



MEDICAL GROUP

Exceptional doctors. Individual care.

Letter from the Chairman



Dear Fellow Physicians,

As you know, there has been a new Board elected, and the Board has seen fit to elect me the Chairman. I think this Board will bring some changes to XiMED; hopefully a new culture and projects that will further the goals of XiMED and private practice in this community. I thought I would remind the XiMED membership that XiMED was originally founded with the primary goal of allowing a structure to interact with the hospital administration. In those days, of course, there was one hospital. I think that there are members on our Board who would like to resurrect that initial charter and hopefully find ways of meaningful interactions that will benefit the private practitioners, the hospital, and ultimately our patients.

The other aspect of XiMED, of course, is to enhance private practice and to support it for all its members. We have had some members that have misunderstood some of the new businesses XiMED has "fathered." This has been done through loans, paid back with interest, and clearly these ventures benefit a section of the membership. There are others that are being planned, some of which again will be separate businesses, potentially initially involving a small number that will hopefully later become a larger number. The Board is also considering other businesses with group purchasing power, group insurability and so on, and the expectation is that these will benefit everyone in a direct way in terms of reducing costs of doing business. For the moment, this serves as an introduction, and we will certainly update the membership regularly with the ongoing process of these new endeavors.

Sincerely,
Adrian M. Jaffer, M.D.

BOARD OF DIRECTORS

- >Adrian M. Jaffer, M.D.
Allergy & Rheumatology
Chairman of the Board
- >Richard A. Brown, M.D.
Orthopaedic Surgery
Vice Chairman
- >Elizabeth Silverman, M.D.
OB/GYN
Secretary
- >Daniel Michaels, M.D.
Family Practice
Treasurer
- >Paul V.B. Hyde, M.D.
General Surgery
- >Leonard A. Jurkowski, M.D.
Family Practice
- >Edward Paredes, M.D.
Gastroenterology
- >Marc M. Sedwitz, M.D.
Vascular Surgery
- >Mark J. Sherman, M.D.
General Surgery
- >Donald J. Ritt, M.D.
Gastroenterology (Emeritus)
- >Harold H. Shively, M.D.
Cardiology (Emeritus)
- >Thomas Sounhein
President/CEO
Ex Officio

Inside this issue:

CEO Perspective	2
XiMED at a Glance	2
XiMED IPA	2
New XiMED Board	2
Physician Spotlight	3
XiMED II	3
XiMED Hospitalists	3
Community Involvement	4

Dr. Robert Brouillard Retires



Dear Fellow Physicians,

For over a decade, I was honored to act in a leadership role with XiMED Medical Group as Chairman. Retirement has ended my clinical practice, but not my membership in the XiMED organization. My career in medicine has been in the private practice setting and has been a great joy to me. I am grateful that XiMED has contributed to my ability to enjoy private practice and I am confident that the Board will continue to guide the organization with the private practicing physician in mind. I will always treasure the relationships with fellow physicians that I have developed over the years. We have a wonderful system here that is engaged and determined to provide the best possible care for our patients while supporting the independent practicing physician. It has been a privilege to be associated with the XiMED organization and I wish it, as well as all of you, the very best.

Sincerely, Robert P. Brouillard, M.D.

CEO Perspective

Previous newsletters have discussed the concept of change; not the type of fleeting change that is measured in sound bites or political polls, but change that persists and endures. Four years ago XiMED embarked on a course of action that would significantly change the organization. Today, the pace of that change continues unabated. Here are some of the initiatives that are being worked on today:

- The Hospitalist program continues to grow and expand. Currently, there are 12 full time and several part time physicians seeing over 300 patients a month, with more physicians coming on board this summer.
- XiMED Physicians IPA has been busy developing clinical protocols, signing up doctors, and creating a quality review system that will actually document efficient health care practice.
- Direct electronic connectivity with Scripps Hospital and Network is under program design and should hopefully be operational within six months. We are also reviewing software systems that will enable the implementation of electronic medical records.
- XiMED Foundation has been formed and is expected to have its non-profit status approved from the IRS sometime in June.
- The architectural drawings for the XiMED II MOB will be submitted to the City in the July timeframe. In addition, the new parking structure that will service XiMED II is scheduled to open in June.

