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Change of Leadership for the Cardiology Advocacy Alliance
Searfoss Announced As New Executive Director

Washington, DC (Oct. 19, 2011)

The Cardiology Advocacy Alliance announced today the appointment of Jennifer Searfoss, a veteran of health care advocacy, as the association's new Executive Director.

"We are excited to bring Jennifer's expertise and energy to strengthen the advocacy work of the Cardiology Advocacy Alliance on Capitol Hill," observed Dan Caldwell, chairman of the board and the Senior Vice President of Business Development at the Arkansas Heart Hospital. "Her practical approach to educating lawmakers and background in the business operations of medical practices will enable our members to heighten their efficacy in sharing new solutions to improve health care."

As the Executive Director, Searfoss will be responsible for the planning and execution of the association's board-endorsed goals supporting the mission of representing the cardiovascular community in Washington, DC to enable cardiologists to provide all services necessary for high-quality cardiac care.

"The sustainable business model for cardiologists to practice medicine is in jeopardy," explained Searfoss. "The voice of the Cardiology Advocacy Alliance which provides data-based information about how cardiology practices operate to provide quality health care is essential during this critical time of health care reform implementation."

Prior to this role, Searfoss was the Vice President of External Provider Relations for UnitedHealthcare, a Minnesota-based health insurance company. Between 2001 and 2007, she held several advocacy positions for the Washington, DC-based Government Affairs Department of the Medical Group Management Association, a national trade association based out of Englewood, Colorado. Searfoss received her bachelor's degree from the University of Maryland, Baltimore County and law degree from the University of Maryland Francis King Carey School of Law. While in this role, Searfoss continues her position as Principal at Searfoss & Associates, LLC, a Maryland law firm focused on legal, legislative and regulatory issues affecting individual and group health care providers and integrated health systems.

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About the Cardiology Advocacy Alliance

The Cardiology Advocacy Alliance represents more than 5,000 independent private practice cardiologists nationwide. The association is charged to provide national leadership on legislation, policies and reimbursement methodologies that affect the quality of patient care and access to services as well as the stability of cardiovascular group practices.