



NEWS RELEASE

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CEDARS-SINAI MEDICAL CENTER VP ELECTED CHAIR OF THE 2009 WISE & HEALTHY AGING BOARD OF DIRECTORS



SANTA MONICA (Feb. 24, 2009) - Linda Procci, Ph.D., vice president for Service Line Operations at Cedars-Sinai Medical Center, has been elected chair of the 2009 WISE & Healthy Aging Board of Directors. A member of the Board since 2005, Procci brings with her a wealth of fiduciary, progressive leadership and executive management experience.

"We are quite fortunate to have someone with Linda's unparalleled professional experience and proven leadership skills," said Grace Cheng Braun, president and CEO of WISE & Healthy Aging. "Her accomplishments and professionalism are extraordinary by any standard, but beyond that is her deep commitment to finding new and better ways of delivering services to the seniors in our community."

Since 1996, Procci has served as a Cedars-Sinai's Vice President and for the last four years in Service Line Operations. Overseeing annual budgets of nearly \$400 million, she is responsible for the strategic planning, business development and operational management of the outpatient and procedural departments of Medicine, Surgery, Pediatrics, Obstetrics, Psychiatry, Anesthesia, Emergency Medicine, Physical Medicine, and Radiation Oncology.

Prior to joining Cedars-Sinai, Procci served as Chief Operating Officer at Good Samaritan Hospital in Los Angeles.

A registered nurse, Procci has served as Assistant Clinical Professor at the University of California, Los Angeles, as Director of Training in Nursing at Children's Hospital of Los Angeles, and as a Clinical Nurse Specialist at Los Angeles County/USC Medical Center, Los Angeles.

She has served since 2001 on the American Psychoanalytical Foundation Board, where she chairs the Grants Committee. She has also served as a member of the Los Angeles Free Clinic Board, chairing the Board from 2002 – 2004. During her seven-year tenure on the Board, the Los Angeles Free Clinic

(more)

Linda Procci Named Board Chair 02-19-09

expanded its operations from \$7 million to \$12 million and opened a secondary clinic site. She is also the Chairman of the Building Campaign for the University of Wisconsin School of Nursing

Procci holds a doctorate degree in Education from the University of Southern California and a Masters of Science degree in Nursing from the University of Wisconsin.

She succeeds WISE & Healthy Aging Board Co-Chairs Jean McNeil Wyner of Santa Monica-UCLA Medical Center & Orthopaedic Hospital, and Don Cohen, former vice president of Operations and CFO for Center for Healthy Aging. Procci will work closely with other Board officers, including First Vice Chair Renee Fraser, founder and president of Fraser Communications, a full-service advertising agency located in Los Angeles; Second Vice Chair Nat Travis, president and CEO of New Visions Foundation, and emeritus professor of Clinical Justice and Affirmative Action Officer at California State University, Los Angeles and adjunct professor of Criminal Justice & Political Science at Santa Monica College; Treasurer Tom Goff, principal in a major, international wealth management firm; and Secretary Iao Katagiri, deputy vice president, Office of External Affairs, and director of Community Relations for the RAND Corporation.

For more information on WISE & Healthy Aging, please call 310-394-9871.

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WISE & Healthy Aging, a social services organization, enhances the independence, dignity and quality of life of older adults through leadership, advocacy and innovative services. This nonprofit is the result of a Nov. 2007 merger of WISE Senior Services and Center for Healthy Aging.