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FOR IMMEDIATE RELEASE

Wallace Reed, MD, Wins Lifetime Achievement Award

ALEXANDRIA, VIRGINIA (AUGUST 19, 2010) – Wallace Reed, MD, cofounder of the nation's first ASC, received the 2010 Health Care Heroes Lifetime Achievement Award from the *Phoenix Business Journal* today, during an awards breakfast at the Arizona Biltmore Resort in Phoenix. The awards, given annually since 2002, acknowledge the extraordinary efforts individuals have made to provide or support health care services in their communities.

Reed and his late partner, John L. Ford, founded Surgicenter, the nation's first ASC, in Phoenix in 1970 to provide patients with high-quality, affordable, accessible health care. Surgicenter set the standard and established the foundation for the ASC industry.

"I cannot think of anyone more qualified to win this award than Dr. Reed," said ASC Association President, Kathy Bryant. "His vision and tireless advocacy on behalf of ASCs led to one of the most significant improvements in health care in the United States—and worldwide—in the last 40 years. At age 94, he still inspires those in the ASC community he helped create to reach even greater heights."

The *Phoenix Business Journal's* Health Care Heroes Awards are given in 10 categories: Lifetime Achievement, Physician, Nursing, Dental, Researcher/Innovator, Health Care Education, Community Outreach, Non-Physician, Service Philanthropy and Health Care Volunteer. To be considered for the Lifetime Achievement Award, candidates must have continuously made outstanding contributions to the field of medicine and devoted their careers and professional lives to benefitting others and their communities.

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The Ambulatory Surgery Foundation provides educational opportunities of many kinds for ASC professionals, policy makers and the public, promotes the highest standards for ASCs and is pursuing an expanded research agenda within the ASC community.