The Los Angeles Business Journal presents

HEALTHCARE LEADERSHIP AWARDS 2014

This special advertising supplement did not involve the reporting or editing staff of the Los Angeles Business Journal.
LETTER FROM THE PUBLISHER

Hospital CEOs, healthcare company executives, unique programs benefiting the community, entrepreneurial clinicians, and education leaders providing the next generation of healthcare practitioners with the information they need to service our region – are all a part of an industry that will always be in need. It makes sense that we’d pause at least once per year to celebrate their achievements. These are Los Angeles’ healthcare leaders. They are a unique group in that not only do they manage the institutions and organizations that help our society live healthier, they also happen to be tremendous businesspeople with great business stories. We have set aside this very special section to honor these individuals, organizations and programs that have made strides in helping Los Angeles (and beyond) receive better healthcare. We have chosen to recognize leaders and organizations that make an impact to both lines: those leading the frontlines of healthcare and those protecting the bottom lines.

This special section you are reading now spotlights those outstanding honorees we celebrated at our Awards luncheon on Wednesday, April 23rd at the Millennium Biltmore Hotel downtown. Eleven honorees have been announced this year and described in this section in eleven categories. We applaud each of these esteemed honorees, as well as the wonderful collection of finalists, also detailed in these pages.

We hope you enjoy this special section, which contains some insights on the creative ways in which some of LA’s leading healthcare individuals and organizations stand out in their efforts to keep us well or make us better.

Special thanks go out this year to our presenting sponsor in this endeavor, Moss Adams. And again, congratulations to all the great healthcare leaders in Los Angeles who play such an integral role in our lives and the lives of our families, friends and coworkers.

Best regards,

Matthew A. Toledo
Publisher & CEO

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SCOTT EVANS has led Keck Medical Center of USC, which includes Keck Hospital of USC and the renowned Norris Comprehensive Cancer Center Hospital, as CEO since 2007. He is responsible for a medical enterprise which experiences more than one million patient visits per year, operates a combined 461 licensed beds in both acute care hospitals; five outpatient clinics in communities throughout the Los Angeles County greater area; 2,500 employees including 600 world-class physicians; and $600 million in revenue. Within the first year of assuming responsibility, Evans improved financial performance and exceeded budget targets through labor management strategies, targeted growth initiatives in key areas and vendor contract negotiations with physician collaboration, resulting in a 55% increase in annualized EBIDA on same year-over-year total volume. Leading one of the nation’s top university-based medical centers through the transformation and evolution of health care reform, Evans has also initiated a department-specific balanced scorecard that measures quality outcomes, financial performance and service levels, increasing manager accountability. This created an alignment between department specific objectives and the organization’s overall goals. Evans has also been a champion for the Commitment to Quality initiative and has redesigned the performance improvement process through creating a template for standardizing reporting. He has integrated quality outcomes into the survey surveillance readiness program for both hospital campuses. He helped guide the hospitals to successful passing of several unannounced surveys for both hospitals, achieving full accreditation. Embracing the importance of patient safety, Evans has also implemented a medication error reporting system for the USC/Norris facility medical executive committee governing board, which heightened the organization’s awareness of patient safety and created a culture shift among employees towards preventing errors.

MOLLY FORREST joined the Jewish Home for the Aging as CEO-President in 1996, and has led the organization through the most ambitious expansion in its history while overseeing a broad diversified development of programs and services for seniors. Under Forrest’s leadership, the Jewish Home has seen incredible growth and revitalization. Combining a potent blend of vision and pragmatism, Forrest is working to ensure the Jewish Home meets the needs of our aging society and the budgetary challenges current times present. Upon joining the Jewish Home, Forrest led in emphasizing that Home programs should create an environment which would support and build bodies, engage minds, and encourage emotional and spiritual expression. The non-profit Home provides high quality comprehensive care for the growing senior community. It is also one of the foremost multi-level senior living communities in the United States, and the largest single-source provider of senior housing in Los Angeles. Under Forrest’s stewardship, the Jewish Home serves more than 4,300 seniors annually through its family of community-based, in-your-home, and residential services, including independent living, residential care, skilled nursing care, acute psychiatric care, Alzheimer’s disease and dementia care, and compassionate end-of-life care. Another 3,300 seniors are served annually through the Jewish Home’s community-based programs. Forrest is responsible for overseeing the Jewish Home’s more than 1,200 employees, including Eisenberg Village (271 residential board and care beds and 166 skilled nursing beds); Grancell Village (105 skilled nursing beds and an acute psychiatric hospital consisting of 10 acute beds and supplemental service of 239 distinct part skilled nursing beds); and JHA Geriatric Services, Inc., established to provide outpatient services to the residents of Eisenberg and Grancell Village and seniors in the surrounding community.
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HEALTHCARE LEADERSHIP AWARDS 2014 HONOREES

