



FOR IMMEDIATE RELEASE

Contact: Stephanie Suran or Reneé Greenawalt
717-232-6787 or ssuran@phc4.org, rgreenawalt@phc4.org

PHC4 NAMES NEW EXECUTIVE DIRECTOR

Harrisburg, PA – November 5, 2009 - The Pennsylvania Health Care Cost Containment Council (PHC4) today announced the appointment of Joseph Martin as the agency's new Executive Director. Mr. Martin is replacing Acting Executive Director David H. Wilderman who has served in this position since April of 2008. Martin, who joined PHC4 in 1991, has served as the Council's Director of Communications and Education since 1998.

"It gives me great pleasure to congratulate Joe Martin as our new Executive Director," said Randall N. DiPalo, PHC4's Chairman. "Joe has served on PHC4's senior management team for more than a decade, providing valuable guidance on the agency's overall management and strategic direction. I also want to thank our outgoing Acting Executive Director, David Wilderman, for his role in furthering Pennsylvania as a leader in the public reporting of health care performance data."

As PHC4's Communications and Education Director, Mr. Martin has been responsible for the design and dissemination of Council reports, developing strategies for communicating the agency's information to key customer groups, responding to all media inquiries, and providing editorial oversight for all PHC4 publications and its Web site. In this position, he also has supervised the Council's Special Requests Unit, which provides standard and customized datasets to a variety of data users, as well as the Financial Unit which collects, analyzes and publishes financial data for Pennsylvania's hospitals and outpatient surgery centers.

PHC4 is an independent state agency charged with collecting, analyzing and reporting information that can be used to make more informed decisions, thereby improving the quality and restraining the cost of health care in Pennsylvania. The Council has gained a widespread reputation for its innovative work in the area of public reporting of health care information, particularly for cardiac surgery outcomes, hospital-acquired infections and overall hospital performance. Additional information about the agency can be found on the PHC4 Web site at <http://www.phc4.org>.