All of these initiatives are supportive of the strategic mission of XiMED; specifically to ensure the independent physician practice continues as a viable business model. To that end, XiMED will continue to implement changes aimed at bolstering the practice of independent physicians.

Tom Sounhein

XiMED at a Glance

Charitable Foundation

All the background work has been completed on the latest member of the XiMED family, XiMED Foundation. An application has been filed with the IRS seeking approval to operate as a non profit tax exempt organization.

The Foundation will use the proceeds from charitable donations to improve the health, education and welfare of the community we serve through research, technology and integrated clinical practice.

Parking Structure Opening

The greatly anticipated completion of the new Parking Structure is on schedule for a Grand Opening in late **June 2008**. As you have seen, construction has been underway for over a year, and the results are fantastic. The eight story parking structure will greatly assist in the campus wide parking crunch. Look for pictures of the Grand opening in our next newsletter!

Independent Physicians Association

XiMED Physicians IPA (XPIPA) is pleased to announce that over 100 independent physicians have become members of the organization. The IPA, which will operate independently from XiMED Medical Group, will be governed by an independent Board of Directors & Officers.

XPIPA will function differently than other IPAs in the area by operating as a clinically integrated model of care focusing on clinical guidelines and evidence based quality outcomes, not as a physician group that accepts HMO financial risk. 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, implementing and continually improving clinical protocols. An evidence-based 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 together to improve the overall quality of care.

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

Board Elections

XiMED Medical Group is pleased to announce the results of the elections for the new Board of Directors and Officers. Here is your new XiMED Medical Group Board of Directors:

Adrian M. Jaffer, M.D., *Chairman*
Richard A. Brown, M.D., *Vice Chairman*
Elizabeth Silverman, M.D., *Secretary*
Daniel Michaels, M.D., *Treasurer*
Paul V.B. Hyde, M.D.
Leonard A. Jurkowski, M.D.*
Edward Paredez, M.D.*
Marc M. Sedwitz, M.D.*
Mark J. Sherman, M.D.

*new members

Please join us in congratulating them! If you would like more information on your XiMED Medical Group Board of Directors, such as biographies, please visit our website at www.ximedinc.com, and look under "About Us - Board of Directors".

Physician Spotlight

Daniel Einhorn, MD, FACP, FACE



Daniel Einhorn, M.D., received his BA from Yale University (Summa Cum Laude, Phi Beta Kappa, Varsity Letter) and his MD from Tufts Medical School (Alpha Omega Alpha). He trained at the Beth Israel Hospital, Harvard Medical School for his medical internship, one year of psychiatry, medical residency and endocrinology fellowship, and then

served there as an instructor in medicine. Since 1984 he has been a clinical endocrinologist with Diabetes and Endocrine Associates and is currently Clinical Professor of Medicine at University of California San Diego and Medical Director of the Scripps Whittier Institute for Diabetes.

Dr. Einhorn has been active with the American Association of Clinical Endocrinologists (AACE), serving as its Secretary and Treasurer, and a member of the Board of Directors and the Executive Committee of AACE. He is also on the Board of the American College of Endocrinology (ACE). He is the 2005 recipient of the Yank Coble Award for Distinguished Service from ACE.

Dr. Einhorn is active on his hospital medical staff, having been Director of the Sharp HealthCare Diabetes Program from 1984 to 2000. At Scripps since 2000, he has been a Medical Director of the Whittier Institute for Diabetes, and a member of the Continuing Medical Education Committee, the Pharmacy and Therapeutics Committee, and the Internal Medicine Committee.