Medical Group CEO

BRADLEY SCHMIDT
Founder & CEO, Inglewood Imaging Center

The Founder & CEO of Inglewood Imaging Center, Bradley Schmidt, became inspired by PET/CT technology while working as Northern California and Hawaii Account Manager for Siemens Medical Solutions. PET/CT was invented in 2002 and it is a technology similar to MRI and CAT scans in appearance yet utilizes radioactive dye to pinpoint cancer, Alzheimer’s and cardiac disease. For Schmidt, it was love at first sight. Inspired, and despite the perks of being a top Account Manager, he decided to launch his own consulting company in 2005. Schmidt was trained to look at medical opportunity objectively – looking for opportunity with little competition – and soon he realized that central Los Angeles County had approximately 2,500,000 patient population without quality imaging centers. With a highly leveraged tag group he managed to raise $750,000 in equity and $3,000,000 to bootstrap the opening in 2007. Inglewood Imaging Center, LLC was born, offering the highest level of service and technology for the underserved Central Los Angeles population. Although patient access is the key differentiator of Inglewood Imaging, Schmidt and the facility have also brought several innovations to the area including PET/CT technology, High Field MRI, low dose CAT scan imaging, the first regional electronic medical records (EMR) program, and four hour or less report turnaround times. The name and location were deliberate - Inglewood was losing its main hospital to closure and Schmidt wanted to put a positive spin on the name “Inglewood.” After a rocky start financially, Inglewood Imaging Center is now one of the nation’s fastest growing companies, with consistent dedication to the message “embrace the community” by being efficient, methodical and passionate in a region of need.

Bakersfield Family Medical Center extends its congratulations to Heritage Provider Network on being named a finalist in the Los Angeles Business Journal’s 2014 Healthcare Leadership Awards

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**Case of the month:**

**Alzheimer’s PET/CT scan.**

**History:** Patient referred by PCP as having a potential diagnosis of Alzheimer’s.

**Technique:** PET scan was performed to determine whether there is a pattern of FDG (PET isotope) accumulation to suggest the presence of dementia.

**Findings:** PET scan revealed no evidence of Alzheimer’s.

**Treatment:** Based on PET findings, PCP changed diagnosis from Alzheimer’s to depression altering medication from acetylcholinesterase to anti-depressants.

**PET diagnosis resulted in patient receiving the correct treatment.**

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Dr. Janet A. Cunningham
Faculty and Program Educator, Glendale Adventist Family Medicine Residency Program

Dr. Janet Cunningham has worked at the Glendale Adventist Family Medicine Residency Program since 1990. She has managed to maintain the full scope of family medicine in her clinical practice (delivering babies and seeing office patients of all ages) while managing hospital patients with a team of resident physicians. While working full time as a physician, Dr. Cunningham went on for further training, including a Masters in Public Health and a Masters in Business Administration. Glendale Adventist Family Medicine Residency Program endeavors to train residents in a comprehensive model of family medicine, fostering a humanistic approach to medical care and education. In order to best achieve this, the program adopted general core competencies. Dr. Cunningham makes sure residents demonstrate proficiency in all the required competencies by the end of the three years, as well as show progress toward mastering these competencies throughout their residency. In her free time, Dr. Cunningham has traveled regularly since 2006 to Malawi, with family medicine residents, to inspire them to think about global issues in healthcare and the way that churches and hospitals and nonprofits work together in those settings to address difficult life circumstances. The program’s mission is to train broadly based family physicians that are highly competent clinicians, capable of serving the needs of all members of the community. There are 24 residents in the current program. Dr. Cunningham has also served on the boards of Glendale Adventist Medical Center, the AIDS Service Center in Pasadena, and is a founder of and provider for Glendale Healthy Kids since 1993, whose mission is to provide affordable or no cost quality healthcare to children who have no access to insurance or are under-insured.
Enjoy fine wine, delicious hors d’oeuvres and a lively auction while you support a great cause. Brought to you by Pomona Valley Hospital Medical Center Foundation and Liquorama Fine Wines & Spirits, and sponsored by Claremont Toyota, the much anticipated 10th Annual Wine Tasting Event is here. Wine expert and owner of Liquorama, John Solomon, has personally selected over 230 fine wines for the tasting. Proceeds will directly benefit the Neonatal Intensive Care and Pediatric Units at Pomona Valley Hospital Medical Center. This event sells out so reserve your ticket or sponsorship table today!

