



# Sudden Cardiac Arrest Association

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## **Sudden Cardiac Arrest Association Welcomes New Directors to Heighten Awareness of Nation's Leading Cause of Death**

Washington, DC, January 25, 2011 – As part of its continuing effort to establish a national approach to cardiac arrest prevention and treatment, the Sudden Cardiac Arrest Association (SCAA) recently welcomed Craig Hulse, director of government affairs, Washoe County (Nevada) School District; Thomas Jeffers, vice president of public policy, OnStar; and Steven Tannenbaum, partner with Horowitz, Tannenbaum & Silver, P.C. to its Board of Directors. Each of the recent appointees are SCA survivors, whose personal experience has propelled them into action to create safer, healthier communities better prepared to handle cardiac emergencies.

“As communities across the country are becoming more aware of the need for advanced and collaborative responses to cardiac arrest, SCAA will play a pivotal role in creating a nationwide, systemic approach that seeks to increase survival and positive outcomes of SCA patients,” said Jeff Micklos, executive vice president, management, compliance and general counsel of the Federation of American Hospitals (FAH) and chairman, SCAA. “The vision and composition of the Board of Directors is a critical element to this agenda as we address serious challenges in today’s healthcare environment.”

Micklos was elected chairman in October at the SCAA 2010 Annual Meeting, though his term officially started January 1. Under his direction, the Board of Directors provides strategic guidance on policy and program development of the Association’s advocacy, educational and communication platforms. The 2011 SCAA Board of Directors includes:

- Richard Brown, honorary Board member
- Linda Campbell, RN, COHN-S, occupational health nurse (retired), American Airlines
- Mike Greenwell, vice president of health marketing and communications, Danya International
- Craig Hulse, director of government affairs, Washoe County School District
- Thomas Jeffers, vice president of public policy, OnStar
- Steve Johnston, formerly with Rochester, Minnesota Police Department
- Vince Mosesso, MD, University of Pittsburgh Medical Center
- Stacey Rampy, principal, Mehlman Vogel Castagnetti, Inc.
- Sue Rusche, co-founder, president and CEO, National Families in Action
- Robert Schriever, past chair and honorary Board member
- Steven B. Tannenbaum, partner, Horowitz, Tannenbaum & Silver, P.C.

SCA is the nation's leading cause of death, killing nearly 300,000 Americans each year. It is not the same as a heart attack. Advancements in medical technology and treatment can eliminate up to 40 percent of all sudden cardiac arrest deaths, yet the national survival rate for out-of-hospital SCA remains a low five percent.

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**About the Sudden Cardiac Arrest Association**

SCAA is the nation's largest nonprofit advocacy organization dedicated to increasing awareness and prevention of sudden cardiac arrest. For more information, please visit [www.suddencardiacarrest.org](http://www.suddencardiacarrest.org).