Building on Excellence

CHOC Children’s new tower set to open in Spring 2013

There’s no place like CHOC. Not in California or anywhere else in the nation. When the doors of their state-of-the-art patient care tower open in 2013, CHOC Children’s will be one of the safest, most advanced children’s hospitals in the world.

The physical manifestation of CHOC’s vision to become nationally recognized as a premier children’s hospital, the new tower will house new and advanced pediatric services, and meet capacity needs for future generations. A new emergency department, operating rooms, laboratory and imaging services will each have a dedicated pediatric environment and staff. Enhanced family amenities will create a serene, hearing environment for children and their families.

One of the Safest Hospitals in the Nation

The first children’s hospital in the world to borrow innovative concepts from the aerospace, aviation and manufacturing industries, CHOC’s new tower will feature standardized processes and design elements that will help the team perform vital functions flawlessly:

- “Same-handed” rooms – Each patient room will be identical, with supplies and equipment located in exactly the same places. “Same-handed” rooms require more space and are more expensive to build. However, standardizing these rooms reduces error because physicians, nurses and other staff members are already oriented to the room.
- Private patient rooms – Private rooms reduce the spread of infection and allow the hospital care team to focus more intently on individual patient needs. Private rooms can also be better controlled for individual noise, lighting and atmosphere preferences, helping to give patients and their families a place to call their own while staying at CHOC.
- Built-in nursing alcoves – Located directly outside the patients’ rooms, these workspaces allow nurses to keep patients within eyeshot. Advanced wireless communications and healthcare information technology will keep critical patient information immediately accessible.
- Advanced ergonomic design – From curved walls and adjustable height work stations to lighting and vibrant, colorful interior design, no detail has been overlooked in creating a patient care environment that keeps CHOC physicians and staff alert and effective.

Infection control has always been a top priority at CHOC. In the new tower, private rooms are the only first step. Flooring materials, wall coverings and ceiling tiles have been chosen specifically to safeguard vulnerable patients, particularly those with compromised immune systems, from infection, mold and fungi. The tower will also include advanced HEPA air filtration systems, sheet vinyl in patient areas instead of tile with grout, hands-free lavatories and faucets with minimal water flow duration to encourage sufficient handwashing. These elements – and so much more – will take patient safety at CHOC to an even higher level.

Leveraging Health Information Technology to Improve Care

Better communication results in fewer errors and greater continuity of care. CHOC is leveraging the possibility of health information with decision-support technology that assists physicians and the clinical team in providing the safest, most comprehensive treatment.

CHOC physicians can access a patient’s entire medical chart at the touch of a button on the hospital campus, at the office, or from home. They can instantly see continuously updated patient information, including vital signs, medications, lab results and so much more. From “Computer on Wheels” to hand-held iPads, this enhanced communication is providing a better picture of each patient with built-in features that reduce the possibility of error. But that’s just the beginning. Medical equipment and devices are becoming more sophisticated. Digital technology is enabling CHOC to integrate patient information from small devices directly into the electronic medical record. This gives physicians and clinical staff unprecedented insight into patient care management.

Enhancing the Patient and Family Experience

A child’s illness impacts the entire family. That is why CHOC takes such care to provide services for patients and families. The second floor of the new tower will showcase CHOC’s enhanced patient and family amenities. These private and public spaces have been designed with input from CHOC’s parent and youth advisory councils, which are comprised of current and former patients, as well as physicians and staff.

- Pre-teen and teen rooms – These areas, which are for patients only, will feature flat panel TVs, DVD players, game entertainment systems, PC stations, overhead projectors and projection screens. The rooms will be connected by a common kitchenette, where patients and their families may gather for cooking classes and other activities.
- Patient outdoor play area – Accessible only through the pre-teen and teen rooms, this private outdoor space has been designed to promote relaxation. It will feature 3,000 square feet of landscaping, outdoor benches and a bear sculpture, in homage to CHOC’s beloved mascot “Choco.”
- Family resource library – Containing multi-media workstations for researching pediatric illnesses and conditions, this library has also been designed with the needs of working parents in mind. The space will have a business center to help them manage the dual demands of work and family. Additionally, a children’s library is planned.
- Cafe and outdoor garden – Enhanced dining options will be available for physicians, patients, families and guests, overlooking more than 7,000 square feet of outdoor garden space. This public garden will include seating and features to create a serene, relaxing environment.
- Music therapy room – CHOC’s licensed music therapists will help promote healing through various instruments and song.
- Meditation and prayer center – This quiet, sacred space will accommodate people of all faith traditions.

The Voice™ In-House Multi-Media Center – CHOC is proud to be the first hospital on the West Coast to have a radio station and multi-media center in partnership with The Voice™, a project of the Ryan Seacrest Foundation. This interactive broadcast, multi-media center will provide CHOC patients with an outlet to engage in creative activities related to radio, TV and new media, from green-screen video production to interviewing visiting artists and celebrities.

Recruiting and Retaining Top Pediatric Talent

CHOC’s new tower is an important component in the recruitment and retention of top pediatric experts from throughout the world. It’s the final piece of a comprehensive package that offers experienced, compassionate physician and hospital staff dedicated to the relentless pursuit of pediatric medical excellence; leading-edge patient safety and health information technology; research and academic opportunities through CHOC’s affiliation with UC Irvine; and professional opportunities that only a full-service, nationally recognized children’s hospital can provide.

CHOC’s new tower, combined with superior talent and research capabilities, will usher in a new era at CHOC, resulting in increased innovation and discovery and ultimately improving care for all children.

