



CEDARS-SINAI MEDICAL CENTER®

NEWS

8700 Beverly Blvd., Room 2429A ■ Los Angeles, CA 90048-1865
Office (310) 423-4767 ■ Fax (310) 423-0435

Media Contact: Leslie Porras
Director, Public Relations
Phone: (310) 423-4767
Pager: (310) 790-0234
leslie.porras@cshs.org

FOR IMMEDIATE RELEASE – JULY 14, 2004

CEDARS-SINAI NAMES ARTHUR J. OCHOA TO LEAD COMMUNITY RELATIONS EFFORTS

LOS ANGELES (July 14, 2004) – Following a six-month national search, Cedars-Sinai Medical Center has selected internal candidate Arthur J. Ochoa, Esq. to fill the position of senior vice president, community relations.

In his new role, Ochoa will lead the efforts of the fund raising staff, patient relations and chaplaincy services for the Medical Center. His vision includes support and enhancement of the traditional base of philanthropic support. “At the same time,” Ochoa explains, “we need to expand and model our community relations efforts to needs of the Medical Center’s diverse populations. We’ll be developing new relationships, enhancing existing ties and identifying and implementing new support alternatives for those who want to get involved.”

Prior to accepting this position, Ochoa served as director of planned giving at the Medical Center since February 2001. In that role, he is credited with creating and integrating a highly successful program that earned him the respect and support of many Cedars-Sinai constituencies. For the past six months, Ochoa has also participated as a member of a four-person interim leadership team managing the Community Relations Department since October 2003.

“Through our intensive selection process, it quickly became evident that the best possible person to lead our community relations efforts was already a member of our team,” said Thomas J. Priselac, President and CEO. “Art is a native Angelean with a passion for community service and the mission of our Medical Center. Coupled with his background as an attorney specializing in financial and estate planning, he brings the perfect mix of skills, leadership and enthusiasm to this very important role.”

Ochoa graduated with an A.B., cum laude, from the University of Southern California and with his J.D. from Yale Law School. As a practicing attorney prior to joining Cedars-Sinai, he worked as a personal planning lawyer with the firm Irell & Manella LLP in Century City, Calif. Previous to that, he was a corporate associate with O’Melveny & Myers, LLP in Los Angeles, Calif. He has also served as a policy coordinator for Youth Service America in Washington, DC.

Ochoa is the chair of the Tax Exemption Organization Committee of the L.A. County Bar Association and is a member of the Beverly Hills Bar Association. He is very active in the community, providing leadership in the Mexican-American Bar Foundation, Center for Early Education and the University of Judaism, among others.

Cedars-Sinai is one of the largest nonprofit academic medical centers in the Western United States. For the fifth straight two-year period, it has been named Southern California’s gold standard in health care in an independent

###

survey. Cedars-Sinai is internationally renowned for its diagnostic and treatment capabilities and its broad spectrum of programs and services, as well as breakthroughs in biomedical research and superlative medical education. It ranks among the top 10 non-university hospitals in the nation for its research activities.

###

If you have received this news release in error and do not wish to receive future advisories, or if they should be directed to someone else in your organization, please call 1-800-396-1002, so we can update our records. Alternatively, you may fax your updated information or your request for removal from our list to 808-263-3364 or e-mail it to sandy@vancommunications.com.