

SALLY WEST

Sally West is a native of Tallahassee, Florida. She received her Bachelor of Science degree from Florida State University in 1993, majoring in Sociology with a minor in French.

In 2003, Sally joined the lobbying team at the Florida Retail Federation. Now serving as their Director of Government Affairs, Sally's primary focus is on healthcare delivery, health insurance, and pharmacy issues. The Florida Retail Federation's 11,000 plus membership has expressed grave concern with the rising cost of healthcare delivery and health insurance. For this reason, Sally devotes a large amount of her time each day focusing on ways to improve Florida's healthcare industry.

In addition to her duties at the Florida Retail Federation, Sally also serves on the Consumer Health Information and Policy Advisory Council, serving as Chair from 2007 through 2008. This Council guides Florida's Agency for Health Care Administration (AHCA) on the content and design of the website: floridahealthfinder.gov