Support CHOC

The entire team at CHOC is steadfastly committed to providing world-class pediatric care. Orange County children and families deserve the best, and CHOC will remain a fierce advocate on their behalf.

To learn more about CHOC’s passionate pursuit to provide the safest, most advanced care for children – and how you can support it – visit www.choc.org/giving or call the CHOC Children’s Foundation at 714.532.8690.

The new patient care tower will help CHOC continue to attract and retain the top pediatric experts to Orange County from throughout the world. The first children’s hospital in the world to borrow innovative concepts from the aerospace, aviation and manufacturing industries, CHOC’s new tower will feature standardized processes and design elements that will help the team perform vital functions flawlessly.
RECIPE FOR A HEALTHY YOU.

- BEGIN with an early rise.
- MIX in a light two-mile walk.
- ADD a healthy breakfast.
- SPRINKLE in laughter, smiles, and good cheer.
- STIR well.

- CONTINUE on medium.
- Gradually MIX in hard work and a sense of accomplishment.
- COOL DOWN frequently.

- ADD several servings of organic fruit, light protein, and carbohydrates.
- STIR in brief meditation. (optional)
- SPRINKLE in friends and family.
- COOL again.
- FLATTEN and let rest for eight hours.

Additional recipes available at http://recipe.kaiser-permanente.org
MemorialCare Health System: Staying at the Forefront of Health Care

When the Orange County Business Journal published its annual listing of the region’s Top 50 Employers, MemorialCare Health System showed a 19 percent increase in its Orange County workforce over the last year – the highest gain among the top businesses.

That growth is part of MemorialCare’s expansion of physician practices, hospital-based services, including among its six Southern California hospitals, as well as innovative programs and partnerships. Expansion of the not-for-profit MemorialCare family of providers enables the integrated health care system to deliver even better, more comprehensive care.

“We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here,” says Marcia Manker, Orange Coast Memorial CEO. “We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here.”

MemorialCare CEO. “We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here.”

The launch of MemorialCare Medical Foundation further solidified MemorialCare’s physician alignment strategy. This physician organization focuses on advancing quality, comprehensive and innovative health care. Several outstanding medical groups, including Bristol Park Medical Group, Memorial Family Medicine Medical Group, Memorial Prompt Care and Family Medicine, are added under the Foundation umbrella with other groups to follow.

Comprehensive Continuum of Care

“A major focus for MemorialCare is to provide the most comprehensive and coordinated care for community members in all stages of life,” says Marcia Manker, Orange Coast Memorial CEO. “We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here.”

The Constant Pursuit of Bold Goals in Clinical and Service Excellence

The constant pursuit of bold goals in clinical and service excellence and steadfast fiscal discipline are essential to MemorialCare’s continuing growth in health care.

“Our goal is delivering the best value in health care on a consistent basis at all sites, improving quality and lowering costs,” says Marcia Manker, Orange Coast Memorial CEO. “We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here.”

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MemorialCare has cultivated new dimensions in health care. So too is it’s commitment to stay ahead of the curve, implementing new approaches to ensure patient satisfaction, physician partnerships and employee engagement.

MemorialCare is a national leader in empowering employers and employees to improve their health and wellbeing. The Good Life program that builds a culture of wellness, explains Tammie Braislford, R.N., MemorialCare COO and executive vice president. This unique program in promoting numerous food options, workplace walking trails, gym, weight-loss programs and on-site free campuses.

Learning more about one’s health and risk factors and respecting others knowledge to prevent heart attack, stroke, diabetes and cancer. MemorialCare, its physician groups and hospitals also offer employers workplace wellness programs and executive physicals.

MemorialCare Medical Group, formerly Bristol Park Medical Group and its physician groups was named among the nation’s first multi-specialty medical groups. While our name changed, what hasn’t changed is our patients’ ability to see their same physicians, nurses and staff with the added benefit of increased clinical integration among their physicians and hospitals,” says Patrick Kapsner, MemorialCare Medical Group CEO. “This further improves the quality of care our communities receive.

For a physician referral, community education programs or health care guides visit memorialcare.org.

MemorialCare HealthExpress Clinics: Convenient Care Close to Home

Patients and parents seeking convenient, quick and less expensive alternatives for treatment of minor ailments and routine health needs are finding comfort and care at MemorialCare HealthExpress neighborhood retail clinics located inside ALBERTSONS/Sav-On Pharmacy stores in Huntington Beach, Irvine and Mission Viejo.

These easy-to-access health care facilities offer care for uncomplicated minor illnesses and injuries and preventative services that encourage healthy lifestyles,” says Scott Shiffman, M.D., MemorialCare Medical Group Medical Director.

Open everyday, clinics are staffed by nurse practitioners with close oversight by physicians. No appointments are necessary and there’s little to no waiting time. Fees are low; and in addition to direct payments, many insurance plans are accepted.

Care for Common Conditions

“MemorialCare HealthExpress clinics fill a gap in the nation’s health care delivery system, extend our continuum of care capabilities and makes health care easier for busy individuals and families,” says Marcia Manker, Orange Coast Memorial CEO. “We are committed to offering the finest quality care for patients and their families, enabled by best medical practices, clinical expertise of top physicians and our innovative technology – in some cases, the region’s only such technology was here.”

The clinics represent another facet of MemorialCare’s comprehensive health care and also link consumers seeking a health care provider with referrals to affiliated physicians to access year-round care. HealthExpress clinics share information about patient visits with their physicians via the electronic medical records system. Together, the MemorialCare HealthExpress clinics, physicians and 11,000 employees at MemorialCare’s nationally recognized hospitals and outpatient settings offer comprehensive and far-reaching care to treat all conditions.

