



**FOR IMMEDIATE RELEASE**

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**CONTACT:**

Brandon Edwards  
President/Founder  
805-617-2841 (w)  
805-698-5780 (c)  
[be@revivepr.com](mailto:be@revivepr.com)

**National Health Care Policy and Issues Expert Joins Revive**

*Addition Brings Even Greater Depth and Expertise to Top 15 Health Care PR Firm*

**Nashville, TN—July 26, 2011**—Revive, a national health care public relations firm that opened its second office in Nashville in February, announced that it hired Matthew Bassett as Senior Vice President. Matt brings 15 years of public policy experience on the state and federal levels. Prior to joining Revive, Matt was Vice President of Public Policy for international dialysis provider DaVita, where he led the company's 43-state government affairs efforts. Matt is the fifth professional added to Revive's Nashville office and brings the firm's roster to 17 professionals.

"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."

Tom Scully, Former Administrator of the Centers for Medicare and Medicaid Services under President George W. Bush said, "I have known Matt for more than a decade, and on both the state and federal level he has proven to be one of the smartest and most creative health policy guys I know, as well as one of the nicest."

Before joining DaVita in 2006, Matt served as Chief of Staff for Kentucky's Cabinet of Health and Family Services and senior advisor to then Governor Ernie Fletcher for health and insurance policy. Prior to the Governor's election, Matthew served as Fletcher's Deputy Chief of Staff in the U.S. Congress and handled all health-related issues that came before the House Energy and Commerce Committee.

Matt has also worked for Congressman Pete Sessions of Dallas as well as Texas State Senator and Chair of the Health and Human Services Committee Jane Nelson. He holds a Master's in Health Care Administration from Trinity University and a bachelor's degree in Communications from Baylor University.

**About Revive**

Revive is a national public relations firm specializing in Health Services and Healthy Living. The firm has developed a strong reputation for its work in crisis communications, mergers and acquisitions, payor contracting disputes, union issues, and reputation management issues of all stripes. Named "New Agency of the Year" in 2010 by *The Holmes Report* and "Best Agency to Work For" in 2011, Revive is among the 15 largest health care PR firms in the country. Revive's

clients include major hospitals and health care systems, academic medical centers, physician organizations, health care industry associations, health care IT, and health & wellness companies. With 17 professionals on staff, Revive has offices in Santa Barbara, California, and Nashville, Tennessee. To learn more, visit [www.revivepr.com](http://www.revivepr.com).

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