New York.

“This award means a lot to me, as HPRMS is such a great organization and I am so proud of being able to promote the lifesaving work of the talented surgeons and physicians of NSPC,” said Tartaglia. “I am especially honored as this award is judged by leaders in health care public relations and marketing, who recognize the special challenges of communicating about health and medicine in this rapidly evolving media and industry environment.”

While Tartaglia won the public relations award, Robert de Luna, director of public information, United Hospital Fund, won HPRMS’ marketing award.

According to HPRMS, “This is one of the few competitions that is free, ensuring that each entry is compared to a wide array of competitors,” Individuals must be nominated for their work on a specific health care program or initiative, and that work must demonstrate true "above and beyond" leadership and contributions to the organization. The awards are judged by a panel of distinguished senior health care public relations and marketing professionals.

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In nominating Tartaglia for the award, Dr. Michael Brisman, senior partner, and Roberta Kuehl, VP, marketing & operations, Neurological Surgery, P.C., stated, “Dennis Tartaglia has leveraged his track record of success with media and long-term reporter contacts to get our physicians into the news on a regular basis. Before Dennis began representing us, our inclusion in major news stories was sporadic. Now, our physicians are regularly featured in the health segments of the network-affiliated New York City television stations, in leading daily newspapers, on top-rated radio stations, and even in national media.

“As you are probably aware,” they continued, “New York media have long-term relationships with the city’s leading academic medical centers and health systems, and it is especially difficult for a private practice based primarily on Long Island to ‘break through’ and get proactive, ongoing coverage. Dennis has done just that, and has gotten highly respected medical reporters such as Dr. Jay Adlersberg and Dr. Max Gomez to cover our physicians.”

Neurological Surgery, P.C. is one of the New York City area’s premier neurosurgical groups, offering patients the most advanced treatments of brain and spine disorders. The practice’s surgeons are leaders in the region’s medical community, with appointments as chiefs of neurosurgery in some of Long Island’s best hospitals.

With nearly 300 members, HPRMS is an affiliated chapter of the *Society for Healthcare Strategy and Market Development* (SHSMD) of the American Hospital Association. Founded in 1969 by New York-area health care PR and marketing executives, HPRMS has the goal of creating a forum to foster professional growth and regular interaction among colleagues.

Tartaglia Communications develops high-impact, strategic communications programs for a range of health, science and nonprofit organizations. The firm’s principals draw on their extensive expertise and network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Tartaglia Communications and its principals have earned more than two dozen top awards, including PRSA’s *Silver Anvil* and PRWeek’s *Healthcare Campaign of the Year*. To learn more, visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com) or call (732) 545-1848.