MemorialCare HealthExpress is attracting both the insured and uninsured seeking affordable, immediate health care.

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Option for Busy Families, Employees

MemorialCare HealthExpress retail health clinics provide an excellent option for employers seeking easy-to-access and affordable primary care for their employees. With MemorialCare HealthExpress at Orange Coast Memorial in Fountain Valley, Saddleback Memorial in Laguna Hills and San Clemente, Long Beach Memorial, St. Joseph Hospital Long Beach and Miller Children’s Hospital Long Beach.

Outside Community Hospitals and Memorial Care

Outstanding Employees and Physicians
MemorialCare is one of just 29 businesses worldwide and the only one in California to receive the prestigious 2011 Gallup Great Workplace Award. Gallup compares employee engagement results of 6.5 million respondents in 150 countries, representing 1,000 employers, to select honorees.

“MemorialCare is a national leader in empowering employers and employees to improve their health and wellbeing. The Good Life program that builds a culture of wellness, explains Tammie Braislford, R.N., MemorialCare COO and executive vice president. This unique program in promoting numerous food options, workplace walking trails, gym, weight-loss programs and on-site free campuses.

MemorialCare also offers accessible, convenient care for minor illnesses and injuries at many sites, including MemorialCare HealthExpress retail clinics located inside the ALBERTSONS/Sav-On Pharmacy stores in Huntington Beach, Irvine and Mission Viejo.

MemorialCare HealthExpress neighborhood retail clinic located inside ALBERTSONS/Sav-On Pharmacy stores in Huntington Beach, Irvine and Mission Viejo offers convenient, accessible and less expensive alternatives for treatment of minor injuries and routine health care needs.

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UC Irvine Medical Center is proud to be named one of “America’s Best Hospitals” by U.S. News & World Report® for Cancer, Gynecology, Nephrology and Urology.

For 11 straight years, UC Irvine Medical Center has ranked among “America’s Best Hospitals” – confirmation that Orange County’s only university medical center and its more than 450 physicians provide first-class care. UC Irvine Medical Center is also rated the best in Orange County in U.S. News & World Report’s ranking of hospitals in the greater Los Angeles region. Discover why there is no better choice for healthcare. For an appointment, visit www.ucihealth.com or call 877.UCI.DOCS.

877.UCI.DOCS  www.ucihealth.com
Advancements in Cardiac Surgery at Hoag Heart and Vascular Institute

Heart valve disease refers to several conditions that prevent one or more of the valves in the heart from opening and closing properly. Heart valve disease can lead to the development of a valve that does not open wide enough (stenosis). Untreated heart valve disease can cause symptoms and reduce a person’s quality of life and overall survival.

Although heart surgery is the traditional method to repair or replace severely damaged heart valves, and most patients can undergo surgery without difficulty, certain heart conditions can be treated using nonsurgical (transcatheter or percutaneous) methods that use catheters. Nonsurgical approaches are used to treat patients who cannot undergo surgery because their heart function is too severely compromised or they have additional medical conditions that increase their surgical risk. These approaches can be as effective as surgery to restore normal heart function and help patients return to a normal routine.

**TAVR – A Revolutionary Procedure**

A major advancement in percutaneous valve technique is transcatheter aortic valve replacement (TAVR), a new minimally invasive technique for replacing a diseased aortic heart valve. TAVR delivers a collapsible artificial valve into the heart using a catheter, inserted through a small incision in the leg. The artificial valve is expanded inside the native valve by inflating a balloon, and almost immediately goes to work.

The Edwards SAPIEN transcatheter aortic heart valve for the treatment of inoperable patients with severe symptomatic aortic stenosis was recently approved by the U.S. Federal Drug Administration (FDA). SAPIEN is the first U.S. commercially approved transcatheter device enabling aortic valve replacement without the need for open-heart surgery. Hoag Heart and Vascular Institute (HHVI) is the first hospital in Orange County to provide this revolutionary new procedure to patients.

“TAVR is a major milestone in the advancement of treating aortic heart disease,” says Aidan A. Raney, M.D., F.A.C.C.; James & Pamela Muzzy Endowed Chair and medical director, cardiovascular surgery. “Until now, many patients did not have a replacement option for treatment of aortic stenosis.”

Aortic stenosis is an age-related hardening of the valve and some patients are not healthy enough for surgery. These patients have not been turned down for conventional surgical replacement of the aortic valve are now candidates for TAVR. “A large percent of patients with aortic stenosis are older and therefore will benefit greatly from TAVR,” adds Dr. Raney. “TAVR can help improve patients’ longevity, but most importantly it can help improve overall quality of life.”

The recent Edwards trial that led to the FDA approval of SAPIEN, showed 69 percent survival of patients that received SAPIEN versus 50 percent survival in patients that received medical treatment. Edwards estimates approximately 500,000 people in the U.S. suffer from severe aortic stenosis.

The Hoag Heart and Vascular Institute is the first institute in Orange County to provide the new TAVR technique to patients. TAVR procedures will be performed in HHVI’s new Hybrid Cardiovascular Operating Room, the newest and most custom version of its kind in Orange County. The opening of the Hybrid CVOR marks another exciting milestone for HHVI and its patients.

**Operating Room of the Future – Now Open at Hoag**

Cardiac surgery has taken a quantum leap forward with the introduction of the Hybrid Operating Room (Hybrid CVOR). A new concept in delivering advanced patient care, the Hybrid CVOR combines the best elements of the operating room with state-of-the-art imaging technology necessary for interventional heart and vascular procedures.

