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**IHI NAMES GAIL OCKERBLOOM FREEMAN
VICE PRESIDENT FOR MARKETING & COMMUNICATIONS**

Cambridge, MA – June 6, 2011 – The Institute for Healthcare Improvement (IHI) announced today that Gail Ockerbloom Freeman – a marketing executive with experience at RSA, Wellspace and Microsoft – will join the organization as Vice President for Marketing & Communications, effective June 13. In that capacity, Ms. Freeman will work directly with IHI's senior leaders as well as teams responsible for marketing, public relations, publications, knowledge management and IHI.org to develop and drive key strategic priorities. She joins IHI at an exciting time of opportunity with health care reform and as IHI embraces an increasingly global agenda for healthcare improvement.

For the past 10 years, Ms. Freeman has been Senior Director of Corporate Marketing and Senior Manager of Americas Enterprise Marketing at RSA, the Security Division of EMC, a leading provider of security solutions and services. While at RSA, Ms. Freeman oversaw corporate branding, thought leadership, messaging and positioning and drove an integrated mix of communications programs that enabled RSA to gain recognition as one of the foremost brands in information security.

Ms. Freeman has nearly 20 years of experience in marketing and communications. Before joining RSA, she served as Director of Marketing for Wellspace Inc., the Northeast's largest alternative health care center. Prior to Wellspace, Ms. Freeman was a marketing manager for Microsoft Corporation and helped launch Sidewalk.com, which was later sold to CitySearch for \$240 million.

"We are thrilled that Gail will be leading our marketing and communications activities," said Maureen Bisognano, IHI's President and Chief Executive Officer. "Her extensive background in marketing and in the technology sector will be especially valuable, as IHI develops new programs that take advantage of ever more innovative ways to share learning and best practices across systems, communities and entire countries."

The Institute for Healthcare Improvement (www.IHI.org) is an independent not-for-profit organization that works with health care providers and leaders throughout the world to achieve safe and effective health care. IHI focuses on motivating and building the will for

change, identifying and testing new models of care in partnership with both patients and health care professionals, and ensuring the broadest possible adoption of best practices and effective innovations. Based in Cambridge, Massachusetts, IHI mobilizes teams, organizations, and increasingly nations, through its staff of more than 100 people and partnerships with hundreds of faculty around the world.

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