



Two Princess Road • Suite 2 • Lawrenceville, NJ 08648
888-355-5551 • www.MDAdvantageonline.com
For Immediate Release

Contacts:
Irene Maslowski • 973-226-1494
irene@imassocpr.com
Janet Puro • 888-355-15551 x1197
jpuro@mdanj.com

MDADVANTAGE ANNOUNCES 2010 RECIPIENTS OF PRESTIGIOUS EDWARD J. III EXCELLENCE IN MEDICINE AWARDS

Lawrenceville, NJ, January 13, 2010 – Carrying forward a longstanding tradition of recognizing exceptional physicians and leaders in healthcare, MDAdvantage Insurance Company of New Jersey (www.MDAdvantageonline.com) today announced the 2010 honorees for the Edward J. III Excellence in Medicine Awards® (www.ejiawards.org).

The Excellence in Medicine Awards are named after Edward J. III, MD, a New Jersey physician who was a pioneer in promoting continuing education in ways that set the national standard. Every year since 1939, exemplary New Jersey physicians and leaders whose dedication to education, research and public service have significantly impacted the delivery of healthcare in the state and around the nation have been honored. This annual event has been sponsored by MDAdvantage Insurance Company of New Jersey since 2004.

Patricia A. Costante, Chairman and CEO of MDAdvantage, stated, “In a time when so much attention is placed on negative aspects of healthcare delivery, it is gratifying to have an opportunity to acknowledge the positive accomplishments made by physicians and other healthcare leaders in New Jersey. MDAdvantage is honored to sponsor this prestigious event.”

The 2010 awardees are:

- **Edward J. III Physician’s Award®:** *Denise V. Rodgers, MD*, Provost and Executive Vice President of the University of Medicine and Dentistry of New Jersey (UMDNJ) and Professor of Family Medicine at UMDNJ Robert Wood Johnson Medical School.
 - **Peter W. Rodino, Jr., Citizen’s Award®:** *Major General Maria Falca-Dodson*, Commander of the New Jersey Air National Guard.
 - **Verice M. Mason Community Service Leader Award:** *Martin A. Finkel, DO*, Professor of Pediatrics and co-founder of Child Abuse Research Education & Service (CARES) Institute at the UMDNJ School of Osteopathic Medicine, on behalf of the CARES Institute.
 - **Outstanding Medical Educator Award:** *Marjorie C. Brandriss, PhD*, Professor of Microbiology at the UMDNJ New Jersey Medical School.
 - **Outstanding Medical Executive Award:** *Monsignor Robert T. Sheeran*, President of Seton Hall University.
 - **Outstanding Medical Research Scientist Award for Clinical Research:** *John B. Kostis, MD*, John G. Detwiler Professor of Cardiology, Professor of Medicine and Pharmacology and Chairman of the Department of Medicine at UMDNJ Robert Wood Johnson Medical School, Founding Director of the Cardiovascular Institute of New Jersey, and Chief, Medical Service at Robert Wood Johnson University Hospital.
 - **Outstanding Medical Research Scientist Award for Basic Biomedical Research:** *Sidney Pestka, MD*, Chairman and Professor of the Department of Microbiology, Molecular Genetics and Immunology at UMDNJ Robert Wood Johnson Medical School and Chief Scientific Officer of PBL Biomedical Laboratories.
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Paul J. Hirsch, MD, Chairman of the Edward J. III Excellence in Medicine Foundation, stated, "We are once again humbled by the accomplishments of this year's nominees and honorees, and are looking forward to an outstanding awards program. We are excited to announce that starting this year, profits from the event will fund medical student scholarships in New Jersey."

The awards will be presented at the Edward J. III Excellence in Medicine Awards ceremony on May 5, 2010, at the Hyatt Regency Princeton. To purchase tickets or advertisements for the event or to learn more about the awards, contact the Edward J. III Excellence in Medicine Foundation at 609-803-2350 or visit www.EJlawards.org.

The awards program is sponsored by MDAdvantage Insurance Company of New Jersey, a leading provider of medical professional liability insurance in New Jersey. For more information on MDAdvantage, call 888-355-5551 or visit www.MDAdvantageonline.com.

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