

## Health care PR shop brings on DaVita exec

### Health care PR shop brings on DaVita exec [1]

SVP also worked for former Kentucky governor

Published July 27, 2011 by NashvillePost.c...



Health care public relations firm Revive has hired a former DaVita executive to be the fifth employee at the firm's young Nashville office.

Matthew Bassett joins Revive as senior vice president and brings to the California-based firm 15 years of public policy experience at the state and federal levels. Previously, he was vice president of public policy for DaVita, an international dialysis provider with a large Brentwood presence. There, he led the company's 43-state government affairs efforts.

"Matt has a unique line of sight on the coming business implications of health reform and his role will assist us in helping our clients identify those implications and position themselves for success as those changes are playing out in markets all across the country," said Brandon Edwards, Revive's president and founder. "Between the coming changes in Medicare and Medicaid and the establishment of state health insurance exchanges, no one will be unaffected, and our job is to help our clients navigate that massive change, both internally and externally."

Before joining DaVita in 2006, Bassett was chief of staff for Kentucky's Cabinet of Health and Family Services and senior advisor to then-Gov. Ernie Fletcher for health and insurance policy. He also was Fletcher's deputy chief of staff in the U.S. Congress and worked for Rep. Pete Sessions of Dallas and Texas State Senator Jane Nelson.

Revive set up shop in Cummins Station [early this year](#) [2] with former Hall Strategies principal Kriste Goad leading the charge.

[Health Care](#) [3] [People](#) [4] [Revive Public Relations](#) [5] [health care policy](#) [6] [Matthew Bassett](#) [7] [Public relations](#) [8]

[Health Care](#) [People](#) [Revive Public Relations](#) [health care policy](#) [Matthew Bassett](#) [Public relations](#)