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New Jersey Academy of Family Physicians Names Sandra Selzer Vice President of Healthcare Transformation and Quality Improvement

Trenton, N.J. – The New Jersey Academy of Family Physicians (NJAFP), the largest primary care medical specialty society in the state, has announced that Sandra Selzer will serve as vice president of healthcare transformation and quality improvement. In this role, Selzer will lead strategic and tactical elements of the NJAFP’s healthcare transformation and quality improvement service offerings, guide strategic planning for the division, and work to ensure that opportunities to advance family medicine and the NJAFP are explored throughout the existing professional development services and advocacy efforts.

“Sandi’s knowledge, skills and experience provides the NJAFP with the opportunity to continue our work to rebuild the fractured primary care infrastructure in New Jersey while more strategically aligning our quality improvement efforts with our outstanding continuing professional development and advocacy work,” said Ray Saputelli, the NJAFP’s executive vice president. “We are tremendously excited to have Sandi take the helm of our team of transformation professionals.”

A veteran healthcare executive, Selzer brings with her more than 18 years of experience focusing on the theory and practice of quality improvement and performance measurement that spans national, regional and local healthcare quality initiatives.

Previously, Selzer served as vice president of product management for BluePrint Healthcare IT, where she led the vision, strategy and roadmap for BluePrint’s healthcare-related IT platforms and managed key partnerships to support BluePrint’s vision and strategy, specifically related to advancing healthcare through the use of information technology. Prior to that, she served as director of the Camden Health Information Exchange with the Camden Coalition of Healthcare Providers and served in a variety of roles with the American Board of Internal Medicine.

Selzer earned a master’s degree in healthcare quality and patient safety from the Jefferson College of Population Health of Thomas Jefferson University in Philadelphia and a bachelor’s degree in information technology from Rutgers University in New Brunswick.

About the NJAFP

For more than 50 years, the New Jersey Academy of Family Physicians has been advancing the cause of family physicians and their patients. With more than 2,000 members, including active practicing family physicians, residents in family medicine, and medical students interested in the specialty, the NJAFP is the largest primary care medical specialty society in the state and a chapter of the American Academy of Family Physicians. To learn more about NJAFP, visit www.njafp.org.

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