10th Annual Wine Tasting Event

Friday, May 9, 6:00 pm – 9:30 pm
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CENTINELA Hospital Medical Center continues to provide comprehensive, quality healthcare in a convenient, compassionate and cost effective manner. Consistently at the forefront of evolving national healthcare reform, Centinela Hospital Medical Center provides an innovative and integrated healthcare delivery system while remaining ever cognizant of its patients’ needs and desires for high quality affordable healthcare. Centinela Hospital Medical Center manages to provide an environment that is caring and conducive to healing the whole person physically, emotionally and spiritually, respecting the individual needs, desires and rights of its patients. Since 2007, the hospital has invested over $30 million in capital, including improvements to the structural integrity of the hospital, a new electronic medical records system, installation of a central pharmaceutical tracking system, new in-room patient monitoring equipment, upgrades to the hospital’s two existing cardiac catheterization labs, a new 64 slice CT scanner, new surgical equipment, and a new infant security system for the hospital nursery. The hospital has also hired over 250 registered nurses, plus an additional 300+ staff members. During this time, the hospital has also supplied over $115 million in charitable care to the uninsured of Los Angeles County. Centinela Hospital Medical Center as an organization repeatedly demonstrates its belief in continuous quality of care and performance improvement as the foundation for preserving and enhancing healthcare delivery. The hospital is also committed to an integrated healthcare delivery system that encompasses the entire spectrum of healthcare delivery. This continuum of care encompasses all aspects of an individual’s healthcare. The bottom line is that Centinela Hospital Medical Center continues to find ways to offer high quality healthcare that is accessible and affordable.
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The Pomona Clinic Coalition was initially founded in August, 1995 by Pomona Valley Hospital Medical Center (PVHMC) and other local healthcare providers, in response to the burgeoning indigent and working poor population in eastern Los Angeles County. Initially the Pomona Clinic Coalition (PCC) collaborators were able to open a very small two exam room clinic within the Los Angeles County Department of Health Services building. They called the budding clinic the Pomona Community Health Center. Energetic, driven Dr. Jamie Garcia, who had a long-held passion to work with underserved populations, was a natural addition and leader for the cause. Under her stewardship, the clinic thrived. By 2010, in partnership with Pomona Unified School District, ground was broken for a 12-exam room clinic. Throughout 2011 and the first half of 2012, the clinic’s patient load reached upwards of 8,000 visits a year. Whereas Dr. Garcia’s goals were realized in early July of 2012 with the opening of the new Pomona Community Health Center, her life was tragically cut short when she died of ovarian cancer three weeks later. Today the Pomona Community Health Center remains a vibrant and thriving part of healthcare services in the greater Pomona Valley. A new Executive Director, Carmen Ibarra, was chosen by the PCHC Board, prior to Dr. Garcia’s passing, to continue the mission. She oversees the clinic’s 19 staff members including five clinicians. With a 2012 budget of $2,242,783 the clinic broadened and deepened the services provided to its community by continuing to operate both the original two-room site as well as the new 2-room facility. Dr. Garcia’s selfless legacy surely lives on as the clinic continues to provide the community with the healthcare safety net it needs.
Proud to be a part of their care network, High Desert Medical Group congratulates Heritage Provider Network on being named a finalist in the Los Angeles Business Journal’s 2014 Healthcare Leadership Awards.

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Community Outreach Program

OneLegacy

As the non-profit organ and tissue recovery organization serving the Southland, OneLegacy is a trusted steward of the donation process. Together with hospitals, transplant centers and donors, OneLegacy’s 300 employees sensitively inspire individuals, families and communities to save lives as organ and tissue donors. OneLegacy’s mission is to save and heal lives through organ, eye and tissue donation, comfort the families it serves, and inspire our communities to “Donate Life.” OneLegacy announced a new annual benchmark for U.S. organ recovery organizations with 1,374 organs recovered and transplanted and a record 2,044 eye and tissue donors in 2013. Last year, OneLegacy recovered organs from a total of 422 deceased donors. The organization made enormous strides in helping each donor save as many lives as possible, reaching 3.26 organs transplanted per donor, five percent higher than the U.S. average. OneLegacy attributed this to the use of an intensivist consultation program that has made lungs and hearts more viable for transplant. The 172 hearts transplanted represented an increase of 38 percent after three years of virtually no gains, and the 247 lungs transplanted was up 28 percent with both heart and lung transplant rates 40% higher than U.S. averages. OneLegacy also set a record for the organization by recovering tissue and corneas from 2,044 donors. Patients nationwide can be thankful for tissue donors who provided skin used for abdominal repairs and burn dressings, bone to repair fractures and prevent amputation, heart valves to repair life-threatening defects, tendons to repair major knee injuries, veins for cardiac bypass surgery, and corneas to combat blindness. Through OneLegacy, Southland residents express their generosity in the most profound of ways: with a living legacy to those in need.
FOR more than a decade, JVS has been training caring, talented and dedicated men and women to launch their careers in the healthcare field through JVS HealthWorks, a unique Certified Nurse Assistant (CNA) training program. The HealthWorks trainees often come from difficult circumstances and have overcome multiple barriers to pursue a career in the healthcare industry. Target participants have faced the barriers associated with homelessness, coming through the foster care system, refugee/immigrant status, speaking English as a second language, poverty, disability, divorce and coming from a single-parent household. Thanks to the generosity of donors, JVS is able to make HealthWorks available at no cost to its students. JVS pre-screens and carefully selects all HealthWorks participants, enrolling only those considered most likely to succeed both in the program and in their careers. Participants must meet rigorous standards in math and reading comprehension, pass a criminal background check, and demonstrate compassion and the excellent customer service skills that are necessary for success as a CNA. JVS also ensures that participants have the stamina and fortitude needed to perform the tasks of a CNA, as the role brings many challenges, as well as many rewards. Since its inception in 2002, HealthWorks has produced over 400 graduates and enjoyed a placement rate of well over 80%. That's more than 350 individuals facing barriers to employment who are now in careers with considerable growth opportunities in a sector poised to see significant growth in the near- and long-term. HealthWorks has made particularly dramatic strides in the past two years. In 2013, the program saw a 40% increase in the number of graduates and a 50% jump in placements.
There were so many excellent contenders for the Health Leadership Awards this year, we couldn’t let these honorable finalists slip by without recognizing them. Following are the names of the following Health Leadership Award finalists listed alphabetically and grouped as individuals and organizations.

