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To: Soura, ChristianChristianSoura@gov.sc.gov
CC: John@lobbysc.comJohn@lobbysc.com
Date: 6/10/2013 11:11:54 AM
Subject: Meeting Request

Good morning Christian. I wanted to see if you had 15-20 minutes next Tuesday to meet with Mark Herzog, SVP Corporate & Government Affairs for Health Diagnostics Laboratory (HDL). HDL is based in Richmond, VA and does advanced testing to uncover the true state of a patient's health, making it possible to prevent and reverse disease. Currently, HDL has about 80,000 patients in SC. Recently, they have started a pilot program with the state of Virginia's state employee health plan to lower health care costs. We are introducing Mark to stakeholders in SC who would see an interest in lowering health care costs, while improving health.

Please let me know what your schedule looks like next Tuesday, June 18. Thank you!

Mark's Bio:

Mark A. Herzog

Senior Vice President, Corporate and Government Affairs

- Mark, a graduate of the College of William and Mary, is an avid hiker and world traveler
- Prior to joining HDL, Inc. in 2012, Mark spent the previous twelve years as the leader of the Virginia Biotechnology Association, advocating for the advancement of the \$13 billion biotechnology and medical device industry in the Commonwealth of Virginia
- Mark has been appointed to statewide policy boards and commissions by the last four Governors of Virginia, from both sides of the political aisle. Most recently, Mark was appointed by Governor Robert McDonnell to the Virginia Workforce Council and the Economic Development and Job Creation Commission. Mark is active on the boards of many community organizations such as the Virginia Bioscience Foundation, the Historic Richmond Foundation and the National Advisory Council of the Colonial Williamsburg Foundation. Mark was also one of the three original founders of the World Affairs Council of Greater Richmond
- In 2010, he received the IBM Community Catalyst Award from the Greater Richmond Technology Council. In addition, he was named one of the "Top 40 Under 40" for 2007 in the Greater Richmond region by Style Weekly magazine

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