

Allentown, PA – (March 12, 2009) The American Heart Association has named Larry L. Deal, Executive Director of The Heart Care Group, P.C., as President of the Board of Directors for the Lehigh Valley Division of the American Heart Association.

In his role as Board President, Deal will govern the local organization's board and provide leadership to help the American Heart Association achieve fund-raising and health strategy goals that advance the mission of the American Heart Association on a local level. He will be actively involved in all of the American Heart Association's cause initiatives and events such as the Lehigh Valley Start! Heart Walk, other Start! Cause events, Go Red for Women and the annual luncheon, Power to End Stroke, and Alliance for a Health Generation activities.

Deal has more than 30 years of leadership experience in the healthcare industry. Since 2004, he has been the Executive Director of The Heart Care Group, P.C. Prior to joining The Heart Care Group, Deal spent nearly 23 years at Good Shepherd Rehabilitation Hospital in Allentown, PA, during which time he held the positions of Executive Vice President of Institutional Advancement, Chief Financial Officer, and Controller. Good Shepherd is a full service, regional health care facility specializing in rehabilitation and functional health needs.

Actively involved in the community, Deal is President, Board of Forum for Ethics in the Workplace at De Sales University; a Board member of Hospital Central Services, Inc.; Past President of the Allentown Kiwanis Foundation; Past President of the Whitehall Music Parent Association; and Past Elder and Chairman of the Staff Committee for First Presbyterian Church in Allentown, PA.

Deal holds an MBA from Wilkes University, Wilkes-Barre, PA, and a B.S. from York College, York, PA. He resides in Macungie, PA with his wife.

About the American Heart Association

Founded in 1924, we're the nation's oldest and largest voluntary health organization dedicated to building healthier lives, free of heart disease and stroke. To help prevent, treat and defeat these diseases — America's No. 1 and No. 3 killers — we fund cutting-edge research, conduct lifesaving public and professional educational programs, and advocate to protect public health. To learn more or join us in helping all Americans, call 1-800-AHA-USA1 or visit americanheart.org.

About The Heart Care Group, P.C.

A full service practice, The Heart Care Group, P.C., provides cardiovascular services from prevention and diagnosis through disease management and cardiac interventions that places the patients' health and well being above all other considerations. Their cardiologists serve the Greater Lehigh Valley and surrounding communities from several offices and most regional hospitals.