**INDIVIDUAL FINALISTS**

**David Allerby**
Co-Founder & CEO
24/7 HomeCare

David Allerby is Co-Founder and CEO of 24/7 HomeCare, a non-medical in-home care company that provides services to seniors and the developmentally disabled. In 2008, Allerby founded 24/7 HomeCare with partners, Ryan Swamot, and Tyner Bremmen-Slay. Since then, the company has opened eight branch offices throughout California, hiring 76 internal staff members and over 3,000 Caregivers. As CEO, Allerby manages the Finance Department, and focuses on developing its staff. The Finance Department performs billing and payroll functions, reviews internal and external financial statements, and analyzes quarterly and annual financial results. In the first few years of 24/7 HomeCare being founded, Allerby interacted with the seniors on a daily basis, visiting with them and better connecting caregivers that fit their needs, as well as assessing caregiver competencies. Although he no longer has the chance to regularly interact with those we care for, he has trained the entire staff to treat the seniors with the utmost respect and kindness.

**Dr. Elaine Batchlor**
Chief Executive Officer
Martin Luther King, Jr. Community Hospital

Elaine Batchlor, MD, MPH, is the Chief Executive Officer of Martin Luther King, Jr. Community Hospital (MLKCH), which is slated to open in 2015. Dr. Batchlor is the first female with non-profit duties to open this new, state-of-the-art, safety net hospital that will provide compassionate, quality care to the underserved health of the community. She leads a team of executives including the Chief Medical Officer, Chief Operating Officer, Chief Nursing Officer, Chief Information Officer, Medical Director of Quality, Vice President of Human Resources and Director of Public Affairs and Marketing as well as more than 60 health care consultants and specialists. Once the hospital opens, there will be more than 850 staff. Throughout her distinguished career, Dr. Batchlor has focused her efforts on improving access and quality of care for underserved communities utilizing innovative and collaborative approaches. Her work to increase access for underserved populations has been recognized as an example of the best practices and has been adopted throughout California.

**Haya Berci**
Executive Director of Nursing
Los Angeles Jewish Home

Haya Berci Retired Executive Director of Nursing at Los Angeles Jewish Home, is a passionate leader of her department, consisting of 100 of nursing’s trained and dedicated nurses. Under her direction for the 249 bed facility, she is responsible to plan, develop, organize, evaluate and supervise the Nursing Services program of the Joyce Eisenberg Kefef Medical Center and Acute Psychiatric Hospital. Her dedication to a commitment to provide quality related services drove her to constantly pursue and implement innovative programs that best practices (these have included practices for maintaining low pressure ulcer rates, introduction of POLISI, and INTERACT). She actively participates and leads various committees, and is always proactive in her pursuit of resolving issues or concerns to assure each individual’s needs are met. Berci is constantly seen on the floor, communicating with residents and their families, to have a better understanding of their needs and as an example of providing professional nursing care.

**Dr. Joseph Chambers**
Host/Executive Producer of Dr. Chambers on Call Radio Program (KFWB)

CBS Radio
Dr. Joseph D. Chambers, MD, F.A.C.S., is originally from Dublin, Ireland and has been living in the US for the past 15 years. He is a practicing emergency physician and the primary writer, producer and host of Dr. Chambers on Call, Talk Radio’s Medicine Show. Dr. Chambers has been serving the Southland community for the last five years with his week-two-hour show and call-in radio show that airs on KFWB-AM, Saturdays from 6 to 8 in the morning. Dr. Chambers is a passionate advocate of patients taking responsibility for their own health. As an urgent care physician at Facey Medical Group in the San Fernando Valley, he and the Facey team of health-care professional stand on the front lines of primary and urgent care medicine, caring for hundreds of patients every day. As host of his radio show, Dr. Chambers entertains and enlightens listeners weekly on physical and mental health-related topics and helps them to navigate our complex medical world.

**Carl E. Coan**
President & Chief Executive Officer
Eisner Pediatric & Family Medical Center

As chief executive for Eisner Pediatric & Family Medical Center, Dr. Carl Coan is responsible for the overall management, including an overall budget of $24 million, strategic planning, resource development, marketing, Board development and outside relations with payors (government, HMOs, doves (foundations, corporations and individuals), United Way, schools and other community organizations for Eisner Pediatric & Family Medical Center. His staff consists of 280 individuals, both professional and support. Coan manages and works directly with his senior team, which consists of the chief operating officer, chief medical officer, chief financial officer, chief information officer, director of clinical operations, director of human resources and the director of development. He also serves as Executive Director for the Pediatric and Family Medical Foundation, which funs studies to support EPFC’s, a separate non-profit organization with an endowment of more than $3.5 million. Coan interacts with EPFC’s patients and families on a daily, and weekly and pending schedule, and every day he is present in the clinic.

**James B. Edwards**
Chief Executive Officer
Emergent Medical Associates

James Edwards is CEO of Emergent Medical Associates (EMA), a leading emergency room physician group. He manages the day to day operations of the Emergency Management Organization, currently overseeing 21 ER contracts and 6 Hospitalist contracts in Southern California, and he continues to prospect new hospitals to add to EMA’s business. Under Edwards’ stewardship, the company currently has over 30 full time employees and over $3 million emergency room physicians. Edwards incorporated the unique idea of combining physician leadership and executive management styles to create the business model for EMA. His mission was to build a meaningful company with a social purpose and the potential to be a platform for widespread change in the healthcare industry. One of his biggest contributions to the healthcare industry has been creating a company that saves lives in emergency rooms every day and fosters a culture that consistently encourage physicians and employees to adopt an ownership mentality, thus providing superior care to all patients being seen.