The Bob & Marjie Bennett Hybrid CVOR at Hoag Hospital is the first operating room of its kind in Orange County. Hoag’s Hybrid CVOR will enable diagnostic imaging and surgical procedures to be performed simultaneously in the same room. This will result in safer treatment, shorter hospital stays, faster recoveries and improved outcomes.

Hoag’s Hybrid CVOR is unique in its design as well as the equipment and technology in the room. At more than twice the size of a standard OR, the room can support a large team in combination with unique equipment. The room offers technology that has been specially designed for Hoag, including a custom Siemens Artis Zeego robotic imaging system with 3D and 4D reconstruction software, large digital display screens for video and still imaging, and video integration for teleconferencing and two-way video conferencing.

The room is capable of supporting Hoag’s specially trained multi-disciplinary team to provide:

- Transcatheter aortic valve replacement
- Traditional heart surgery
- All endovascular procedures
- Any transcatheter technology for valve repair or replacement (mitral, pulmonary and aortic valves)
- Hybrid treatment of atrial fibrillation (combined approach using catheter-based technology and a small-incision surgical procedure)

“Until now, many patients did not have an option for treatment of aortic stenosis.”

—Aidan A. Raney, M.D., F.A.C.C.; James & Pamela Muzzy Endowed Chair and medical director, cardiovascular surgery

**Choosing the right heart valve treatment option is a very important decision that depends on many factors. This decision should be made in close cooperation with your doctor. Some factors you will need to consider when selecting the right treatment for you include:**

- Benefits and risks of each type of treatment
- Your age
- Your medical condition
- Medications you might be taking
- Your lifestyle needs and goals

For more information about TAVR and other procedure and treatment options offered at the Hoag Heart and Vascular Institute, please call 888.771.2269 or email HVII@hoag.org or visit www.hoag.org/tavr.
Everything in healthcare is changing.

Except one thing.

The need for qualified professionals with practical solutions will always remain constant. The next generation of healthcare administrators and providers faces a daunting task: reconciling changing regulations with the real-life needs of patients. Fortunately, Concordia University offers real-world training and education that leads to practical, effective solutions.

Take for example, Concordia’s Healthcare Management BS degree. Like other qualified professionals, HCM graduates are always in demand by managed care organizations, hospitals, nursing facilities, medical groups, HMOs, insurance companies, and other types of healthcare organizations and consulting firms.

Concordia’s Healthcare Management degree program understands its graduates need more than just a degree—they need experience, and real-life application taught by experts in the field. Our curriculum goes beyond textbooks and lectures, with the goal of developing the professional skill set needed to handle the complexities faced by tomorrow’s healthcare executives.

Be part of the solution. Call 949.214.9000, email admissions@cui.edu or visit www.cui.edu/healthcare.

CONCORDIA UNIVERSITY IRVINE
Concordia University Irvine is pleased to announce a partnership with the technology firm SpeedTrack. Concordia University’s Healthcare Management program has capitalized on its unique opportunity to develop a meaningful and relevant curriculum that goes beyond textbooks and lectures to include real-world applications and data management for creative solution development in the healthcare environment.

SpeedTrack, headquartered in Yorba Linda, combines data storage, integration, analysis and search into a single scalable technology that incrementally guides the user to information. SpeedTrack’s online search and analysis service allows healthcare professionals access to the past four years of every Inpatient, Outpatient and ER encounter in California—over 63 million records spanning 550+ fields of data. This data is published by the Office of State Health Planning and Development (OSHPD), and is the only comprehensive dataset of all patient encounters.

"SpeedTrack is the ideal technology to assist us in fulfilling our commitment to provide students with a meaningful and relevant education," said Academic Program Director/Assistant Professor Dr. Stephen Duarte. "Our healthcare management students will have access to an information database that will help them hone their analytical skills, and offers immediate applications in their field. SpeedTrack helps enable our students to be better qualified and credible in the job market."

"SpeedTrack is excited to partner with Concordia’s forward-thinking Healthcare Management program to provide technology that promotes critical thinking," said Miles Yano, SpeedTrack’s CEO. "Our technology enables any student to mine OSHPD data for the answers they need in just a few mouse clicks, and find "ah-ha" nuggets of information along the way."

For more information about Concordia’s Healthcare Management program, please visit www.cui.edu/healthcare or contact Concordia’s Healthcare Management Academic Program Director, Stephen Duarte at stephen.duarte@cui.edu

About Concordia

Concordia University Irvine is a US News Top Tier Regional University that prepares students for their vocations—a calling in life. As a Lutheran Christian university, we support individuals in developing their God-given gifts to fulfill their professional calling. CUI offers undergraduate, graduate and adult degree programs in a beautiful Southern California location, with online and regional cohort options.
THEY’VE ALWAYS MADE US PROUD.

At CHOC Children’s, we know that some of the finest pediatric experts in the nation help us care for the 2,000,000 children who depend on us. But it is always nice to have someone else recognize them. Congratulations to the extraordinary doctors who were named by the Orange County Medical Association to Orange Coast Magazine’s 2012 Physicians of Excellence.

Allergy/Immunology
Mark C. Ellis, M.D.
Sheba N. Gillman, M.D.
Diala Libno, M.D.

Cardiology
Arjan S. Bhat, M.D.
Anthony Chang, M.D.
Jodie E. Gandy, M.D.
Nalis Kizman, M.D.
Michael A. Rebello, M.D.
Keith M. Wiener, M.D.

Cardiothoracic Surgery
Richard B. Gans, M.D.

Child Psychiatry
Hsiao Dao Nguyen, M.D.

Clinical Genetics and Metabolic Genetics
Virginia Kimmis, M.D.

Critical Care
Nick G. Anaez, M.D.
Anthony Cherin, M.D.
Gary Goodman, M.D.