Dr. Einhorn is the Guest Co-Editor of the *Endocrinology and Metabolism Clinics of North America for Type 2 Diabetes*. His research and publications cover diabetes prevention and reversal, recognition and treatment of diabetic complications, new technologies and pharmaceuticals, combination therapies, and clinical decision-making. He has lectured nationally and internationally on these topics, and has chaired meetings of the American Federation of Clinical Research in Carmel, The ES Clinical Endocrine Update (The Postgraduate Meetings) in Diabetes, and hundreds of regional symposia. He consults to and is on Scientific Advisory Boards of pharma and device companies, reviews articles for *Diabetes Care*, *The American Journal of Medicine*, *The Journal of the American Medical Association*, *Endocrine Practice*, *The Journal of Endocrinology and Metabolism*, *The Medical Letter*, and is on the Editorial Board of *Diabetes Health*.

Dr. Einhorn's passions are his wife, Emily, and children Max (16) and Estee (14), as well as community service, and he is a Board Member of philanthropies. He is especially interested in the education of children, preventive health care, and in the healing relationship.

XiMED II - Breaking Ground

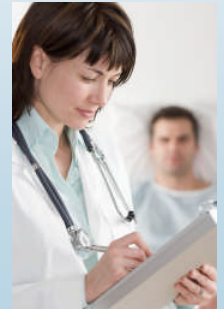
XiMED II is expected to break ground in mid 2009, with an estimated completion date in the summer of 2010.

As you know, the new MOB will provide 60,000 square feet of new physician offices, and state of the art medical facilities.

If you are interested in space in XiMED II, please make sure that you have filed a letter of interest with the XiMED Administrative Offices, as interest already exceeds capacity. If you have any other questions, please call us at 858-452-1279.

XiMED Hospitalists

XiMED's Hospitalist Program provides 24 hour internal medicine coverage to patients needing hospital admission at Scripps Memorial Hospital La Jolla since August of 2006. The highly successful program has received many accolades from physicians and patients alike.



The program has been instrumental in reducing both average length of stay (ALOS) and annual mortality rates. The Hospitalists census averages 50-60 patients daily. With the continuing increase in patient admission, the program is in the process of expanding. Our plan is to bring the operating staff to 14 full-time Hospitalists, with the projected goal of increasing to 16 by the end of 2008.

There are currently twelve full time and several part time Board Certified Internists working for XiMED Hospitalists.

Here are your XiMED Hospitalists:

Michelle Abbo, M.D.*
Mark Adrian, M.D.
Adil Abbasi, M.D.
Surya Chetlapalli, M.D.
Victor Coelho, M.D.
Bruce Covner, M.D.
Mihae G. Joo, M.D.

Charles Martineau, M.D.
Preeti Mehta, M.D.
Maria Ramirez, M.D.
Jeffrey Ramos, M.D.
Anne Stewart, M.D.
Dalia Strauser, M.D.
Wayne Sun, M.D.*

**designates part-time*

If you would like more information on the program or on the Hospitalists, including biographies and photos, please visit the XiMED Hospitalists website at www.ximedhospitalists.com

UPDATES:

*Tri-Community Answering Service is now providing after hour phone coverage. Physicians will be able to be contacted through the answering service, after the XiMED Hospitalists Administrative office closes.

*The Hospitalists and Case Managers hold meetings 3 times a week to discuss patient discharge status, patient/family needs, daily census, and other orders.



*Exceptional Doctors...
Individual Care*

XiMED Community Involvement

XiMED Physicians are out and about in the community, providing their medical expertise, and participating with the public. Here are some of the upcoming events your fellow physicians are featured in.

Weight Loss Surgery Program

Information on surgery options and programs

Presented by Sunil Bhojru, M.D.

Scripps Memorial Hospital, La Jolla
Schaezel Center

Tuesday, June 3 at 7:00pm

Thursday, June 19, at 7:00pm

Current Concepts of Parkinson's

Focusing on the treatment of Parkinson's

Presented by Dee Silver, M.D.

Scripps Mende Well Being

Thursday, May 22, 1:00-2:00pm

Well Used Eyes

Signs and symptoms of eye conditions

Presented by Matthew Kirk, M.D.

OASIS in Mission Valley

Friday, May 30, 1:15-2:30pm

Cost \$3

Varicose Veins

Non-surgical treatment options

Presented by Zachary Rattner, M.D.

Scripps Mende Well Being

Wednesday, May 28, 6:30-8:00pm

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.