**Robert W. Hess**
President
Prostate Cancer Awareness Project

Robert Hess’ “daytime jobs” are as Founder and Partner of TSG, Inc., an Information Management Consulting and Software Development firm, Partner and Founder of InteSpaceLA, an incubator for foreign early-stage technology companies seeking to enter the US market place, and Senior Fellow at the Center for the Digital Future, Annenberg School of Communications, USC. But the reason Hess is included in these pages is for his tireless advocacy on behalf of prostate cancer awareness. He founded, grew, and manages The Prostate Cancer Awareness Project. In 2010, Hess spent 38 days and more than 8,000 miles on his motorcycle crossing the US twice to raise awareness. Every year, he participates in a century bicycle ride, like the Pure Alpine Loop Gran Fondo in Virginia, where he speaks to a thousand cyclists about prostate cancer and becoming a Prostate Cancer Awareness Project Athlete Ambassador.

**Dr. Cherlin Johnson**
Chief Executive Officer & Medical Director
Exer - More Than Urgent Care

After completing her residency in emergency medicine at Los Angeles County/USC medical center and working in the emergency room at Cedars Sinai Hospital, Dr. Cherlin Johnson opened the first Exer - More Than Urgent Care in Beverly Hills in 2007, as serving as the CEO and Medical Director in addition to seeing patients every day. New locations followed in Calabasas and Newport Park. It all started when Dr. Johnson, while at LA County/USC Hospital, saw serious life-threatening injuries come through the doors every few minutes, while the patients waited in pain and were being seen too late to save them. She found that over 70% of what comes into the average hospital emergency room isn’t life threatening, but at the time there were no facilities designed to treat that large majority of people who are not life threatening but still need care. With the need clearly defined, Dr. Johnson seized the opportunity to provide the opportunity to create the first Exer - More Than Urgent Care clinic.

**Mortena Khaleghi, PhD**
Founder and Executive Director
Creative Care

Renowned for his clinical insight and skills in treating addictions, Dr. Mortena Khaleghi, PhD, (“Dr. K.”) initiates each clinical evaluation that follows admission to Creative Care Malibu. Dr. K was trained at CGI, the California Graduate Institute, earning his doctorate in Clinical Psychology. He has been working in the field of addiction and recovery since graduating and has been a key player in the continuing development of the Dual Diagnosis treatment methodology. By discovering the “why,” with his patients, Dr. K reduces the chances that the patient will relapse into a chemically dependent life style. In addition to drug and alcohol addiction, he specializes in personality disorders, mood disorders, depression, bipolar illness, post traumatic stress disorder, psychotic disorders, anxiety disorders and food addiction. Despite the success of Creative Care, Dr. K continues to meet with each patient and family personally to insure a thorough clinical psychiatric assessment.

**Precious Mayes**
Pacific Highway Hospital of the Valley

Always focused on helping others, Precious Mayes started in healthcare as a paramedic and Respiratory Therapist. Her career spans from Acute care hospital executive to Long Term Care Executive. Mayes has been working with the CARE association for over 15 years sitting on Public Advocacy Committees and Convention and Reimbursement. She has been involved with NASC, on supplies and regulations committees. Mayes was even awarded the Distinguished Honors Award in 2009-10 from CARE for her advocacy on behalf of the senior population and advancement of services for that often overlooked demographic. Teaming with her CEO, Mayes has also helped make significant improvements at Pacific Highway Hospital of the Valley. She has helped lead the hospital through many physical changes, painting the exterior of the facility (the team is now working on the interior). She has also had a key role in increasing the hospital’s service lines in Nuero/Sub Acute by adding dialysis.

**Dr. Gregg Kai Nishi**
Surgeon/Director of Minimally Invasive and Robotic Surgery
Khalili Center

A surgeon at the Khalili Center for Bariatric, Cancer and newly appointed Director of the Institute for Minimally Invasive and Robotic Surgery at K & B Surgical Center, Dr. Gregg Kai Nishi has been integrally involved in developing the Center with his colleagues, Dr. Theodore M. Khalili, and Dr. Eraz Bassett, whom he worked with at Cedars-Sinai Medical Center. Dr. Nishi brings a wealth of expertise and experience to the Khalili Center. He’s an expert on innovative, Continued on page 38
Continued from page 37

minimally invasive surgical techniques and has spoken extensively on the subject. He was also named the "Top Bariatrician in the Nation" for 2013 by HealthTap. He has trained a number of other bariatric surgeons who have gone on to head up bariatric programs all over the country in their own right. He is one of the principal investigators of the FDA trials on a new procedure called TOGA (incision-less weight loss surgery), and is one of only a handful of surgeons in the U.S. who have performed this procedure.

Dr. Carmen A. Puliafito
Dean
Keck School of Medicine of USC
As Dean of the Keck School of Medicine of USC, Carmen A. Puliafito is the flag-ship administrator of the medical school. He leads the continuing transformation of the Keck School of Medicine into one of the nation’s preeminent research-intensive medical schools, with an annual budget of $700 million, 4,000 employees, 1,600 faculty with $220 million in sponsored research. Under his leadership, the clinical, research, and educational programs of the Keck School have been dramatically enlarged and restructured. Dr. Puliafito is a practicing ophthalmologist and active member of the USC Eye Institute and Department of Ophthalmology. He has a full staff of patients, to whom he is weekly for a variety of eye issues including macular degeneration and diseases of the retina. Dr. Puliafito also serves as the primary academic officer of the Los Angeles County-USC Medical Center (LAC-USC), one of the nation’s largest and most important safety net teaching hospitals. LAC-USC is staffed by full-time USC faculty (more than 590 physicians), residents, and fellows.

