



ADAP Advocacy Association

aaa+

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ADAP Advocacy Association Elects Ramsell Holding Corporation's President & CEO Eric Flowers on Board of Directors

For Immediate Release

WASHINGTON, D.C. (January 11, 2012) – The [ADAP Advocacy Association](http://www.adapadvocacyassociation.org), also known as **aaa+**[®], today announced that it has appointed **Eric Flowers**, President and CEO of Ramsell Holding Corporation, to its board of directors. The **aaa+**[®] board voted unanimously to add Flowers as the third corporate representative on the board, joining executives from Walgreens and Walmart.

“The ADAP Advocacy Association is thrilled to have Eric Flowers join our board of directors,” said **Brandon M. Macsata**, CEO of the ADAP Advocacy Association. “His leadership has proven invaluable not only to our organization, but also to thousands of people living with HIV/AIDS who receive their life-saving medications from the AIDS Drug Assistance Programs (ADAP) in California, Texas, Colorado, Washington, Oregon and Delaware. We look forward to working with Eric, as well as our other dedicated board members, to find the necessary solutions to alleviate the ongoing ADAP crisis in the United States.”

Flowers joined Ramsell in 1994 as the Vice President of Operations, and was named CEO and President in January 2008. Ramsell has a rich history of creating positive outcomes for the health and safety of underserved populations. Flowers played an instrumental role in transforming the company into a leader in managing statewide ADAP programs. Ramsell currently covers more than one-third of the nation's ADAP claims, more than any other administrator.

Ramsell funded the initial infrastructure grant that allowed **aaa+**[®] to be created in 2007. The company also has been a corporate member of **aaa+**[®] since 2008, providing expertise about the important role pharmacy benefit management (PBM) plays in increasing access to care for people living with HIV/AIDS.

“The ADAP Advocacy Association has been the driving force in promoting and enhancing AIDS Drug Assistance Programs so those living with HIV/AIDS have better access to vital medications,” said Flowers. “It is an organization that shares many of the same fundamental goals as Ramsell, and I look forward to serving as a member of the board to further its impact on ADAP programs across the country.”

A passionate advocate of community health issues, Flowers has a long history of helping others through his involvement with programs that share Ramsell's mission of serving the underserved. In 2001, he joined the Haight Ashbury Free Clinics' (HAFCI) board of directors where he worked closely with a variety of committees that included finance, audit, governance and programs, and served as Vice Chairman and Chairman of the Board. Flowers was involved in the negotiations and subsequent merger of HAFCI and Walden House in July 2011. He is also on the Advisory Board of the St. Mary's College School of Economics and Business Administration. He holds a bachelor's degree from University of California, Berkeley, and a master's degree in business administration from St. Mary's College.

Flowers has taken Ramsell beyond its roots in pharmacy and PBM services by expanding the company's tools, technology and services to further assist underserved populations in new markets such as education, corrections and social services.

aaa+® is governed by a dedicated, diverse volunteer board of directors. The organization now benefits from the combined experience of eight HIV-positive members, two ADAP recipient (plus three former ADAP recipients), one physician, one pharmacist, one religious leader, nine influential AIDS community activists and leaders, and three disability/diversity rights champions. The board of directors includes: **Michelle Anderson** of Dallas, Texas; **William E. Arnold** of Washington, DC; **Robert Breining** of Levittown, Pennsylvania; **Janine Brignola** of Omaha, Nebraska; **Elmer L. Cerano** of Lansing, Michigan; **Crosby Cromwell** of Bentonville, Arkansas (*Walmart corporate representative*); **Darryl Fore** of Cincinnati, Ohio; **Philip A. Haddad, MD** of Shreveport, Louisiana; **Arch-Bishop Joyce Turner Keller** of Baton Rouge, Louisiana; **Glen Pietrandoni** of Deerfield, Illinois (*Walgreens corporate representative*); **Elizabeth Shepherd** of Summerton, South Carolina; **Joey Wynn** of Fort Lauderdale, Florida; and **Brandon M. Macsata** (ex-officio) of Fort Lauderdale, Florida.

To learn more about the ADAP Advocacy Association or its Board of Directors, please contact Brandon M. Macsata by phone at (305) 519-4256 or email at info@adapadvocacyassociation.org.

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About Ramsell Holding Corporation

Based in Oakland, Calif., Ramsell has been creating positive outcomes for the health and safety of underserved populations since 1964. We help organizations maximize limited resources through cost-effective coordination of care and services for complex populations managed by public health programs, education and corrections. Ramsell offers highly configurable, web-based technology solutions, services and expertise to assist our clients in connecting people to the services they need. For more information about Ramsell, contact Michael Woo, Director of Marketing, at (510) 587-2632 or visit us Ramsell at www.ramsellcorp.com.