

Aliza Lifshitz M.D. (*la Doctora Aliza*) is a renowned physician, author and health reporter. She is the founder and Editor-in-Chief of VidaySalud.com, the largest online source of health and medical information in Spanish, operated by the HITN educational television network. In that role, she also hosts HITN's *Vida y Salud* daily programming block. Additionally, Dr. Lifshitz hosts the Spanish-language feed for the *HealthDay TV* syndicated service.

For 20 years, she was the health expert for *Univisión*, appearing on both the television and radio networks. She has been a regular columnist for *People en Español*, *Ser Padres* and *ImpreMedia*. Her book, *Mamá Sana, Bebé Sano – Healthy Mother, Healthy Baby* was the first bilingual book on pregnancy and childbirth.

Dr. Lifshitz was born in Mexico City and graduated from the National Autonomous University of Mexico's Medical School. She specialized in internal medicine and clinical pharmacology at Tulane University and the Ochsner Medical Foundation in New Orleans, Louisiana and did further post-graduate work in endocrinology at the University of California, San Diego. She is also a graduate of the Cedars-Sinai Healthcare Management Program at UCLA's Anderson Graduate School of Management.

Dr. Lifshitz practiced internal medicine at Cedars-Sinai Medical Center in Los Angeles. She was president of the California Hispanic American Medical Association for four terms. She was Vice Chair of the Board of Blue Shield of California and Chair of its Foundation. She has served on numerous committees and commissions on the local, state and federal level and on the boards of several non-profit organizations.

Dr. Lifshitz has been named to Hispanic Business Magazine's list of "100 Most Influential Hispanics." She has received countless honors from, among others, the American Medical Association, the American Heart Association, the American Diabetes Association, the March of Dimes and the National Association of Physician Broadcasters.