

FOR IMMEDIATE RELEASE

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PASADENA EXECUTIVE, ROBERT ZASA, SELECTED AS ONE THE "FAB 40" BY THE UAB SCHOOL OF HEALTH PROFESSIONS

Robert Zasa, Pasadena resident and founding partner of the national ambulatory health care firm, ASD Management, was honored as one of the "Fab 40 Alumni" by the University of Alabama, Birmingham (UAB) School of Health Professions, in a celebration on Friday, November 6, 2009.

The "Fab 40 Alumni" is a significant, one-time distinction marking the 40th anniversary of UAB's School of Health Professions, one of the nations most prestigious health professions schools. Robert Zasa was one of the 40 alumni selected for the honor from the tens of thousands of alumni who have graduated from the school since its founding in 1969. Criteria for selecting the 40 alumni honorees, was based on outstanding professional achievement in their field of study, renown and respect in their professional community, and continuing contributions to the school through involvement and service,

Robert Zasa earned a master of science degree in health administration at the UAB School of Health Professions in 1975, and a graduate certificate in medical marketing from UCLA. He is the founder and managing partner of ASD Management, with offices in Los Angeles, Dallas and Chicago. ASD Management is an ambulatory surgery center firm, specializing in the planning, development and management of surgery centers as joint ventures with physicians and hospitals. ASD Management co-owns and manages surgery centers throughout the U.S. Robert Zasa is a fellow in the American College of Medical Practice Executives, an adjunct faculty member at UAB's School of Health Professions, a popular lecturer and author, and has served on the editorial boards of the *Journal of Ambulatory Care Management* and *Surgery Network*. In 1995, he was recognized by *Inc. Magazine* as CEO of one of the nation's 500 fastest growing companies.

Robert Zasa has been a resident of Pasadena since 1992, and is very active in his local community, serving in many leadership roles for a variety of organizations. He is a board member of the Pasadena History Museum and was recently appointed to the board of the California Art Club. He holds memberships in the Annandale Golf Club and the Valley Hunt Golf Club in Pasadena.

The UAB School of Health Professions is one of the nation's largest schools of health professions, with more than 1,500 students enrolled in 21 academic programs. Several graduate programs are nationally ranked, and the school is rated no. 1 among all allied health schools for National Institutes of Health (NIH) funding.

For more information about ASD Management, visit www.ASDManagement.com
For more information about the UAB School of Health Professions, visit www.UAB.edu/SHP

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