Andrew Ritter
President & Chief Executive Officer
Ritter Pharmaceuticals, Inc.
Andrew Ritter was 22 years old when he founded Ritter Pharmaceuticals to develop novel therapeutic products, which modulate the microbiome within the human intestinal tract to treat inflammatory, gastrointestinal and metabolic diseases. Ritter had suffered with severe lactose intolerance most of his life until a high school science project led him to engage the thought leaders in medical and scientific gastroenterology. His initial product development effort, a nutritional supplement named Lactagen, helped more than 25,000 lactose intolerant patients. Over the last 10 years, Ritter has built Ritter Pharmaceuticals into the world-leading research and development company focused on lactose intolerance and other conditions that may be treated by microbiome modulation such as Crohn’s disease, inflammatory bowel disease, and neurological and cardiovascular diseases. Today, he leads a team of more than 35 internal staff and consultants who are engaged in various aspects of research and development, including molecular biology, drug delivery, manufacturing, packaging, clinical study design, clinical research evaluation, and regulatory affairs.

Dr. Martin Serota
Vice President and Chief Medical Officer
AltaMed Health Services
As the chief medical officer and vice president of AltaMed Health Services Corporation, Dr. Martin Serota, MD manages all clinical functions and promotes the integration of clinical programs and specialty services offered. He develops and implements strategies for clinic performance improvement and medical staff compliance. Dr. Serota establishes, monitors, and improves the standards of care by identifying performance benchmarks. Serving as a safety net for underserved populations in Los Angeles and Orange Counties, AltaMed is the largest independent Federally Qualified Community Health Center in the U.S., delivering more than 930,000 annual patient visits. Dr. Serota’s priorities are to create a patient-centered organization focused on the patient experience and quality outcomes. His goal is to improve operational efficiency, especially through the use of health information technology and innovation, thereby allowing AltaMed to care for more of the underserved and to reduce health outcome disparities. In this role, he manages 140 medical providers at more than 30 clinics located in Los Angeles and Orange Counties.

Sister Colleen Settles
Vice President of Mission, Providence Saint John’s Health Center
Providence Health & Services, Southern California
For 25 years, Sister Colleen Settles has been the face of spirituality, faith and charity for Providence Southern California. Her influence is among the reasons Providence has grown to be the second largest healthcare organization in Los Angeles County and one of its largest employers. Among the programs molded by Sister Colleen’s interface to advance health care in the communities served by Providence Southern California are the Access to Care Program, where social workers follow up with emergency department patients who have no assurance that they have medical coverage; and the Mobile Clinic, which for the past three years has made stops at 15 locations across the San Fernando Valley, providing basic check-ups and care for chronically ill patients who are uninsured or under-insured. Also of note is Esperanza International, for which Sister Colleen hosts annual trips for senior hospital leaders to Tijuana to help a community homebuilding program and to understand the challenges of immigration and deportation first-hand.

Dr. Rohit Varma
Director, USC Eye Institute & Chair
Department of Ophthalmology
Keck Medicine of USC-USC Eye Institute
Rohit Varma, M.D., M.P.H. is the new chair of the Department of Ophthalmology and director of the USC Eye Institute. He also serves as professor of ophthalmology and preventive medicine and holds the Grace and Emery Beardsley Chair in Ophthalmology. Dr. Varma returns to Keck School of Medicine where he previously served as professor of ophthalmology and director of the glaucoma service, ocular
epidemiology center and clinical trials unit for seven years. An accomplished physician/scientist, Dr. Varma is recognized worldwide as a visionary leader in the epidemiology of eye diseases. Among his many significant contributions to the field, he has been a funded researcher for the past 20 years by the National Eye Institute, part of the National Institutes of Health (NIH). He is the principal investigator of the Los Angeles Latino Eye Study (LALES), Multi-Ethnic Pediatric Eye Diseases Study (MEPEDS), African-American Eye Disease Study and the Chinese-American Eye Study in addition to his studies on blindness and vision impairment for the World Health Organization.

Angela Vassallo
Director Infection Prevention
Saint John’s Health Center

Angela Vassallo has had a unique career in health care. As a student she was the first recipient of the National Security Education Program, NSEP, scholarship funded by the U.S. Department of Defense to study in Madagascar in 1995. While in Madagascar, she volunteered in a clinic that provided pro bono medical services to homeless women and their children. The experience changed her view of the world and inspired her commitment to public health. Vassallo now oversees the hospital’s Epidemiology and Infection Control Center and USC. She is currently the Study Coordinator for a groundbreaking, international Merck Clinical Trial with Dr. Ellie Goldstein that seeks to offer a new treatment option for Clostridium difficile infection—a $6 billion per year public health problem in the United States with very few treatment options.

