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### **U.S. Preventive Medicine® Names Bradley K. Kozar as President, Global Markets**

Jacksonville, Fla., London, UK and Dallas, Texas, July 6, 2011 – U.S. Preventive Medicine, Inc., the leader in prevention, has announced the appointment of Bradley K. Kozar as President, Global Markets. Previously Group President and CEO of Medimedia Managed Markets in Yardley, Penn., Kozar will be responsible for all global business development functions for the company.

Kozar's extensive business experience includes serving as Director of Institutional and Managed Healthcare at Ortho Biotech, a leading biopharmaceutical division of Johnson and Johnson, as well as Vice President of Marketing and Sales at Emron, Inc., a former division of IMS International. A highly accomplished sales and marketing leader in healthcare, pharmaceutical and communications companies, Kozar drove significant revenue growth at his former companies by capitalizing on new revenue potential, strategic planning and team development. He also worked in sales and marketing for a decade at Marion Laboratories, later acquired by Dow in a multi-billion transaction.

"Brad is one of the strongest sales and marketing executives in the health care industry. His decades of leading sales and marketing for national companies focused on the managed care, insurance and pharmaceutical industries are beyond compare. At the same time, Brad is an entrepreneur and knows what it takes to build companies, as he did his own company Medimedia Managed Markets, L.L.C. We are thrilled that he has chosen to lead our global business development efforts," said Christopher Fey, Chairman and CEO of U.S. Preventive Medicine.

Kozar founded a managed care communications and marketing company/agency acquired by MediMedia and went on to expand to three divisions in the managed markets group, which became a consistent top performing MediMedia business unit. After 2009, during a time of decline for many competitors and clients, they increased new client acquisition by more than 25 percent, leading to overall revenue growth of 33 percent and EBITDA by 44 percent in 2010. He managed the divisional senior management staff and more than 125 employees, frequently meeting or exceeding sales targets. Kozar also served on the MediMedia U.S.A. Board/Executive Committee during his tenure there.

He has served on the Industry Advisory Board of the Academy of Managed Care Pharmacy and was frequently a speaker at Industry/Association conferences on managed care. He has moderated more than 800 customer policy and advisory board meetings as well as served as a panel moderator and trainer. He holds a degree in communication from the University of Toledo, where he was also recently elected to and currently serves as a member of the Alumni Board of Trustees.

**About U.S. Preventive Medicine®**

U.S. Preventive Medicine ([www.USPreventiveMedicine.com](http://www.USPreventiveMedicine.com)) is leading a global preventive health movement focused on saving lives and money by keeping people healthy and better managing chronic conditions before they progress. The company has developed [The Prevention Plan™](#), an innovative health management program that is based on the clinical science of preventive medicine: primary (wellness and health promotion to keep healthy people healthy), secondary (screening for earlier detection/diagnosis) and tertiary (early evidence-based treatment to reduce complications and disability). The Prevention Plan, which is available to consumers and employer groups, identifies each individual's top health risks and designs a customized plan of action to reduce those risks, supported by health coaching, robust online tools and plan-wide challenges with incentives. The company is accredited in wellness and health promotion by NCQA and disease management by URAC. Look for The Prevention Plan on Facebook.