

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 61385 / January 20, 2010

ACCOUNTING AND AUDITING ENFORCEMENT
Release No. 3107 / January 20, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-13756

In the Matter of	:	
	:	
DEANNA J. SERUGA, CPA	:	
	:	
Respondent.	:	ORDER INSTITUTING ADMINISTRATIVE
	:	PROCEEDINGS PURSUANT TO RULE
	:	102(e) OF THE COMMISSION’S RULES OF
	:	PRACTICE, MAKING FINDINGS, AND
	:	IMPOSING REMEDIAL SANCTIONS
	:	
	:	

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted against Deanna J. Seruga (“Respondent” or “Seruga”) pursuant to Rule 102(e)(3)(i) of the Commission’s Rules of Practice.¹

¹ Rule 102(e)(3)(i) provides, in relevant part, that:

The Commission, with due regard to the public interest and without preliminary hearing, may, by order, . . . suspend from appearing or practicing before it any . . . accountant . . . who has been by name . . . permanently enjoined by any court of competent jurisdiction, by reason of his or her misconduct in an action brought by the Commission, from violating or aiding and abetting the violation of any provision of the Federal securities laws or of the rules and regulations thereunder.

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over her and the subject matter of these proceedings, and the findings contained in Section III.3. below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Rule 102(e) of the Commission’s Rules of Practice, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent’s Offer, the Commission finds that:

1. Seruga, age 33, has been a certified public accountant licensed to practice in the Commonwealth of Pennsylvania. She served as Controller at World Health Alternatives, Inc. (“World Health”) from 2003 until August 2005.
2. World Health was, at all relevant times, a Florida corporation with its principal place of business in Pittsburgh, Pennsylvania. World Health was engaged in the medical staffing business. At all relevant times, World Health common stock was registered with the Commission pursuant to Section 12(g) of the Securities Exchange Act of 1934 (“Exchange Act”), and traded on the Over the Counter Bulletin Board.
3. On January 4, 2010, a final judgment was entered by consent against Seruga, permanently enjoining her from future violations of Section 17(a) of the Securities Act of 1933, Sections 10(b) and 13(b)(5) of the Exchange Act and Rules 10b-5, 13b2-1 and 13b2-2(b) thereunder, and aiding and abetting violations of Section 13(a) of the Exchange Act and Rules 12b-20, 13a-1 and 13a-13 thereunder, in the civil action entitled Securities and Exchange Commission v. Richard E. McDonald, et al., Civil Action Number 09-CV-1685, in the United States District Court for the Western District of Pennsylvania.
4. The Commission’s complaint alleged, among other things, that Seruga, at the direction of World Health’s former President and Chief Executive Officer and on her own accord, engaged in a fraudulent scheme that resulted in World Health filing materially false and misleading financial statements in the company’s annual and quarterly reports from the first quarter of 2003 through the first quarter of 2005. The complaint alleged that Seruga falsified World Health’s books and records by, among other things, understating expenses and liabilities through numerous false and improper accounting entries. In addition, the complaint alleged that Seruga knowingly provided false information to World Health’s auditors.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanction agreed to in Respondent Seruga's Offer.

Accordingly, it is hereby ORDERED, effective immediately, that Seruga is suspended from appearing or practicing before the Commission as an accountant.

By the Commission.

Elizabeth M. Murphy
Secretary