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Patient Health Perspectives Appoints Pam Garfield as Vice President and General Manager

SEATTLE – April 15, 2011 – Patient Health Perspectives announced that healthcare communications and advocacy veteran Pam Garfield has joined the company as Vice President and General Manager. Garfield will manage the growth of the new company and lead new business efforts.

“Pam brings more than 15 years of publishing, new media and advocacy relations experience to the Patient Health Perspectives team,” said Cheryl Lubbert, President of PHP’s parent company, HPG, LLC. “As we define Patient Health Perspective’s new media niche connecting real people to discuss their healthcare experiences and develop the proprietary technology to make this possible, Pam’s expertise will be a significant asset.”

Garfield joins Patient Health Perspectives from DDB Issues & Advocacy where she advised companies on their relationships with patient advocacy organizations. Prior to DDB Issues & Advocacy, Garfield served as senior director of content with MarketMonitors and held positions with Health Advocacy Strategies and Krames Patient Education. A trained lawyer, Garfield also spent several years working in the legal field.

About Patient Health Perspectives

Patient Health Perspectives is a specialty firm that serves as a link between healthcare organizations and people who volunteer to share their health stories, enabling the organizations to infuse the real patient voice throughout their marketing and communications initiatives. As part of its core services, the company evaluates and analyzes an organization's current utilization of real people, identifies opportunities and barriers, and then designs and implements a comprehensive Patient Integration Strategy.

Building on the firm's expertise in developing and managing patient relationships, Patient Health Perspectives also uses proprietary technology to create client-branded, HIPAA-compliant online mentor platforms. These private online environments enable consumers seeking information and support to connect one-to-one with patient volunteers who share their own real-life disease and treatment experiences.

For more information, visit <http://www.phperspectives.com/>

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