

# Edward J. Ill

Excellence in Medicine Association, Inc.

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Two Princess Road • Suite 2 • Lawrenceville, NJ 08648  
888-355-5551 • [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com)  
*Pictures from the event available upon request.*

For Immediate Release  
Contact: Janet Puro, 609-803-2350  
[jpuro@EJlawards.org](mailto:jpuro@EJlawards.org)

## **MDAdvantage Presents New Jersey's Most Prestigious "Excellence in Medicine" Awards**

Lawrenceville, NJ, May 15, 2007 – A group of outstanding New Jerseyans and one exceptional community organization were lauded on May 9 when the 67<sup>th</sup> annual Edward J. Ill Excellence in Medicine Awards™ honored healthcare leaders. These coveted awards are among the highest honors given in New Jersey's medical community. The black tie gala was held at the Hyatt Regency Princeton.

MDAdvantage, a leading provider of medical professional liability insurance in New Jersey, sponsors the state's longest-running medical awards program to support New Jersey's healthcare efforts. "Edward J. Ill, M.D. was a pioneer in promoting continuing medical education in New Jersey," said Patricia A. Costante, chairman and CEO of MDAdvantage. "Dr. Ill and his colleagues took up issues of medical student education, physician certification and continuing education in ways that set the national standard. We sponsor this annual recognition program that bears Dr. Ill's name because his work reflects our commitment to healthcare."

Arnold P. Gold, M.D. was awarded the prestigious Edward J. Ill Physician's Award™. Dr. Gold is Chairman Emeritus and founder of the Arnold P. Gold Foundation, whose mission is to promote humanistic patient care emphasizing the importance of the relationship between the practitioner and the patient. In 1993 the Foundation created the White Coat Ceremony, which has become a traditional rite of passage for medical students. Throughout North America students and faculty at 95 percent of American medical and osteopathy schools participate in at least one Gold Foundation program.

The Peter W. Rodino, Jr. Citizen's Award™ was awarded jointly to Congressman Rodney Frelinghuysen and Betty Gallo. Betty Gallo is the wife of former Congressman Dean Gallo, who passed away from prostate cancer in 1994, and founder of the Dean and Betty Gallo Prostate Cancer Center. Congressman Frelinghuysen was Congressman Gallo's successor in Washington and works closely with Ms. Gallo to ensure that the Center carries out its mission of preventing men and their families from suffering the effects of prostate cancer by advocating the importance of early detection, awareness, and education. The Dean and Betty Gallo Prostate Cancer Center is New Jersey's only specialized prostate health resource at a National Cancer Institute designated cancer center, The Cancer Institute of New Jersey.

Two extraordinary physicians in New Jersey, Robert L. Trelstad, M.D. and Patricia Whitley-Williams, M.D. were honored this year with Outstanding Medical Educator Awards. After stepping down from his role of Chairman of Pathology at Robert Wood Johnson Medical School (RWJMS) after 17 years, Robert Trelstad, M.D. became the Acting Director of the Child Health Institute at RWJMS as it was planned and constructed over a period of seven years. He presently teaches and advises medical students around the state. Dr. Trelstad is

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committed to utilizing innovative teaching styles to improve the education of New Jersey medical students, and has been a visionary with his use of computers and technology in medical education.

Patricia Whitley-Williams, M.D. is Professor of Pediatrics and Chief of the Division of Pediatric Immunology, Allergy and Infectious Diseases at RWJMS. For the past twenty years, Dr. Whitley-Williams has provided care for HIV-infected children and their families, and is the Associate Medical Director of the Robert Wood Johnson AIDS program. Her interest in reduction of perinatal transmission of HIV infection reaches beyond the U.S. borders, and she has participated in medical missions providing care to children and adults in resource-limited countries around the world.

Outstanding Medical Executive Awards were awarded to Joanne M. Conroy, M.D. and Audrey R. Gotsch, Dr.P.H., CHES. Dr. Conroy is Executive Vice President of Atlantic Health System and Chief Operating Officer of Morristown Memorial Hospital. Dr. Conroy was honored for her exceptional leadership skills and her efforts in advocating for performance improvement and healthcare quality. Dr. Gotsch is dean of the University of Medicine and Dentistry of New Jersey School of Public Health. Dr. Gotsch was recognized for her outstanding leadership in making quality public health education accessible anywhere in the state of New Jersey.

Mark D. Peters II, Pharm.D. accepted this year's Community Service Leader Award as a representative of the Hunterdon County Medication Access Partnership (HCMAP). Dr. Peters is the Director of Strategic Alliances and Healthcare Quality for Plavix Marketing at Bristol-Myers Squibb Company and recognizes that the cost of prescription drugs can be a major burden on patients who are uninsured or lack prescription plans. Dr. Peters is the co-founder of HCMAP, a coalition of faith, community, government and business organizations in Hunterdon County. Since January 2006, the program has provided over \$500,000 of free medicine to hundreds of Hunterdon County residents in need. HCMAP has become a model program for healthcare access for New Jersey and the nation

Paul J. Hirsch, M.D., Chairman of the Edward J. Ill Excellence in Medicine Association stated, "On behalf of all of this year's attendees and supporters, we offer our sincere congratulations to this year's award recipients. It is our privilege to pay tribute to your achievements and accomplishments in healthcare. You have raised the bar for all of us."

The Edward J. Ill Excellence in Medicine Association supports worthy healthcare organizations in New Jersey through its fundraising efforts. The profits from this year's event benefited Camden Area Health Education Center, Inc. (AHEC). For more information on the awards program, visit [www.EJlawards.org](http://www.EJlawards.org). For more information on MDAdvantage, visit [www.MDAdvantageonline.com](http://www.MDAdvantageonline.com).

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