

XiMED

MEDICAL GROUP

Exceptional doctors. Individual care.

Letter from the Medical Group Chairman



Dear Fellow Physicians,

2010 is starting off as a fantastic year for our organization. By utilizing the significant and considerable influence of the combined strength of many individual private practice offices, we were able to coordinate with The Doctors Company to establish an impressive cost-saving program for our members. Indeed, for those members already with The Doctors Company, the only change in their malpractice coverage was a lower premium than what they were already paying! Best yet, the plan is designed such that premiums may be decreased even further in the future.

In another arena, we have also been able to leverage the significant impact of our combined strength to coordinate a cooperative arrangement with Scripps with respect to IT services. On 2/16/2010 we successfully completed testing on a high-speed network connection directly from Scripps to offices in the XiMED building. The speed of this connection is equivalent to the network speed of systems within Scripps itself! We will soon be rolling this out to offices throughout the XiMED building. This will be quickly followed by plans to provide this same degree of access to physicians in other offices on campus as well as those off-campus. Anything that saves time in our busy schedules is a great thing!

Mark J. Sherman, M.D.

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Electronic Connectivity



Electronic connectivity with Scripps has become a reality. Over the past several months everything from routers to switches to cabling was installed in the XiMED building, allowing for direct access to the Scripps inpatient healthcare information at Campus Point. This project has been in the planning stages for a long time, and we are excited for the technological advances it will provide our members. Cable drop connections will be delivered at no cost to each medical suite in the Scripps/XiMED Medical Center, providing for direct system access. Once installed, each suite will have the option of purchasing additional connections, if expansion to their system is desired. The system has been in a beta test mode for the past month and has performed flawlessly. Once the La Jolla location is connected to Scripps, we will expand connectivity services to locations off campus in order to supply service to all XiMED Members.

CEO Perspective

Healthcare reform has become part of the public consciousness and it may be a while before it becomes yesterday's news. Everywhere you turn there are pundits, most of whom are self-anointed, talking about tomorrow's winners and losers. While no one can be certain about what the future will look like, there is little doubt the practice of medicine will be changing. The true winners will be those organizations that can successfully adapt to a changing environment, and while the nature of change is never certain, there are some discernable trends.

According to a recent Pricewaterhouse Coopers survey, most healthcare leaders feel that a significant emphasis will be placed on individual care. One expert stated "What is happening to healthcare is no different from other industries. The power of the individual is increasingly influencing how healthcare is directed and delivered, enabled by the technological and the virtual world we live in." While this may sound futuristic, the reality is, it's already here.

The survey predicted that individually focused healthcare will be centered around a framework of quality initiatives which may include:

- **Incentive based payments** - Public and private payers will be ending volume based payments and moving toward payments that are based on patient outcomes resulting in a redistribution and prioritization of healthcare spending.
- **Broad-based regulatory reform** - Legislative regulations will be needed to alter the behavioral, genetic, and medical delivery components that drive personal healthcare spending.
- **Funding** - Funding priorities will be redistributed from sickness to wellness and providers will be reimbursed on quality outcomes.
- **Electronic Health Records (EHR)** - By 2020, healthcare systems are expected to move from paper records controlled by providers to digital ones controlled by the individual.
- **Patient Experience Benchmarks** - Access to care will be one of the top measures when determining quality care. Standard targets will be set for benchmark waiting times in primary care, emergency care and surgery.

As this list of quality measures becomes commonplace, more initiatives will undoubtedly be added. One thing that will not change is that the healthcare of tomorrow will be much more focused on outcomes. In terms of quality and efficiency, the independent private practicing physician is best suited to respond to such changes. XiMED continues to be driven by a single imperative; specifically, to ensure that the independent private practice model not only survives but thrives in the years to come.

Tom Sounhein

XiMED at a Glance

49 Top Doctors

XiMED Medical Group is proud to have 49 of our physicians listed as "Top Doctors" in San Diego Magazine's October 2009 issue. We congratulate them one and all!

2010 Physician Packets

XiMED members will be receiving the 2010 Physician packets. XiMED marketing goodies will be enclosed, so keep your eyes open!

Health Insurance/PEO

As our malpractice insurance company is off and running, our next venture will be a group health insurance cooperative plan. See page 4 of this newsletter for more!

XiMED Foundation

XiMED Foundation is off and running! Since receiving its 501(c)(3) non-profit status from the IRS, the Foundation has been busy seating a board and raising awareness of its 3-pronged mission: technology, education, and research.