Minda Wilson
Founder
Affordable Healthcare Review

Minda Wilson, having spent 10 years in the healthcare industry and successfully selling her healthcare-related business in 2012, founded Affordable Healthcare Review, an educational organization whose goal is to provide accurate, non-partisan information about the Patient Protection and Affordable Care Act and its impact on businesses and individuals. Under Wilson’s stewardship, Affordable Healthcare Review strives to provide accurate, non-partisan information about the Patient Protection and Affordable Care Act and how it will impact individuals and businesses. Free of charge, she provides the facts and answers questions, imposing clarity where there is much misinformation. She often speaks to professional groups and is frequently interviewed by the press. A true advocate for affordable healthcare, Wilson brings passion and truth to her efforts, compassion to individuals and employers. She understands the American Care Act and Patient Protection and Affordable Care Act (PPACA) well and wants it to be properly implemented and understood, for people to get the best possible coverage at the best possible price—and not have unexpected surprises later on.

Minda Wilson
Founder
Affordable Healthcare Review

Creative Care Malibu

The relapse rate for addicts in conventional treatment programs is a shocking 70-90%, despite the best efforts of family members, doctors, and the addicts themselves. Why is conventional treatment often failing? Creative Care Malibu founders Morteza and Karen Khaleghi believe they have the answer—unresolved emotional trauma. The Khaleghis are pioneers in the field of dual diagnosis or co-occurring drug and alcohol addiction along with mental health disorders. The idea behind this practice is that most addiction treatment programs treat the patients’ addiction rather than the often underlying mental health issues. Creative Care’s doctors and therapists treat the entire person, incorporating the 12-step philosophy and a full range of traditional and experiential therapies driven by Dr. Morteza Khaleghi, including detoxification from alcohol and drugs, a full spectrum of psychiatric and psychological services, nutrition, yoga, equine therapy, expressive arts and adventure therapies to treat mind, body and spirit.

Executive MPH Program, UCLA Fielding School of Public Health

The UCLA Fielding School of Public Health’s Executive Master of Public Health (EMPH) in Health Policy & Management offers working professionals a comprehensive business and policy education fully integrated with the most critical issues facing healthcare professionals today. The EMPH program is a two-year, fully accredited MPH degree, attracting a diverse group of experienced and motivated individuals who bring private and public sector experience into the classroom. Each year, a class of approximately 35 students representing various clinical, managerial and professional specialties (IT specialists, lawyers, engineers, etc.) is admitted into the program. The small size and cohort structure promote close collaboration in an intimate learning environment, enabling participants to take full advantage of each other’s knowledge and experience in healthcare and its allied fields. The diverse student cohorts and team-based learning contribute to a unique and tightly knit alumni network for years and years after graduation, evidenced by networking events, career assistance, financial support, and classroom lectures and cases.

Exer - More Than Urgent Care

Exer - More Than Urgent Care differentiates itself from traditional urgent care clinics by staffing board-certified Emergency Medicine doctors as opposed to other physicians or medical providers who may have less experience with these types of patients. Perhaps most impressive is how well the clinics have been received by the entire healthcare community. Hospitals approve because Exer lightens the patient load. Specialists and...
AN ADVERTISING SUPPLEMENT TO THE LOS ANGELES BUSINESS JOURNAL APRIL 28, 2014

Continued from page 39

other independent physicians like the clinics because they are a treatment network that provides a high level of attention outside the physician's specialty. Insurance companies are fans because each core clinic care team, with its attending physicians, works in concert, monitoring non-life-threatening injuries and illnesses with the same level of care as the hospital. Patients like Exer because they are usually in and out quickly and receive hands-on care. Exer - More Than Urgent Care clinics are equipped with an on-site pharmacy, diagnostic lab, X-ray, and full suite of additional services to make them truly a one-stop healthcare shop.

Health One World
Shay Kelly founded Health One World (HOW) in 2009 after her own experiences with disability and the relief she found from non-invasive therapies. It was formed to help connect people in need — particularly children and adults with chronic illnesses — with preventative health care, non-traditional/complementary modalities, natural non-invasive treatments, and guidance in learning self-help techniques that are generally not covered by insurance. The non-profit organization holds classes to provide help and self-healing techniques in the Pico Blvd. studio. Health One World also arranges and promotes clinics where low cost treatment can be found, as well as maintains a data-base of providers who are interested in helping those in need. Vertically integrated, HOW is located in the area where HOW is located, the majority of the population consists of working poor who struggle to make ends meet. Paying for any form of exercise or healing treatments is a luxury many can't afford. Therefore, HOW provides yoga, Zumba, Tai Chi, guided meditation, Pilates and healing treatments on a fee or sliding scale basis.

Heritage Provider Network
Heritage Provider Network (HPN) is in the confluence of accountable care model (ACO) of healthcare delivery: coor- dinated, patient-doctor centric, integrated healthcare. HPN is the future of health care in the United States. HPN and its affiliates operate in California, New York and New Jersey providing health care to almost one million people and are dedi- cated to quality, affordable care, and to providing the best care to the area where HOW is located. The majority of the population consists of working poor who struggle to make ends meet. Paying for any form of exercise or healing treatments is a luxury many can't afford. Therefore, HOW provides yoga, Zumba, Tai Chi, guided medication, Pilates and healing treatments on a fee or sliding scale basis.

