



**For Immediate Release**  
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## **Retired Qualidigm CEO and Partner at Wiggin and Dana to Receive Connecticut Hospital Association Honorary Membership Awards**

WALLINGFORD – At its 95th Annual Meeting on June 25, the Connecticut Hospital Association (CHA) will give Honorary Membership Awards to Bennett J. Bernblum, Partner, Wiggin and Dana, and Marcia K. Petrillo, recently retired CEO of Qualidigm. The CHA Honorary Membership award was established in 1968 to recognize certain individuals who distinguished themselves with their personal dedication and contributions to the advancement of healthcare services. Since then, 86 people have received this honor, including Mr. Bernblum and Ms. Petrillo, who will receive lifetime honorary CHA memberships.

Bennett J. Bernblum ("BJ") is a partner in Wiggin and Dana's Corporate Practice Department, where he practices corporate law, corporate healthcare law, construction law, and sales, use, and property taxation.

When he retires at the end of June 2013, Mr. Bernblum will conclude more than 20 years of distinguished service to CHA and a host of other healthcare clients. Over the past two decades, Mr. Bernblum has been a trusted advisor on a wide range of CHA activities, providing counsel on many key association initiatives, particularly focusing on CHA's corporate work and business agreements. He was a key advisor in the structural work of initiatives to improve quality and patient care, including a major project to establish an interpreter system for the deaf and hard of hearing populations.

His work with hospital and healthcare clients over the years has included structuring joint ventures and partnerships for hospitals, counseling complex hospital systems on governance and corporate structure, and handling asset acquisitions, mergers, affiliations, and financings for all types of healthcare providers. Mr. Bernblum has been deeply engaged in resolving property tax exemption issues for charitable healthcare providers, developing network vehicles for providers, and representing community-based and home healthcare agencies on a panoply of issues. Overall, his clients have valued and benefited from Mr. Bernblum's acute analytical skills, his business judgment and practicality, and his wisdom.

Mr. Bernblum is a member of the American and Connecticut Bar Associations, the American Health Lawyers Association, and the Connecticut Health Lawyers Association. He has been listed in *The Best Lawyers in America* in the category of Health Care Law, and *Chambers USA* has recognized him in the Health Care category. Mr. Bernblum received his B.A. from Yale University *cum laude*, and his J.D. from New York University School of Law.

In March 2013, Marcia K. Petrillo retired from Qualidigm, the Wethersfield healthcare consulting and research organization she helped create nearly three decades ago. Ms. Petrillo joined Qualidigm in 1984. A visionary leader in quality improvement and safety, she spearheaded collaborations with CHA and many others that resulted in long-lasting improvements in quality, safety, and cost-effectiveness in care.

CHA and Qualidigm have worked hand-in-hand on numerous projects, including an [initiative to decrease preventable hospital readmissions](#) for patients with heart failure. CHA took the lead on assisting 24 hospitals with internally-focused quality improvement activities, while Qualidigm convened and provided technical assistance to 14 of these hospitals and a variety of community partners to improve transitions between settings of care. Together, the collaborating organizations brought about significant improvements in the process of caring for patients with heart failure across the continuum of care and important decreases in hospitalizations. In February 2012, this collaboration was renamed the Care Transitions Initiative and broadened to address preventable hospitalizations of all patients across Connecticut.

Under Ms. Petrillo's leadership, Qualidigm held the federal contract as the Medicare Quality Improvement Organization (QIO) for Connecticut since 1984. In addition, the organization continues to work with federal and state agencies and private sector clients to support national initiatives designed to advance patient safety and quality care.

In addition to her work at Qualidigm, Ms. Petrillo was instrumental in working with the Rhode Island Medical Society to establish Quality Partners of Rhode Island (QPRI), a healthcare quality improvement organization in that state. She served as the organization's Chief Executive Officer from 1995 – 2007, concomitant with her Qualidigm service. During that time, QPRI was recognized for its in-state initiatives as well as its national consulting program focused on the nursing home setting.



Bennett J. Bernblum



Marcia K. Petrillo

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#### **About CHA**

The Connecticut Hospital Association has been dedicated to serving Connecticut's hospitals since 1919. Through state and federal advocacy, CHA represents the interests of Connecticut's hospitals on key

healthcare issues in the areas of quality and patient safety, access and coverage, workforce, community health, diversity, and hospital reimbursement.

#### **About Qualidigm**

For the last 30 years, Qualidigm's mission has been to advance the quality, safety and cost-effectiveness of health care to achieve better health, better health care and the best value for patients. Qualidigm, which earlier this month was named #1 "Best Place to Work" by the Hartford Business Journal's Best Companies Group, provides consulting services to public and private sector clients throughout Connecticut and across the nation. These services include Consulting, Data Analysis, Health Information Technology, Patient Safety, Quality Improvement and Utilization Review. Qualidigm has served as the Medicare Quality Improvement Organization for the State of Connecticut under contract with the Centers for Medicare and Medicaid Services. In this capacity, Qualidigm is charged with protecting the rights of Medicare beneficiaries and improving the safety and quality of care they receive. Qualidigm is also a Patient Safety Organization (PSO) as designated by the State of Connecticut. [www.qualidigm.org](http://www.qualidigm.org)

#### **About Wiggin and Dana**

Wiggin and Dana is a full service firm with over 140 lawyers serving clients domestically and abroad from offices in Connecticut, New York and Philadelphia. For more information on the firm, visit our website at [www.wiggin.com](http://www.wiggin.com).