This year you will be receiving Foundation materials distributed to all of the XiMED Membership, as we create awareness of the entity, and what it can do for physicians and patients alike. Dr. Robert Brouillard, Chairman of the Board, will be personally contacting various members to inform them about the mission of the organization.

One of the primary focuses of the Foundation will be using technology to enhance the quality and timeliness of patient information. Most recently, the Foundation submitted its first grant for federal funding to the Department of Health and Human Services. The Strategic Health IT Advanced Research Projects grant is being funded through the Office of the National Coordinator for Health Information Technology (HITECH). Due to non-profit status, XiMED Foundation was able to qualify for consideration of the grant.

2010 will also start the education portion of the Foundation's mission. Quarterly educational lecture series will be sponsored by the Foundation, focusing on leading healthcare issues. Our audience will be both physicians and patients. The goal of the lecture series will be to provide up-to-date information on subjects which are of current interest, and to enable the patient to appropriately utilize the health care system. The first lecture will feature Dr. Mary Wilde speaking about breast cancer screening on Tuesday, June 1st at 6 pm in the Schaezel Center, at Scripps Memorial La Jolla.

For more information on the XiMED Foundation, please contact XiMED Administration at 858-452-1279, or visit the Foundation website at www.ximedfoundation.org.

Physician Spotlight Del Mar Family Practice



Lawrence J. Schlitt, M.D., is board certified in Family Practice and founded Del Mar Family Practice in 1991. He graduated from Georgetown University School of Medicine and completed his specialty training in Denver, Colorado. Dr. Schlitt is a member of the teaching faculty at the University of California School of Medicine in San Diego, and frequently precepts local medical students. He enjoys caring for his patients, and strives to provide thorough and comprehensive medical care.

Christen M. Benke, D.O., joined Del Mar Family Practice in August 2008. She received her Bachelor of Arts degree from Pitzer College in Claremont, CA. She attended Western University of Health Sciences, College of Osteopathic Medicine in Pomona, CA, where she received her medical training. Dr. Benke completed her Family Medicine residency training at the University of California, San Diego. She is board certified in family medicine and is fluent in Spanish and French. She enjoys hiking, swimming, cooking and spending time with her family. She has a special interest in preventive health care, women's health and general pediatrics. Her osteopathic philosophy emphasizes whole patient-centered care and a gentle practice style.



Thomas J. Maino, M.D., is board certified in Family Practice and Primary Care Sports Medicine. He joined Del Mar Family Practice in 2007. He is a former electrical engineer and former Naval Flight Surgeon. He graduated from the University of Colorado Medical School and completed his family practice residency and sports medicine fellowship at the University of Maryland. He has

been the team physician for the Maryland Terrapins football team. Dr. Maino precepts students from Western University and volunteers at the UCSD student-run free clinic. He shares his patient's sports passions, especially rock climbing and bicycling. He sees patients of all ages for both sports and primary care.

XiMED Hospitalists

XiMED's Hospitalists Program provides internal medicine coverage to patients needing hospital admission at Scripps Memorial Hospital La Jolla.



The collaboration between our resident team of XiMED Hospitalists and the Scripps Memorial team has shown a dramatic decrease on the patient length of stay at the Hospital. With the patient being our primary focus, our team is working to improve communication within the hospital, with special emphasis placed on communication with the patient's PCP once they have been discharged. Our goal is to provide the patient with the highest quality care possible, in the most efficient manner possible.

Hospitalists NEWS

***New Physicians** - We would like to welcome a new addition to the XiMED family. Dr. James Boyd joined the Hospitalists team in February 2010. He has been practicing in San Diego since 2004, and Dr. Boyd has been on the La Jolla campus since 2008. Please welcome him to our team!

***We say Good-bye** to Dr. Victor Coelho, who has been part of the Hospitalists team since 2008. We wish him well!

For more information on the Hospitalists program, please visit our website at www.ximedhospitalists.com

XiMED Welcomes New Physicians

Please welcome the following physicians who have recently joined the XiMED Medical Group.

