



The Alliance of Wound Care Stakeholders Announces New Board Members

Oct. 13, 2023 – Bethesda, Md. – The Alliance of Wound Care Stakeholders is pleased to announce the appointment of three new members to its Board of Directors.

“Earlier this year, the Alliance celebrated its 20th anniversary. Our work has had a powerful impact, and we look ahead to a multitude of important opportunities to leverage the collective, unified voice of the wound care community. As we looked back and forward, we realized the opportunity to expand our Board of Directors to strengthen and diversify the expertise of our leadership and governance structure and to make an even more significant impact by bringing in new perspectives and expertise to serve the wound care community and achieve our strategic objectives,” said Marcia Nusgart, R.Ph., CEO of the Alliance. Joining the Board of Directors are:

David Alper, DPM, brings expertise from 30 years of patient care to the Alliance, together with leadership experience across a number of influential Boards in the wound care community. David is a member of the American Podiatric Medical Association Board of Trustees and is on the Leadership Board of the American Diabetes Association, where he also serves as chair of the Advocacy Committee. He also currently serves on the Board of the Wound Care Collaborative Community (WCCC), The Way To My Heart (patient advocacy), the Foot Ankle Health section of the American Public Health Association, CLI Global, and The National Pressure Injury Advisory Panel (NPIAP). He recently retired his private podiatrist practice in Belmont, Mass.

Since his retirement, David has spent much of his time in the world of limb amputation prevention, using his connections in the diabetes, podiatry, and vascular worlds to create collaborations between medical societies.



Michelle Cooper, MBA, brings to our board her decades of experience as a C-suite executive and expert in regulatory compliance. She spent the last two decades growing, leading, and transforming healthcare compliance for [CommonSpirit Health](#), one of the largest nonprofit integrated healthcare delivery systems in the nation. In her role as Executive Vice President and Chief Compliance Officer (now retired), she served as a member of the Executive Leadership Team and was active in bringing a balanced approach to governance, strategy, integrated solutions, and risk management. She brings immediate value to our boardroom through experience and insights into building effective partnerships, embracing uncertainty, and enabling growth in highly regulated and expansive operations. Michelle has served on Boards of Directors, including the National League for Nursing and Healthcare Financial Management Association, and brings a broad network of industry and government relationships.



Deanne Primozic brings unique expertise as a strategy and growth executive who has specialized in managing health policy, advocacy, and strategic initiatives for major healthcare players. In her current position as Vice President, Policy and Federal Affairs at Surescripts, Deanna leads policy, regulatory and advocacy initiatives that connect pharmacies, payers, PBMs, physicians, hospitals, HIEs and EHRs to more easily and securely share health information. Deanna previously served as VP, Health Policy at Change Healthcare, where she defined the business' policy strategy across Medicare and Medicaid operations, data interoperability, privacy, ethical AI development, public health infrastructure, and value-based care business units. Before joining Change, she spent 20 years as Founding Partner of Santesys Solutions where she advised clients on market development, policy analyses, and strategic planning.



Julie Rhodovi, MBA, CWCA, LBBH, will be a huge asset to our board with her vast experience in health care strategy development, payor & government relations, contract relations, and revenue cycle. Julie worked with American Medical Technologies (AMT) from 2006 to 2022, where, as the Senior Vice President of Payor and Strategic Partnerships, she was accountable for identifying and developing partnerships enabling wound care patient-centered care sources and opportunities. Today, she is a leading reimbursement consultant with GHH Advisors, where she advises clients on a broad range of issues, including payor contracting, alternative payment modeling, and more. Julie is a Certified Wound Care Associate (CWCA) with the American Board of Wound Management (ABWM). She is currently on the Board of Directors of the ABWM Foundation and is a founding member of the Post-Wound and Skin Integrity Council.



David, Julie, Deanne and Michelle will join current [Alliance Board members](#) **Dr. Matthew Garoufalis** (Chair), **Kara Couch, MS, CRNP** (Vice Chair), and **Dr. Caroline Fife** to help grow and evolve the Alliance. By joining forces with existing board members and influential Alliance leaders, these new directors will play a pivotal role in shaping the Alliance's future objectives and ensuring its continued success.

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