Kenneth K. Kim, M.D.
Paul Lubinsky, M.D.
Zacharia Reda, M.D.
Jason M. Knight, M.D.
Developmental-Behavioral Pediatrics
Robin Steinberg-Epstein, M.D.

Diagnostic Radiology
David S. Kertl, M.D.
Joan Kim, M.D.
Dan Wu, M.D.

Endocrinology
Susan J. Clark, M.D.
Mark W. Danial, M.D.
Timothy K. Flannery, M.D.

Gastroenterology
Kenneth E. Grant, M.D.
Mitchell Katz, M.D.
Bassam Yacoub, M.D.

Hematology/Oncology
Leonard S. Sender, M.D.
Diane J. Nugent, M.D.
Geetha Puthenveetil, M.D.

Amit Sere, M.D.
Ivan Kivov, M.D.
Wei-Ping “Violet” Shen, M.D.
Lilith Lorno, M.D.

Infectious Diseases
Antonio C. Arista, M.D.
Nagar Ashrani, M.D.
Jasjit Singh, M.D.

Interventional Radiology
Kurt L. Oppenhaver, M.D.
Mahmoud K. Razavi, M.D.

Medical Genetics
Maureen Bocius, M.D.

Neonatal/Perinatal Medicine
Irfan Ahmed, M.D.
Darshini Bassin, M.D.
John P. Cleary, M.D.
Vijay Dhar, M.D.
Anthony Liu, M.D.

Neurology
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Joseph H. Donnelly, M.D.
Ira T. Lott, M.D.

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Carl R. Weinert, Jr., M.D.

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Francois D. Lalonde, M.D.
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Gurmeet S. Abuja, M.D.
Feliciano Camilo, M.D.
Robert del Junco, M.D.
Jack A. Shohet, M.D.

Pediatrics
Katherine Andreoff, M.D.
Mark A. Colon, M.D.
Leticia Olivares, M.D.


**DISC Sports & Spine: Revolution in Spine Care**

**Minimally Invasive Spine Surgery**

As these patients attest, DISC’s range of conservative treatment options is a game changer, with surgery truly a last resort. DISC’s physicians work side by side with diagnosticians, chiropractors, physical medicine & rehabilitation and pain management specialists to determine the best course of action for each patient. Surgeries that were once considered major procedures requiring lengthy hospitalization can now be performed more safely in DISC’s outpatient center and patients are often home the same day. Physicians operate through incisions as small as an inch under 20x magnification. Individual muscle fragments are separated instead of cut, and commonly patients lose less than two teaspoons of blood, resulting in reduced post-operative pain, faster recoveries and better outcomes.

Recently, DISC expanded the reach of its top-tier medical services into Orange County, naming 14 respected physicians as founding partners of its newly opened Newport Beach location. These doctors, whose specialties include minimally invasive spine surgery, chiropractic sports medicine, pain management and anesthesiology, are now offering customized, collaborative care in a state-of-the-art facility built to surpass traditional hospital standards.

Designed by physicians and certified by the Accreditation Association for Ambulatory Health Care (AAAHC), DISC’s surgery center lacks no attention to detail. It is equipped with the latest ICU-level monitoring, custom 100% HEPA filtered air-handling units, and next-generation medical technology. It is this level of detail that has maintained DISC’s zero surgical infection rate. Beyond its technology, the center was designed to create a soothing, luxurious patient experience, complete with private family consultation rooms, as well as four private overnight recovery rooms furnished with flat screen televisions, WiFi internet and guest seating.

At its core, the DISC experience is a culmination of conservative treatment options, collaborative expert physicians and state-of-the-art technology, all provided in one ultra-clean, recovery-conducive environment—a natural choice for Orange County’s spinal care needs.

**DISC Newport Beach Services Include:**
- Spine Care
- Pain Management
- Sports Medicine
- Soft Tissue/Chiropractic Care
- Physical Medicine
- Rehabilitation

To schedule a consultation at DISC’s Newport Beach facility, please call 949-888-7800 or visit discncbh.com.

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Employee Health for a More Profitable Business
Making the case for workforce health programs

by Karen D. Tejica, RN, BSN, MPH, Medical Group Administrator, KP Orange County Service Area

The health of your employees affects their performance and ultimately the success of your business. Understanding the reasons that employees might miss work or not perform well can help you develop workforce health programs to improve morale, reduce sick days and enhance your bottom line.

Sick days – off and on the job

When employees are out sick, it’s easy to see how productivity suffers. But presenteeism – when employees come to work but can’t perform at full capacity due to health concerns – can hurt your bottom line too. It’s a bigger problem than you might expect. The number of workdays lost to presenteeism is 7.5 times higher than the days lost through absenteeism.1

Put workforce health to work for you

Workforce health programs are employer-endorsed, worksite-based activities designed to encourage employees to live healthier. This could mean educating employees about health issues, starting programs that support healthier behaviors, or making health-related objectives part of your corporate policy. Effective programs give employees the tools to avoid or manage chronic conditions and can help you lower costs from your corporate policy. Effective programs give employees the tools to avoid or manage chronic conditions and can help you lower costs from U.S. health care spending. However, chronic conditions are often preventable and manageable with early detection, improved diet, exercise and treatment.

The root of the problem

Although employees often report to work with minor illnesses (such as a cold), researchers have isolated chronic conditions as the major contributors to presenteeism. Chronic conditions are ongoing, generally incurable illnesses such as heart disease, asthma, cancer and diabetes. People with chronic conditions are the most frequent users of health care in the United States. They’re responsible for 81 percent of hospital admissions, 91 percent of prescriptions filled, and 76 percent of physician office visits.2 As a result, chronic conditions account for the majority of U.S. health care spending. However, chronic conditions are often preventable and manageable with early detection, improved diet, exercise and treatment.