Guiseppe Ammirati, M.D.	<i>Neurointerventional Radiology</i>
Niren Angle, M.D.	<i>Vascular Surgery</i>
John Barr, M.D.	<i>Neurointerventional Radiology</i>
J. Lisette Bennett, M.D.	<i>Urology</i>
Maria Bonilla, M.D.	<i>Dermatology</i>
Pamila Brar, M.D.	<i>Internal Medicine</i>
Katherine Brown, D.O.	<i>General Surgery</i>
Deidre Buddin, M.D.	<i>Dermatology</i>
Nisha Bunke, M.D.	<i>Vascular Surgery</i>
Jana Cooke, M.D.	<i>Sleep Medicine</i>
Salam Ishak, M.D.	<i>Interventional Radiology</i>
Amy Kakimoto, M.D.	<i>Family Practice</i>
Kaylani Korabathina, M.D.	<i>Neurology</i>
John LaFata, M.D.	<i>Internal Medicine</i>
Jeffrey Leach, M.D.	<i>Internal Medicine</i>
Jon LeLevier, M.D.	<i>Internal Medicine</i>
Irene Oh, M.D.	<i>Neurology</i>
William Previte, D.O.	<i>Orthopaedic Surgery</i>
Jeffrey Rakoff, M.D.	<i>Infertility</i>
Susan Shimomaye, M.D.	<i>Dermatology</i>
Noushin Shoae, D.P.M.	<i>Podiatry</i>
Curt Vogel, M.D.	<i>Dermatology</i>
Todd Wine, M.D.	<i>Internal Medicine</i>
Morris Wisniewski, M.D.	<i>Internal Medicine</i>

XiMED Updates



XiMED II

The medical office building (MOB), locally referred to as XiMED II, is back in the news. As local economic conditions have continued to improve, the new MOB continues to move through the City Planning process for approval. In the meantime, management from XiMED and Scripps have used this time to move forward with occupancy and engineering design plans that ensure maximum space utilization. Architecturally, XiMED II will mirror many of the structural details of the original XiMED building to ensure aesthetic continuity for both buildings, as well as throughout the entire campus. The new MOB will provide

approximately 60,000 sq ft of new physician offices, and is expected to be completed around the fall of 2012. The new office environment will provide state of the art electronic connectivity, as well as a new restaurant, lab, and other commercial enterprises. Demand for space in XiMED II far exceeds the available capacity. As we move forward to the more formal process of finalizing financial commitments for office space, a detailed prospectus will be distributed to all of the parties who have expressed interest in space. However, both XiMED and Scripps are aware that the economy will have final word on the timing.

XiMED Medical Group Board of Directors Elections and Annual Shareholder's Meeting

The Annual Shareholder's meeting for XiMED Medical Group will be held on Wednesday, April 28th from 6:00-8:00pm at the Schaezel Center Great Hall, on the Scripps Memorial Hospital La Jolla campus. Formal announcements and proxies have been distributed, and voting will be finalized at the meeting. The event is catered by Atlanta Catering, and we hope to see all of the XiMED membership at the meeting for updates on this past year's XiMED news.



XiMED Professional Liability Program/Health Insurance Program

Are you aware of everything that XiMED offers to support the Independent Physician?

We are pleased to announce that the new XiMED Professional Liability program, which officially started as of January 1st, 2010, has been a resounding success. The program, which is exclusive to XiMED physicians, has XiMED partnered with The Doctor's Company (TDC) and Barney & Barney to provide a unique insurance program aimed at reducing the premiums for medical professional liability coverage. Participating physicians have averaged about a 10% discount from existing rates, which is in addition to the discounts they already receive. The original goal of the program was to enroll 100 physicians by the end of the year. As of April 2010, there are over 160 members who have joined the new professional liability program and are enjoying their premium discounts.

Based upon the success of the professional liability program, XiMED is gathering letters of interest for the start of the XiMED Group Health Insurance program, that is once again designed exclusively for XiMED members. To date, we have received more than 450 letters of interest, which is more than sufficient to begin the process. Our goal of the health insurance program will be to obtain optimal pricing for health care benefit coverage for physicians, employees, and family members with a targeted implementation date in the Fall of 2010.

If you have not signed up for either of these two highly beneficial programs and would like to, please contact our office for the participation paperwork. You can either call 858-452-1279, or email ymontelius@ximedinc.com.

XiMED Administrative Offices are located at 9850 Genesee Avenue, Suite 900, La Jolla, CA 92037. If you have questions regarding newsletter items, or would like to offer an item for the next XiMED newsletter, please contact Yvonne Montelius at 858-452-1279, or ymontelius@ximedinc.com.

Visit Our Website At: www.ximedinc.com