

XiMED II—New Parking Structure and New Office Building



With the completion of the new parking structure in June of 2008, we now have plenty of parking available. The new parking structure holds 1356 parking spaces, and is a great help to alleviate the parking needs for a very busy campus.

Now we turn our entire focus to XiMED II. The new MOB continues to move through the City Planning process for approval. In the meantime, management from XiMED and Scripps continues to move forward with structural and engineering design plans. XiMED II will mirror many of the architectural details of the original XiMED building to ensure continuity for both XiMED buildings, as well as throughout the entire campus.

The new building will provide approximately 60,000 sq ft of new physician offices, and is expected to be completed around the summer of 2011. However, both XiMED and Scripps are aware that the economy will have final word on the timing.

Plans are to integrate many of the facilities needed and requested by physicians and patients alike, including a laboratory, pharmacy, outpatient therapies, a bistro restaurant, dry cleaner drop off, WiFi/Internet stations, even a medical day spa is being considered.

Currently, 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. The selection process will begin early in the 2009 year. Once again, the economic turmoil in today's credit markets will have an impact on interest levels compared to a year ago. However, it remains clear that the La Jolla campus is considered prime real estate, and requests for space in the new building continue to come almost daily.



XiMED Health Care Symposium

Join us November 24, from 6-8 pm in the Schaetzel Center Great Hall to discuss not only what XiMED looks like today, but more importantly, what XiMED is doing to support the independent physician of tomorrow.

Are you aware of everything that XiMED is doing to support the Independent Physician? The strategic mission of XiMED is to specifically ensure that the independent physician practice continues as a viable business model. XiMED's main focus is to implement changes and foster innovative new ideas which will further enhance our strategic mission. Four years ago, XiMED embarked on this course, and the entity has changed dramatically since that time.

On November 24th, please join us for dinner and discussion from 6-8pm in the Schaetzel Center Great Hall, as we clearly define how XiMED is benefiting the independent physician, and answer all your questions. Discussion items will include:

**Primary Care * Hospitalists * IPA (Non-capitated) * XiMED II
Medical Malpractice * Foundation * Electronic Medical Records**

Invitations for the XiMED Health Care Symposium have been sent out. In case you have not received a copy, Physician Members and Non-Members are welcome. Please RSVP by November 17th to Yvonne Montelius, XiMED Executive Administrator, at 858-452-1279, or email to ymontelius@ximedinc.com. We hope you will be able to attend!

*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 us at 858-452-1279, or ymontelius@ximedinc.com.*

Visit Our Website At: www.ximedinc.com

November 2008

XiMED

MEDICAL GROUP

Exceptional doctors. Individual care.

Letter from the Medical Group Chairman



Dear Fellow Physicians,

I have been in the Chair position for six months now and there are a number of projects trudging along. In the middle of national and now international chaos, crashing markets and economic uncertainties obviously this is of concern to all of us.

By way of IPA update, we have in fact now had a number of discussions with Hewlett Packard and a company they work with called Crossflow and I think in the next month to six weeks we will be able to make a decision on our basic technology. We will also be able to afford it and then present to Scripps a partnership which I think will have significant impact on the way health care is practiced in San Diego.

The other business that is being explored is a self-insured malpractice company. It turns out that XiMED as a group spends about \$7 out of \$100 in malpractice leaving \$93 for the insurer. This will be direct savings to the physicians in our group and is one of our goals.

Another project of course is XiMED II. We are still talking to architects and in the planning stages and will finalize this. Obviously, given the current state of the economy and extreme difficulties in establishing credit, the final ground breaking may need to be delayed until a more favorable economic climate.

Have a happy holiday season.

Sincerely,
Adrian M. Jaffer, M.D.

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Letter from the IPA Chairman



Dear Fellow Physicians,

The stress of being an independent physician has never been greater than it is today. It feels as if we are under siege. A sea change is occurring in medicine. Private practice must evolve or it will not exist in ten years. Information gathering and sharing will be of paramount importance in the new paradigm. Some physicians are utilizing EMR systems, most are not. The government, insurance carriers, and patients are clamoring for transparent outcome data. Unfortunately, most of us cannot currently provide it. The burgeoning XiMED IPA will offer a mechanism to address the critical issues we face. Through electronic connectivity, the IPA will be able to collect data and provide the transparent analysis which will yield superior patient care. The IPA will further permit us to speak with one voice to our friends in the insurance industry. Uniform contracting will help both parties. With the recent leadership meltdown in Washington, D.C., I have done a lot of thinking about responsibility. The IPA will fail miserably if we do not accept shared responsibility to make it work. I look forward to working with all of you to make the IPA a success.