Put workforce health to work for you

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Make a plan for healthier employees

When you're ready to improve the health of your workforce, keep these tips in mind as you plan your program:

1. Get started the right way
   Begin by deciding what you want to accomplish, how long your program will last, and how you intend to promote the program to your employees.

2. Keep it simple
   It’s best to start with easily accomplished activities such as these:
   - Post healthy eating guidelines
   - Provide a refrigerator onsite
   - Install a bicycle rack
   - Organize a lunchtime walking group
   - Generate employee interest
   Once you’ve launched your program, communicate with your employees to promote the activities you’re offering:
   - Send out lesser messages two to three weeks before you kick off your program
   - Send employees an e-mail announcing the program
   - Post announcements about the program around your worksite
   - Make program progress reports a part of your company newsletter

4. Reward participation
   To further motivate employee involvement and achievement, offer rewards to those who participate in the activities you implement. Here are some examples of small rewards:
   - Extra 30 minutes for lunch
   - Gift cards
   - Pedometers
   - T-shirts
   - Resistance exercise bands
   - Subscriptions to healthy magazines

Partner with an expert to keep your employees healthy

To get the most from your workforce health program, team up with a health plan that promotes preventive care and empowers members to improve their own health. Kaiser Permanente plans have always provided access to preventive health services for your employees. Now, with Kaiser Permanente HealthWorks, you’ll have additional ways to enhance employee health.

Kaiser Permanente HealthWorks has a program for you

Kaiser Permanente HealthWorks provides a rich set of tools and resources you can use to build your workforce health program, including:

- Online tools
- Onsite services
- Communication tools
- Rewards
- Measurement tools

There are three levels of HealthWorks programs for you to choose from. Visit the Total Health and Productivity section at businessnet.kp.org to find the program that best fits the needs of your organization:

- New to workforce health – if your company is interested in trying out some easy ideas and activities, you’ll find a variety of tips and tools that you can implement immediately. Employers with Kaiser Permanente coverage will discover that most of the resources are already a part of their health plan.

- Some workforce health experience – when your company has already tried some programs and is ready to advance to the next level, you’ll get the help you need to initiate more sophisticated activities and tools for your employees. This includes digital health coaching, a custom website and more.

- More workforce health experience – at this level, your company is well-versed in work force health and looking for additional ways to help employees feel and perform better. You’ll get all of the features offered at the other levels as well as opportunities for biometric screening at your worksite and help with administering a rewards program.

Now’s the time to get started

Put your employees on the road to better health right away. The results can be happier, more productive employees and a stronger bottom line for your business. Contact your broker or Kaiser Permanente representative to learn more about HealthWorks workforce health programs.


Karen D. Tejica
Is Your Compliance Program Starting to Rust?

by Julie A. Simer, Shareholder, Buchalter Nemer

A legally sufficient compliance program is like an expensive sports car: it does no good sitting in the driveway. It must be driven regularly to realize its value. If your company’s compliance program sits idle, it is time for a tune-up. Using governmental corporate integrity agreements (CIAs) as a guide, these steps will put your compliance plan in motion:

1. Designate a compliance officer and compliance committee

The compliance officer (CO) should be a member of senior management reporting directly to the chief executive officer. The CO should report compliance matters directly to the board of directors (“boards”) at least quarterly and should be encouraged to report compliance matters to the board at any time. Job responsibilities unrelated to compliance must not interfere with the CO’s ability to perform compliance responsibilities. The CO should chair the company-wide compliance committee, which should meet no less than quarterly.

2. Develop written standards and policies

The organization’s code of conduct must be provided to all employees. Policies and procedures should be developed to address the Anti-Kickback Statute and other laws related to governmental health care programs. Policies should include sanctions for non-compliance and compliance criteria for performance reviews. All personnel should regularly be made aware of these policies.

3. Implement a comprehensive employee training program

All employees should receive a minimum of one hour of compliance training each year, and employees that deal with legal arrangements should receive an additional three hours of training annually, including training on (a) arrangements that may implicate the Anti-Kickback Statute (AKS) or other fraud and abuse laws, (b) policies and procedures relating to legal arrangements, including the tracking system, internal review and approval process, and tracking remuneration to and from sources of business or referrals, (c) the individual’s responsibility to know the applicable legal requirements and policies and procedures, (d) the legal sanctions under the AKS; and (e) examples of violations.

4. Retain an independent review organization to conduct annual reviews

The organization should engage a qualified individual or an accounting, auditing, law, or consulting firm (“IRO”) to perform a comprehensive annual review, including data privacy and security and quality assessments.

5. Establish a confidential disclosure program

The organization should establish a telephone hotline to allow anonymous reporting of issues believed to be potential violations of criminal, civil, or administrative laws. The hotline number should be publicized to all employees.

6. Restrict employment of ineligible persons

Prior to hiring, and as part of the contracting process, the organization should screen all prospective employees and contractors against the federal program exclusion lists. Policies should require employees, agents and contractors to disclose immediately any debarment, exclusion, suspension, or other event that makes that person ineligible to participate in governmental health care programs.

7. Record reportable events and self-disclosures

The CO should maintain a log of reportable events and self-disclosures that includes the status of the internal review or root cause analysis and any corrective action taken. The CO should ensure self-reporting of violations.

