

FOR IMMEDIATE RELEASE
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Gary Karr Tapped to Lead AdvaMed Public Affairs

WASHINGTON, D.C. – The Advanced Medical Technology Association (AdvaMed) today announced that Gary Karr will join the Association as executive vice president for public affairs effective January 3.

Karr brings more than 20 years experience in both public and private sector communications. Most recently he served as executive vice president in the health care practice at Edelman, the world's largest independent public relations firm. At Edelman, Karr provided counsel on strategic communications, health policy issues, media relations and crisis communications for a client portfolio which included companies and large trade associations in the health care and business sectors.

Prior to Edelman, Karr served as chief spokesman for the Centers for Medicare and Medicaid Services, where he handled much of the media work in support of the roll-out of the Medicare prescription drug program.

“We are committed to educating the public and policymakers about the life-changing value of our industry's innovations for patients, the health care system and the economy,” said AdvaMed President and CEO Stephen J. Ubl. “Gary's extensive expertise in the health care arena, both private and public, will help us address critical issues facing the industry including proposed changes to the 510(k) review program, reauthorization of the Medical Device User Fee Act, payment issues growing out of health reform, and international regulatory and payment challenges.”

“AdvaMed's member companies make a real difference by creating medical breakthroughs that improve people's lives and make our health care system better,” said Karr, who has also worked as a journalist, a trade association spokesman and a gubernatorial press secretary. “I am looking forward to being a part of AdvaMed's team during this critical time.”

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AdvaMed member companies produce the medical devices, diagnostic products and health information systems that are transforming health care through earlier disease detection, less invasive procedures and more effective treatments. AdvaMed members range from the largest to the smallest medical technology innovators and companies. For more information, visit www.advamed.org.