



100 Franklin Corner Road • Lawrenceville, NJ 08648-2104  
888-355-5551 • [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com)  
For Immediate Release

Contact:  
Janet Puro • 888-355-1551 x1197  
[jpuro@mdanj.com](mailto:jpuro@mdanj.com)

---

**MDADVANTAGE ANNOUNCES 2014 RECIPIENTS OF PRESTIGIOUS  
EXCELLENCE IN MEDICINE AWARDS**

***George F. Heinrich, MD,  
of Rutgers New Jersey Medical School and  
New Jersey Health Foundation Among Honorees***

**Lawrenceville, NJ, April 24, 2014** – Carrying forward a 75-year tradition of recognizing exceptional physicians and leaders in healthcare, MDAdvantage Insurance Company of New Jersey ([www.MDAdvantageonline.com](http://www.MDAdvantageonline.com)) today announced the 2014 honorees for the Edward J. Ill Excellence in Medicine Awards® ([www.EJIAwards.org](http://www.EJIAwards.org)).

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. Every year since 1939, exemplary New Jersey physicians and leaders whose dedication to education, research and public service have significantly impacted the delivery of healthcare in the state and around the nation have been honored. This annual event has been sponsored by MDAdvantage Insurance Company of New Jersey since 2003.

Patricia A. Costante, Chairman and CEO of MDAdvantage, stated, “MDAdvantage is a proud and committed supporter of the Edward J. Ill Excellence in Medicine Awards. For 75 years, this awards program has honored the legacy of New Jersey healthcare leaders. The accomplishments of this year’s honorees exemplify the progress and the contributions that have been made by New Jersey’s extraordinary talent.”

**Among those being honored this year is George F. Heinrich, MD, Vice Chair and Chief Executive Officer, New Jersey Health Foundation, and Associate Dean for Admissions and Adjunct Professor, Department of Preventive Medicine and Community Health at Rutgers New Jersey Medical School, who will receive the Edward J. Ill Physician’s Award®.** The award is presented to a New Jersey physician who merits recognition for distinguished service as a leader in the medical profession and in the community.

Also being honored are:

- **Outstanding Medical Educator Award:** *David E. Swee, MD*, Associate Dean for Faculty Affairs and Development, Associate Dean for Education and Professor of Family Medicine and Community Health at Rutgers Robert Wood Johnson Medical School.
  - **Outstanding Medical Executive Award:** *Stephen K. Jones, FACHE*, President and Chief Executive Officer, Robert Wood Johnson University Hospital and Robert Wood Johnson Health System.
  - **Verice M. Mason Community Service Leader Award:** Executive Director *Faith W. Rice*, on behalf of the New Jersey Center for Tourette Syndrome and Associated Disorders.
-



100 Franklin Corner Road • Lawrenceville, NJ 08648-2104  
888-355-5551 • [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com)  
For Immediate Release

Contact:  
Janet Puro • 888-355-1551 x1197  
[jpuro@mdanj.com](mailto:jpuro@mdanj.com)

- **Outstanding Medical Research Scientist Award for Basic Biomedical Research:** *Peter Lobel, PhD*, Professor, Department of Biochemistry and Molecular Biology at Rutgers Robert Wood Johnson Medical School and Rutgers Center for Advanced Biotechnology and Medicine.
- **Outstanding Medical Research Scientist Award for Clinical Research:** *Frederick F. Buechel, Sr., MD*, orthopaedic surgeon, South Mountain Orthopaedic Associates, and Clinical Professor, Department of Orthopaedics at Rutgers New Jersey Medical School.
- **Peter W. Rodino, Jr., Citizen's Award®:** *Donald M. Chervenak, MD*, obstetrician/gynecologist at Florham Park OB/GYN and Clinical Assistant Professor, Department of Obstetrics and Gynecology at Rutgers New Jersey Medical School.

Paul J. Hirsch, MD, Chairman of the Edward J. Ill Excellence in Medicine Foundation, stated, "The mission of the *Edward J. Ill Excellence in Medicine Awards*® is not only to highlight the remarkable accomplishments of our honorees, but also to support the future of medicine in New Jersey. As healthcare leaders, we have an obligation to pave the way for our future healthcare providers so that they may continue the tradition of quality healthcare delivery and innovation in our state."

This year's awards will be presented at the Edward J. Ill Excellence in Medicine Awards ceremony on May 7, 2014, at Greenacres Country Club in Lawrenceville, New Jersey. All profits from the event will be dedicated to support seven medical and physician assistant student scholarships. To participate in the 2014 Excellence in Medicine Awards by purchasing tickets, an Honor Roll sponsorship or an advertisement in the awards journal, 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 of New Jersey, a leading provider of medical professional liability insurance in New Jersey. For more information on MDAdvantage, call 888-355-5551 or visit [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com).

### **George F. Heinrich, MD**

**George F. Heinrich, MD**, is Associate Dean for Admissions at the Rutgers New Jersey Medical School (NJMS), and Adjunct Professor in the NJMS Department of Preventive Medicine and Community Health.

Dr. Heinrich also serves as Vice Chair and CEO of New Jersey Health Foundation, Inc., and Foundation Venture Capital Group, LLC (FVCG), which supports the formation of start-up companies at Rutgers Biomedical and Health Sciences (RBHS) along with Rutgers University. FVCG has formed 10 companies to advance science at RBHS. These organizations are dedicated to the advancement of research and education throughout New Jersey.

Dr. Heinrich earned his Bachelor of Arts degree from Cornell University and his MD degree from New Jersey Medical School with a residency in Internal Medicine at Martland Hospital in Newark, New Jersey.

---



---

100 Franklin Corner Road • Lawrenceville, NJ 08648-2104  
888-355-5551 • [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com)  
For Immediate Release

Contact:  
Janet Puro • 888-355-15551 x1197  
[jpuro@mdanj.com](mailto:jpuro@mdanj.com)

Dr. Heinrich has served as Chair of the Board of Trustees for New York Hospital Queens and the Silvercrest Center for Nursing and Rehabilitation for the past 20 years. He has also been a trustee of the NewYork-Presbyterian Healthcare System. Dr. Heinrich and his wife established the Kurt A. Heinrich, MD, Memorial Endowed Scholarship at NJMS.

###