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Sincerely,
Richard A. Brown, M.D.

CEO Perspective

As most of you know, XiMED has had a very busy and successful year. Membership continues to grow as the organization expands beyond the La Jolla campus. New physicians have been increasingly drawn to XiMED due to the recognition that, now more than ever, the voice of the independent physician needs to be heard!

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. Assaults to the independent practicing physician are everywhere, from healthcare systems that want to own everything, to for profit insurance companies whose sole purpose is to squeeze every last penny out of the health care equation, to a government that mandates physician adoption of technology but fails to offer any method to pay for it.

As a consequence, there are some who would have you believe that private practice has outlived its usefulness as a viable practice model; I couldn't disagree more. With the recent political chorus demanding improvements in both quality and efficiency, it is the independent physician that is uniquely positioned to deliver both. In the recent "Top Doctors" issue of San Diego Magazine, physicians were asked who would they send their own family members to for medical care. Since it was doctors judging other doctors, quality was the dispositive factor. San Diego physicians selected the independent doctors of XiMED 67 times – significantly more than any other group or clinic. Apparently, independence trumps employment when it comes to quality. Concerning efficiency, the just released 2008 financial performance for the Scripps Health system says it all. Once again this year, the independent physicians who practice at Scripps Memorial Hospital were responsible for contributing more profitable dollars to the bottom line, by a significant margin, than any other physician group or entity.

When it comes to contemplating the future of private practice, don't be fooled by smooth talking Napoleons who would have you believe that such a future is best served in the employed group practice model. The facts speak otherwise. In terms of quality and efficiency, the independent private practicing physician is what the future of healthcare is depending on.

Tom Sounhein, CEO

San Diego Magazine's Top Doctors 2008

XiMED Medical Group is proud to have 67 of our physicians listed as "Top Doctors" in the annual San Diego Magazine's survey of top doctors for 2008. The selections are made by physicians in the San Diego area when asked the question "If a family member was sick, who would you send them to?" We congratulate them one and all!

XiMED continues to solidify its reputation as the premiere group of physicians in San Diego County, with more Top Doctors than any other medical group. Visit www.ximedinc.com and click on "Top Doctors".



XiMED at a Glance

XiMED Connectivity

As noted in previous newsletters, a direct electronic link to the hospital will soon be available for all occupants of the XiMED building. We are 70% through the initial planning phase, and hope to be up and running in July 2009.

Welcome North Coast IPA

We would like to extend a welcome to the over 50 North Coast IPA physicians joining XiMED Medical Group.

XiMED Day at the Races

On August 4th XiMED sponsored an event for over 50 physicians who enjoyed the races from a sky box at the Del Mar Fairgrounds.

Physician Spotlight

Padma Nanduri, MD, FACS



Padma Nanduri, M.D., F.A.C.S. was accepted at the age of 16 into the combined BS/MD accelerated program of Rensselaer Polytechnic Institute where she was on the Deans List. She graduated Summa Cum Laude and Phi Kappa Phi from the Honor's Program of Syracuse University with a Bachelor of Science in Speech Communication, along with a Rhodes Scholar nomination and a Spencer Award in Organic Chemistry. Her MD with Distinction in Research was granted from the University of Rochester School of Medicine and Dentistry. Dr. Nanduri completed the one year Integrated Transitional Residency Program at the University of Hawaii and selected to attend Saint Louis University Eye Institute's three year residency program and served as Chief Resident. After graduation from residency she completed an international fellowship working in Syria and India. In 2000 she was granted Board Certification from The American Board of Ophthalmology.

Dr. Nanduri serves as President of Associated Eye Surgeons Medical Group. She specializes in the surgical intervention of many eye disorders including Cataracts, Post Refractive Correction, Refractive Correction, (LASIK), Eye Plastics and the preventative treatment of diabetic eye diseases, Glaucoma and Retinal Diseases. Dr. Nanduri's practice is fortunate to include the only fellowship trained Glaucoma sub-specialist on campus, a research focused Retina sub-specialist and a General Ophthalmologist. In 1999 she became an Associate Professor at UCSD prior to starting her practice on the Scripps campus in late 2001.