8. Provide annual reports to the board on the status of the entity’s compliance activities.

The board should meet at least quarterly to review reports, oversee the compliance program and evaluate the performance of the CO and compliance committee. Each year, the board should review the IRO report to determine risk areas. Training programs, policies and procedures should be revised annually to address risk areas. Once the compliance program has received a tune-up, it is ready to move forward with its compliance program.

Julie Simer is a shareholder with Buchalter Nemer’s Health Care Practice Group. She can be reached at 949.204.6259 or jsimer@buchalter.com

State-of-the-Art Technology Integrated with Compassionate Care at KSK Medical Center of Irvine

SK Medical of Irvine is now Orange County’s most comprehensive resource for detection and treatment for breast and prostate cancers. They have the latest in MRI technology to provide optimal visualization of cancer in the prostate. Their Hybrid Prostate Radiation Therapy has proven to be the best treatment available for prostate cancer worldwide. “In 2011, our Prostate work was published and presented at the 52nd Annual American Society for Therapeutic Radiology and Oncology (ASTRO) in Miami, Florida. We are also in the final FDA approval stages for our work in space asset protection to protect the retina during radiation treatment,” says Kenneth Tokita, M.D.

KSK Breast Center of Irvine is a dedicated women’s breast center with a state-of-the-art imaging center consolidating mammography, ultrasound, stereotactic breast biopsy, high definition 3D breast MRI and bone density testing to provide the best access and diagnostic results. They are one of the world leaders in treating partial breast radiation which means a higher daily dose that can be used for a short period of time – five days vs. five to seven weeks. They also developed two catheters specifically for this treatment protocol.

Community Involvement

Two years ago, The City of Irvine launched a Health Care Initiative as a pilot program designed to promote the health and wellness of the community by ensuring that all Irvine children ages 1-18 have access to affordable health services. The doctors and staff at KSK Medical, whose primary focus is on cancer research, share the same vision as city officials and became the first to endorse and donate towards the Irvine Children’s Health Program (ICHP). During this two year time period, they created a unique partnership that highlighted the importance of education, detection and prevention. “Since the program’s inception, over 700 families have benefitted from the Health Care Initiative and the program continues to be a vital part of our community,” says Mayor Sukhee Kang.

KSK Medical should be on everyone’s radar screen. Why wouldn’t you go anywhere else?
Tiny Microscope Gives UC Irvine Doctors a Head Start on Treating GC Cancers

Using a tiny microscope, UC Irvine’s Dr. Kenneth Chang is able to diagnose and treat cancer and precancer of the esophagus in the same visit, at the earliest possible opportunity.

At UC Irvine, this advanced technology helps doctors diagnose and treat precancers and cancers of the gastrointestinal tract – including esophageal cancer, colorectal polyps, stomach cancer and bile duct cancer. Chang has begun exploring the use of Cellvizio to diagnose and treat disorders of the pancreas.

UC Irvine is the only institution in Orange County where Cellvizio – approved by the FDA in 2005 – is available. Chang is now training other physicians from around the world on how to use this technology.

Most people with heartburn don’t end up with cancer. Mild to moderate acid reflux can be managed with medication and lifestyle changes, including maintaining a healthy weight, not smoking, eating smaller meals and avoiding tight-fitting clothes. Other key prevention tactics are waiting at least three hours before lying down or going to bed after eating and avoiding foods that trigger heartburn. Some common food triggers are fatty or fried foods, tomato sauce, alcohol, chocolate, mint and caffeine.

It has been a year since Browning had his cancer treated by Chang. He has changed his diet and takes regular medication for heartburn. “I haven’t felt so good in decades,” he says. “When I look at my wife and kids, I sometimes think, ‘Thank you, Dr. Chang.’”

For more information or a referral to an H.H. Chao Comprehensive Digestive Disease Center specialist at UC Irvine Medical Center, please visit www.uclalhealth.com/cddc or call 888.717.GIMD.

Fighting Cancer With a Specialized Team Approach

A core part of UC Irvine’s Chao Family Comprehensive Cancer Center is a group of physicians known as hematologist-oncologists – doctors who specialize in blood diseases and cancer. UC Irvine’s hematology-oncology doctors subspecialize further by developing expertise in specific tumor types, serving as a resource to community doctors and patients with complicated cases.

“We are all board certified in hematology-oncology, but as academic practitioners, we are able to further specialize,” explains Dr. Edward Nelson, chief of UC Irvine’s Division of Hematology-Oncology, which has recently expanded its faculty.

UC Irvine is home to Orange County’s only National Cancer Institute-designated comprehensive cancer center, and the medical center has been named among “America’s Best Hospitals” by U.S. News & World Report for cancer care.

To make the most of its expertise and optimize patient care, the Chao Family Comprehensive Cancer Center takes a team approach to the care of individual patients. Physicians have their office hours organized around the type of disease, all at the same time, so that patients receive highly coordinated care. For example, the hematologist-oncologist who specializes in pancreatic and liver cancer treats patients at the same time that gastroenterologists and surgical oncologists see their pancreatic and liver patients.

“This allows us to leverage the expertise of the various specialists who may be involved in treating a patient with a specific cancer,” Nelson explains. “We are able to better collaborate and coordinate patient care. And when we need to refer a patient to a surgeon or another colleague for the next step in treatment, we walk down the hall, knock on a door and do a quick introduction.”

Patient care is being improved in such areas as cancers of the gastrointestinal tract (esophagus, stomach, colon, liver, pancreas and gall bladder); lung; head and neck; breast; brain and skin (melanoma).

Another advantage: these physicians can more easily share the latest medical research and advancements. Together they prioritize and conduct clinical studies that provide patients access to the most recent, cutting-edge approaches to the detection, prevention or treatment of cancer or blood diseases years before the treatments become available to patients at community hospitals. UC Irvine’s hematology-oncology doctors are conducting a broad range of clinical studies, many of which are sponsored by the National Cancer Institute or other organizations such as national cooperative groups, or by pharmaceutical companies.

