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For Immediate Release

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**MDADVANTAGE ANNOUNCES 2017 RECIPIENTS OF PRESTIGIOUS  
EXCELLENCE IN MEDICINE AWARDS**

***Larry Hirsch, MD, of BD, Among Honorees***

**Lawrenceville, NJ, March 21, 2017** – MDAdvantage Insurance Company, a leading provider of medical professional liability insurance, today announced the 2017 Edward J. Ill Excellence in Medicine award recipients.

The Excellence in Medicine Awards are named after Edward J. Ill, MD, a New Jersey physician who was a pioneer in promoting continuing education in ways that set the national standard. This annual event that dates back to 1939 has been sponsored by MDAdvantage Insurance Company since 2003.

Patricia A. Costante, Chairman and CEO of MDAdvantage, stated, “MDAdvantage is proud to again sponsor the *Edward J. Ill Excellence in Medicine Awards*®. Being able to recognize all the progress that has been made in healthcare since the awards were first bestowed in 1939 is an honor and a privilege for all of us involved. My hope is that by highlighting these advances, we are able to inspire the healthcare providers and leaders of tomorrow.”

**Among those being honored this year is Larry Hirsch, MD, who will receive an Outstanding Scientist Award.** The award is presented to an individual or individuals who have made important contributions leading to advances in treatment. Dr. Hirsch is Worldwide Vice President, Medical Affairs, Diabetes Care, at BD.

Also being honored are:

**The 2017 Edward J. Ill Excellence in Medicine Honorees:**

**Outstanding Medical Educator Award:**

**John W. Sensakovic, MD, PhD**, *Infectious disease specialist, Associate Dean for Residencies and Fellowships, Seton Hall University School of Health and Medical Sciences/Seton Hall University-Hackensack Meridian School of Medicine, and Director of Infection Control and Continuing Medical Education, JFK Medical Center*

**Outstanding Healthcare Executive Award:**

**Alexander J. Hatala, FACHE**, *President and Chief Executive Officer, Lourdes Health System*

**Edward J. Ill Physician’s Award®:**

**Maria Soto-Greene, MD, MS-HPEd**, *Vice Dean and Professor of Medicine and Director, Hispanic Center of Excellence, Rutgers New Jersey Medical School*





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**Verice M. Mason Community Service Leader Award:**

**Chantal Brazeau, MD**, *Professor and Interim Chair of Family Medicine and Assistant Dean for Faculty Vitality, Rutgers New Jersey Medical School*  
**On behalf of the Rutgers New Jersey Medical School Student Family Health Care Center**

**Outstanding Scientist Award:**

**Nancy D. Connell, PhD**, *Professor and Director of Research and Director, Center for BioDefense, Center for Emerging and Re-emerging Pathogens, Rutgers New Jersey Medical School*

**Peter W. Rodino, Jr., Citizen's Award®:**

**Alfred F. Tallia, MD, MPH**, *Professor and Chair, Department of Family Medicine and Community Health and Founding Executive Director/CEO, Robert Wood Johnson Partners, Rutgers Robert Wood Johnson Medical School and the RWJBarnabas Health System*

Paul J. Hirsch, MD, Chairman of the Edward J. Ill Excellence in Medicine Foundation, said, "As healthcare leaders, we have an obligation to pave the way for future healthcare providers so that they may continue the tradition of quality healthcare delivery and innovation in our state. The Edward J. Ill Excellence in Medicine Foundation and MDAdvantage are grateful for the support of our contributors, advertisers and, most especially, the Excellence in Medicine Scholarship Honor Roll members, who step up with significant annual contributions to support the scholarship fund."

This year's awards will be presented at the *Edward J. Ill Excellence in Medicine Awards®* ceremony on May 3, 2017, at Park Château Estate and Gardens in East Brunswick, New Jersey. All profits from the event will be dedicated to support seven medical and healthcare student scholarships. To reserve tickets, participate as a Scholarship Honor Roll member, place an ad in this year's awards journal or make a direct contribution, please contact the Edward J. Ill Excellence in Medicine Foundation at 609-803-2350 or visit [www.EJIAwards.org](http://www.EJIAwards.org).

The awards program is sponsored by MDAdvantage Insurance Company, a leading provider of medical professional liability insurance. For more information on MDAdvantage, call 888-355-5551 or visit [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com).

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## **Larry Hirsch, MD Outstanding Scientist Award**

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**Larry Hirsch, MD**, is the Worldwide Vice President of Medical Affairs, Diabetes Care, at BD, and is board-certified in Internal Medicine and Endocrinology and Metabolism. He is an industry leader in high-quality clinical research studies resulting in evidence-based guidelines and recommendations to improve the care of patients with diabetes using insulin. His original study of skin and subcutaneous adipose tissue dimensions at insulin injection sites provided the first-of-its-kind data that gave the medical rationale to introduce the novel 4 mm insulin pen needle and 6 mm insulin syringe needle. These findings have been confirmed globally, followed by comparative trials consistently showing that such small needles provide equal glycemic control, less pain and anxiety and no greater insulin leakage compared to longer, traditional needles. These studies have helped millions of patients lessen the burden of insulin therapy. He has provided strong service to the citizens of New Jersey through several non-profit healthcare organizations, personal leadership and unusual fundraising efforts to better the lives of patients with diabetes. Living with type 1 diabetes for more than 59 years, Dr. Hirsch serves on the Community Leadership Board of the American Diabetes Association and the Board of Trustees of the Paramus-based Diabetes Foundation of NJ, Inc. (DFI). He is a founding member and the third President of International Society for Medical Publication Professionals (ISMPP), an organization devoted to upholding ethical and responsible policies and practices for pharmaceutical and medical device personnel working on medical publications of industry-sponsored clinical research. Before joining BD, he spent more than 17 years at Merck in various roles in clinical drug development, including oversight of the practice-changing 4S trial with simvastatin (Zocor). He also led the development of alendronate (Fosamax) and presented the original clinical evidence at the FDA Advisory Committee in 1995, leading to its approval by the FDA as the first non-hormonal treatment for postmenopausal osteoporosis.

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