GPhA Taps Ralph G. Neas as New President and Chief Executive Officer

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WASHINGTON, Sept. 7, 2011 /PRNewswire-USNewswire/ -- The Generic Pharmaceutical Association (GPhA), which represents the world's leading generic drug manufacturers and suppliers, today announced that it has named Ralph G. Neas as the Association's new President and Chief Executive Officer, effective September 12, 2011.

Neas joins GPhA from the National Coalition on Health Care (NCHC), the nation's oldest and most diverse health care coalition, where he has served as President and CEO and led the group's efforts to assure quality care, improve the health status of Americans and control costs in the U.S. health care system. GPhA intends to introduce Neas to stakeholders throughout September with an aggressive outreach effort to maximize the industry's message and renew its participation as an active and engaged member of the health care debate.

"As those in Washington and across the country continue to look for savings in our health care system, it is clear that the greater use of generic medications is a safe and effective way to reduce costs while providing patients with the same quality care they have come to rely on," Paul Bisaro, President and CEO of Watson Pharmaceuticals and Chairman of the GPhA Board of Directors said.

"Ralph is a proven national leader and consensus builder who has made a career out of working with Republicans and Democrats to forge coalitions that produce pragmatic compromises to advance the best interests of the country. He will provide GPhA with an unprecedented opportunity to expand our message so that any discussion about reducing health care costs — whether on Capitol Hill, in state legislatures, the media or anywhere else — is a discussion that recognizes the billions of dollars in savings generic medications can contribute in this challenging economic climate."

Over the past three years, Neas has worked closely with the generic pharmaceutical industry. As Pres
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