

Southern California PHYSICIAN

Southern California Physician Welcomes Chris Womack to Staff as Associate Editor

With a goal of enhancing the editorial content of the magazine overall, Womack will write features and news monthly and develop industry sources.

**For immediate release
March 30, 2007**

Los Angeles--*Southern California Physician* magazine has hired Chris Womack as its new associate editor. A seasoned medical and science journalist, Womack will be responsible for writing a variety of news and features monthly as well as cultivating productive relationships with industry sources. He starts his position on April 9, 2007.

"*Southern California Physician* is pleased to welcome Chris to our staff. His expertise in medical and policy issues coupled with his dedication to insightful reporting will surely contribute much to our magazine," says Janis Rizzuto, Publisher/Editor of the magazine. "I am confident that physicians and other experts will enjoy working with Chris as he crafts excellent content for *Southern California Physician*."

Womack was formerly editor at *Pharmacogenomics Reporter*, a weekly business newsletter from New York-based trade publisher GenomeWeb. There, he covered the emerging "personalized medicine" industry, which is an approach to medicine that uses knowledge of a patient's individual genes to more effectively prescribe drugs. As the newsletter's sole reporter, Womack tracked moves by regulators, biotech innovators, insurers, physician researchers and pharmaceutical companies.

He has also worked as a freelance writer on science and medicine for several outlets, including the New York Academy of Sciences website and *Today's Science on File*, covering topics from genetics to neuroscience, for audiences ranging from preteen science students to established researchers.

Womack comes to medical journalism from the biotechnology field, having worked as an assistant in university laboratories and as a technical communications representative at Ambion. He holds a bachelor's degree in molecular biology and a master's degree in journalism, both from the University of Texas at Austin.

To reach Womack, call 213/226-0325 or e-mail chrisw@socalphys.com. His office is in downtown Los Angeles at the Los Angeles County Medical Association headquarters.

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About Southern California Physician

Southern California Physician is the official publication of six county medical associations in Southern California. The monthly magazine serves 18,000 physicians by delivering the most relevant and timely legislative news, association news and educational information affecting local physicians, their practices and their patients. For more information, please visit www.socalphys.com.

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