Kaiser Permanente and ALS Clinic
When Kaiser Permanente South Bay Medical Center's ALS Team created the ALS Clinic in 2011, they worked to imagine themselves in the shoes of their patients. This drove them to design a patient-cent- ered home for all of the patients' ALS-related needs in one place. Prior to the creation of the ALS clinic, patients had to come in for separate appointments with a neurologist, with their primary physician, their lung doctor, their dietitian, their social worker and their speech, physi- cal and occupational therapists. By bringing the specialists together in one clinic on one afternoon, the ALS team is now able to care for patients in a "home like environment" where the specialists come to them and treat the whole person in a team-based approach. Under the leadership of neurologist Scott Miller, MD, dieticians, social workers, physical therapists, speech therapists, nurses and respiratory therapists and nurses come together to meet each patient's clinical needs.

Los Angeles Jewish Home for the Aging
In the Los Angeles Jewish Home for Aging (“the Home”) was born. One hundred years later, more than 2,600 seniors live across a staff of 120. The Home receives high quality comprehensive care each year, with plans to double that number by 2015. To mark the 100th anniversary, the Home organized a year-long Centennial Celebration full of festivities in 2012. The Home has seen incredible revitalization. It has expanded independent-living Neighborhood Home accom-modation for diverse staff with the Home opened an award-winning 96-bed skilled nursing facility. Alzheimer’s Special-care facility, and a 239-bed skilled nursing facility. In 2007, the Home opened a foothold at Valley Village, the fastest selling Continuing Care Retirement Home (CCRC) in California history.

Los Angeles Jewish Home’s Care Transitions Program
The Los Angeles Jewish Home’s Care Transitions Program has already made a vast difference in the lives of over 600 seniors just since its inception in September 2011. In many circumstances, these are seniors who do not have assistance of any kind at home. They return from a visit to the hospital with new prescriptions, new directions from their physicians and follow-up appointments. This is overwhelming to seniors who have no support network. The goal of the program is to partner with five local hospitals to support these seniors to return home and not back to the hospital. At the Care Transitions Program, there is no cost to Medicare patients. A physician order or referral is not required; it is an electronic, free program. The “coaches” on staff are not providing direct medical care as they are focused more on supporting patient empowerment, patient education and helping patients better self-manage their illnesses.

Los Robles Hospital & Medical Center
Los Robles Hospital & Medical Center is a licensed 395-bed acute care facility. Fully accredited by The Joint Commission, Los Robles Hospital has the only Level II Trauma Center in Eastern Ventura County and the only emergency room in both Los Angeles and Ventura Counties with the coveted EDAP (Emergency Department Accreditation Program) rating. In addition, it is the only hospital certified by both California and by a STEmDi-designated critical access hospital for patients on their way to recovery. IIC staff are some of the top rated minds in radiology and nuclear medicine.

PSA value is increasing, and sends an automatic reminder when the next test is due.

Northwest Regional Center and UCLA Health
The Northwest Regional Center and UCLA Health has partnered to conduct an intervention that is designed to directly impact prostate cancer. The intervention is called the Prostate Cancer Awareness Project (PCAP), which is a non-profit, non-commercial, educational and advocacy program, founded by Robert Hess, that is designed to help men and their families understand the signs and symptoms of prostate cancer. PCAP is funded by the Prostate Cancer Foundation (PCF) and the National Cancer Institute (NCI). The program is designed to educate men and women about the signs and symptoms of prostate cancer, and to encourage early detection and treatment. The program is also designed to encourage men to participate in prostate cancer screening. The program is designed to encourage men to participate in prostate cancer screening.

Prostate Cancer Awareness Project
One in six men will be diagnosed with prostate cancer during their lives. There are 240,000 new cases of prostate cancer diagnosed each year, and 30,000 men die every year from the disease. More than 1.3 million men have had prostate cancer since President Richard M. Nixon declared the “War on Cancer” in 1971. The Prostate Cancer Awareness Project, led by Robert Hess, has created ProstateTracker.org. ProstateTracker is a free Internet-based service that allows men to track their annual prostate cancer blood test - the PSA (Prostate Specific Antigen) test - and clearly see if there is a rising trend, which is an early warning sign of possible prostate cancer. Prostate cancer is highly treatable when detected early. This provides the first time, men and their families have a simple tool to visually see their prostate health risk. ProstateTracker can provide critical information about their PSA value is increasing, and sends an automatic reminder when the next test is due.

St. Barnabas Senior Services
St. Barnabas Senior Services - Community Based Health Home Project
The Community Based Health Home Project (CBHH) is a special program of St. Barnabas Senior Services’ Adult Day Health Care Center that provides intensive, team-based care coordination for chronically ill participants who are vulnerable to poor outcomes and can benefit from high-touch care management in order to avoid higher levels of care. The project offers help through a Nurse Navigator who extends care and support into the patient’s home. The goal of the project is to enable project partici- pants with serious chronic conditions to live as independently as possible in the setting of their choice. The project benefits those that have adequate help to preserve their safety and well-being and meet their overall needs. This program empowers CBHSS participants and their family members by having a Registered Nurse provide a comprehensive patient assessment as well as educa- tion and coaching in both the Adult Day Health Center and the home, helping patients successfully navigate the changing and complex Medi-Cal and Medicare health delivery systems.
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Affiliated Doctors of Orange County would like to congratulate Heritage Provider Network on being named a finalist in the Los Angeles Business Journal’s 2014 Healthcare Leadership Awards.

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