



## FOR IMMEDIATE RELEASE

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## AMA Tampa Bay's Healthcare Marketing SIG Presents "Breakfast with Champions" Event "Marketing Minefield: How to Successfully Market Healthcare under Evolving Privacy Regulations"

**TAMPA, FL Sept. 15, 2011** -The Tampa Bay Chapter of the American Marketing Association (AMA Tampa Bay) and its Healthcare Marketing Special Interest Group (SIG) will present its "Breakfast with Champions" event entitled "Marketing Minefield: How to Successfully Market Healthcare under Evolving Privacy Regulations" on Thursday, October 27, 2011 from 7:30 a.m. to 9:30 a.m. at the Hilton St. Petersburg Carillon Park. The "Breakfast with Champions" event is open to all marketing and healthcare professionals.

[Claire DeMatteis](#), Executive Vice President and General Counsel with Catalina Marketing will be the Guest Speaker. DeMatteis' expertise is focused in the areas of legislative and regulatory lobbying and business development matters in the public and private sectors. DeMatteis will address the latest on HIPPA and the Federal Health Information Technology (HITECH) final regulations, which are expected to be announced later this fall. There are currently twenty (20) U.S. House and Senate Consumer Privacy bills before Congress, which will also be discussed, along with how these Federal measures impact Florida's state laws.

Prior to joining Catalina Marketing, DeMatteis served as senior counsel to then United States Senator Joseph R. Biden, Jr. In this role, DeMatteis was responsible for coordinating Senator Biden's public policy positions and activities between his Washington D.C. and Delaware offices. DeMatteis' additional political experience includes serving as Assistant Legal Counsel to former Delaware Governor Michael N. Castle. DeMatteis has been involved with healthcare regulations including HIPPA, ARRA/HITECH, FDA/DDMAC, Anti-Kickback and state issues.

The AMA Tampa Bay Healthcare Marketing SIG provides education and networking opportunities for healthcare professionals to meet one another and share knowledge of marketing best practices within the industry. To register or obtain further details about this event, please visit [www.amatampabay.org](http://www.amatampabay.org).

### About AMA Tampa Bay

As one of the fastest growing Chapters of the AMA in the United States and one of the largest professional organizations in the area, AMA Tampa Bay is the premier resource for marketing information, education, training and relationships. Almost 400 members look to the organization to advance marketing competencies in both practice and thought leadership. In 2010, the chapter was again recognized for the third year in a row by the International American Marketing Association for leadership and programming excellence. Monthly events, which are open to members and guests, feature local and national industry experts. Membership is available on both an individual and group basis, with special options available for those who are transitioning from student to professional status. For more information about the chapter's events and programs or membership options, please visit <http://www.amatampabay.org>. You can also follow AMA Tampa Bay on Twitter, Facebook and Linked In.

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