



Executive Board: Danny Chu, MD • New York, NY Ray Kim, MD • Rochester, MN Tram Tran, MD • Los Angeles, CA Anna S.F. Lok, MD • Ann Arbor, MI Karen Kim, MD • Chicago, IL

September 1, 2010

For Immediate Release:

The Asian Health Foundation (AHF) is pleased to announce the appointment of a new Executive Director.

The Board of Directors welcomes Jocelyn Woog as the new Executive Director of the Asian Health Foundation. Ms. Woog is an attorney by training, and has served as an executive director, administrator and communications specialist working with non-profit organizations and the Massachusetts Department of Public Health. She received her B.F.A. from New York University and her J.D., Cum Laude from Suffolk University Law School in Boston, Mass. Ms. Woog is looking forward to bringing her experience in non-profit administration and public health in working with key stakeholders to further the mission and vision of the Asian Health Foundation.

The Asian Health Foundation is a 501(c) 3 non-profit organization dedicated to improving the health of Asian Americans & Pacific Islanders (AAPIs). The primary focus of the AHF is the Hepatitis B Initiative. Hepatitis B affects 1 in 10 Asian-Americans and is a leading cause of liver cancer among Asians. Although vaccines preventing hepatitis B and effective treatments for patients already suffering from it are available, there is an alarmingly low level of understanding and knowledge of hepatitis B in the AAPI population and medical community. AHF initiatives include the provision of continuing medical education regarding the screening, diagnosis, and treatment of hepatitis B to medical providers as well as the development of increased public awareness of this disorder. Together with the AHF Advisory Board of over fifty leading medical professionals in the field of hepatitis B, AHF is taking an active role to make a positive impact on the health of affected AAPI communities.

For more information, please email the Asian Health Foundation at theasianhealthfoundation@gmail.com or visit www.theasianhealthfoundation.org.