The increased interaction among doctors can also help inspire research ideas that cross disciplines. The surgeons, gastroenterologists and hematology-oncology specialists who treat pancreatic cancer, plus laboratory scientists, recently completed a clinical study to improve how a patient’s immune system fights cancer. Patients who received the experimental treatment lived longer compared to patients who did not.

“Patients who participate in clinical trials are truly heroes. They are the ones who have advanced the diagnosis and treatment of cancer so that we now have more than 12 million cancer survivors in the U.S., compared to just three million survivors 20 years ago,” says Nelson. “At UC Irvine, we are committed to conducting only those clinical studies that meet the highest ethical standards and benefit our patients.”

UC Irvine’s hematology-oncology practice is the first in California to earn Quality Oncology Practice Initiative Certification, issued by the American Society of Clinical Oncology, the organization that sets the standard for cancer care. More than 140 quality measures are evaluated in order to obtain certification. There are only 105 practices nationwide that are certified, with only eight in California.

To make an appointment with a UC Irvine hematologist-oncologist, call 855.UCI.40NC. For more information about the Chao Family Comprehensive Cancer Center, please visit www.cancer.uci.edu.
The Next Wave of Practice Consolidation

Negotiating power – Typically, the more physicians that are gathered into a single practice, the more clout that practice will have when negotiating with health plans over contract terms and reimbursement rates. Such power can also extend to hospitals over access to the OR and block scheduling. Bargaining power is often heightened further when the merged practice represents a significant proportion of the area physicians in a particular specialty, although there are exceptions to the rule.

Economies of scale – When merging several practices, it’s usually best when all or most of the physicians relocate to a single location (although circumstances and market situations may dictate other options). It will then be possible to make better use of exam rooms, diagnostic equipment and revenue-generating assets such as ancillary services, and to be more efficient in supply ordering. Physicians will require about the same amount of office space and support staff. Legal and accounting costs to service the larger practice will typically be higher.

Candidate selection – When choosing candidates, look for a cultural fit and compatibility with your practice’s strategic goals. Pay particular attention to the prospective merging firm’s financial, legal and operational statuses. To help allay everyone’s natural anxieties and to avoid any hint of bias, bring in a neutral, trusted financial professional to: describe the financial benefits of the merger; project the profitability of the new entity; analyze the tax implications; go over buy-sell issues; recommend governance options; and resolve possible retirement plans and fringe benefit issues.

Is it time? – When weighing the pros and cons of merging practices, keep in mind that a large and thriving practice is a magnet for new doctors as well as professionals required to manage the operation. A larger group also has greater resources to devote to quality improvement and patient satisfaction activities. And it can generate more capital for investment in new technologies and marketing initiatives.

Steve Williams is the managing partner of HMWC CPAs & Business Advisors and heads the firm’s Healthcare Practice. For more information, call 714.505.9000 or visit www.hmwccpa.com.

Advancing Cancer Research in Orange County

The Women’s Cancer Research Foundation (WCRF) enrolled a record 98 women into seven new clinical trials during 2011. This is a 50% annual patient enrollment increase compared to previous years. For the past twelve years, WCRF clinical trials have provided patient access (and hope) to the latest cancer treatments for women afflicted with breast cancer, endometrial cancer, ovarian cancer and women with pelvic masses.

Currently, the WCRF manages hundreds of patients participating in fourteen different clinical trials. Orange County is fortunate to be at the forefront of cancer research, with the WCRF leading the charge by opening new trials and moving forward in our quest to provide more effective cancer treatments for women afflicted with breast and gynecologic cancer.

Why WCRF?

Historically, the WCRF has been effective at staying on mission. “The need for effective cancer treatments is more urgent than ever and a slowed economy is no excuse to delay providing access for women who are in the fight of their lives. Cancer does not wait for better economic times,” states Executive Director of the WCRF Carla Thomas. “We hope by continuing to open new clinical trials and enrolling as many patients as possible that a promising and successful cancer treatment will be discovered – potentially even a cure!” states WCRF Founder and Chairman Dr. John Paul Micha.

A woman’s risk for developing breast cancer is (source NCI, 2010):
- 1 in 8
- 1 in 39 for uterine cancer
- 1 in 70 for ovarian cancer
- 1 in 147 for cervical cancer

The WCRF is currently enrolling patients for multiple clinical trials that include: Nektar and Vorinostat for ovarian cancer and experimental therapies for endometrial cancer. The WCRF was recently approved for another new clinical trial that will treat chemotherapy induced nausea and vomiting using Emend, developed by Merck. The Emend trial will potentially help women better tolerate and complete chemotherapy treatment by reducing the side effects related to nausea.

WCRF Mission

The WCRF is a non-profit organization dedicated to improving cure rates for women with gynecologic and breast cancer, headquartered in Newport Beach.

For more information, please visit our website at www.womenscancerfoundation.com or contact Research Director Katrina Lopez or Carla Thomas, executive director, at 949.642.5165.
Caring for you through life’s up and downs

In today’s changing healthcare environment and turbulent economy, count on MemorialCare Medical Group. We are committed to meeting the needs of our community by contracting with most insurance plans and offering over 100 physicians and multiple locations. And our affiliation with MemorialCare Health System ensures a continuum of care. It’s no wonder we’ve been named one of the top physician groups in California year after year. For a physician referral, more information, or details about free community health lectures, call 866.276.3627 or visit memorialcare.org/medicalgroup.