She is an active member of XiMED Medical Group, Scripps Medical Staff, and UCSD Medical Center. She is the Medical Journalist and Medical Correspondent for NBC television. Dr Nanduri is an active member of the American Board of Ophthalmology, American Society of Cataract and Refractive Surgery, American Academy of Ophthalmology, American Medical Association, California Medical Association and San Diego County Medical Association.

Dr Nanduri has conducted research in Laser Flap Generation for Excimer LASIK, Ubiquitin Expression in Cartilaginous Neoplasms, Child Language Acquisition and Anti-HIV Molecule Synthesis in Organic Chemistry. She has presented research reports to the International Society of Refractive Surgery, Pan American Congress of Ophthalmology, International Association of Pathology, Associated Medical Schools of New York and Syracuse University.

Dr Nanduri's passion for life extends to many areas beyond medicine, but begins with her husband and family. She enjoys journalism, cooking, travel, sports and preventative health through exercise and also serves on the Boards of several charitable organizations.

XiMED Hospitalists

XiMED's Hospitalist Program provides internal medicine coverage to patients needing hospital admission at Scripps Memorial Hospital La Jolla since August of 2006. The highly successful two year old program has received many accolades from physicians and patients alike.



Hospitalists NEWS:

***BABIES!** We would like to welcome the new additions to the XiMED Family. Dr. Surya Chetlapalli gave birth to a baby girl named Siri on 6/13/2008. Dr. Preeti Mehta gave birth to a baby girl named Nila on 3/7/08. XiMED congratulates both families for their new additions.

***Good-bye to Dr. Martineau.** One of our first Hospitalists, Dr. Charles Martineau, has moved to Northern California to be closer to family. We are sad to see him go, but wish him the best of luck, and hope that he comes back to visit us at XiMED.

***Physician of the Month.** Dr. Bruce Covner was the recent winner of the "Physician of the Month" award, which comes from the staff on 7 West in Scripps Memorial. Former winners include Dr. Pushpendu Banerjee (VP of Operations), Dr. Grace Joo, and Dr. Anne Stewart. We congratulate you all!

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



XiMED Welcomes New Primary Care Physician

Dr. Chris Matthews has been practicing family medicine and urgent care in Orange county and San Diego for the past five years. He received his medical degree from the Lake Erie College of Osteopathic Medicine in '00. He completed his Family Practice residency and served as Chief Resident in his final year at Downey Regional Medical Center.

Dr. Matthews' medical interests involve all aspects of primary care medicine. "I enjoy practicing family medicine because it allows me to treat the entire family not just the individual."

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Please join us in welcoming Dr. Chris Matthews on board as one of XiMED Medical Group's new Primary Care Physicians.

Independent Physicians Association

XiMED Physicians IPA (XPIPA) is pleased to announce that over 80 independent physicians have become members of the organization. XPIPA will function differently than other IPAs in the area by operating as a clinically integrated model of care focusing on established protocols and evidence based quality outcomes, not as a physician group that accepts HMO financial risk or deals with capitation. In fact, XPIPA will only focus on fee-for-service relationships. In essence, clinical integration involves physicians working collaboratively, yet independently, to pool infrastructure and resources, while simultaneously developing, and implementing evidence based clinical protocols. This clinical approach to medicine focuses on procedures that are supported by the latest medical research and capable of producing quantifiable results. The protocols, which are being created and approved by IPA physicians, will be used to govern treatment and help guide patient care.

In addition, with the increasing emphasis placed on transparency, physicians will need to demonstrate quantifiable outcomes with reliable data. To that end, information systems necessary to gather aggregate/individual data on the nature of the services provided are being reviewed and assessed. IT systems will create a network that will provide physician offices the connectivity necessary to implement electronic medical records (EMR), which will, in turn, give XPIPA physicians an unprecedented opportunity to work collectively to improve the overall quality of care.

The local environment is ready for a new physician model that is focused on alignment and committed to care that is efficient, patient centered, and measurable. If you are interested in more information, please contact the XiMED Offices at 858-452-1279.