

XiMED

MEDICAL GROUP

Exceptional doctors. Individual care.

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Letter from the Medical Group Chairman



Dear Fellow Physicians,

The XiMED organization has continued to work tirelessly through the summer. Dr. Leonard Jurkowski contacted all family practice physician members to gather updated information for a new Primary Care directory, which will be available in print form and on our website. If you are not already linked, we will be happy to link to your website as such links improve the Google ranking for your website! The XiMED Hospitalists continue to grow as a presence at Scripps La Jolla. There are currently 12 full time hospitalists managing a census that averages 60. Dr. Bruce Covner, Hospitalists Medical Director, remains vigilant in his efforts to ensure that the hospitalists are always at the

forefront of care and best practices. Dr. Richard Brown, XiMED IPA Chairman, has been busy making personal appeals through political channels to ensure that the IPA receives government support.

Before the end of the year, offices in XiMED I will have direct high-speed access to the Scripps Information System to obtain laboratory results, review PACS images, etc. Connectivity will also be expanded to members off-campus at a future date. Nearing fruition is the professional liability insurance program. By pooling our participation, we can obtain a premium that is significantly lower than your current rate while ensuring coverage from a reputable, quality malpractice carrier. Ongoing projects include XiMED II, our newly established non-profit Foundation, EMR evaluation and more. As summer draws to a close and students return to school, be assured that XiMED will continue to vigorously work to promote, enhance and support the private practice of medicine.

Sincerely,
Mark J. Sherman, M.D.

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Letter from the IPA Chairman



Dear Fellow Physicians,

With a long list of participating physicians and our unique quality protocols already in place, we are poised for the next phase in our IPA development. Specifically, we are engaged in electronic connectivity, not only to Scripps La Jolla, but we are engaged in negotiations with EMR vendors that have proven technology for purchase and installation of electronic medical records software.

Through electronic connectivity, the IPA will be able to collect data and provide transparent analysis which will yield superior patient care. The IPA will further permit us to speak with one voice in terms of government and business relationships.

Our next internal step with the IPA will be to confirm all physician contracts and membership. You will be receiving information on membership sometime in October. XiMED is pleased to announce that over 80 independent physicians have become members of the organization. We will continue to update you as we progress forward in this exciting venture.

Sincerely,
Richard A. Brown, M.D.

CEO Perspective

CHANGE - Webster's New World dictionary defines change as follows: "To make different; to alter or vary". Seems simple enough. Though it may have a simple meaning, change can be incredibly disorienting. To deal effectively with change requires flexibility and a willingness to think outside the box. The president of a Fortune 500 company recently said, "You see your peers not able to adapt, not able to grasp reality, and it's really the death of a thousand cuts. The key is to change when you have 50 cuts – if you wait until you have 1000 cuts, you're not strong enough to change."

Sometimes people choose to deal with change by simply ignoring it. They reason that it is easier, at least in the short term, to ignore a new reality by simply doing nothing, to keep on doing business as usual and hope that the pain will stop at 50 cuts. Of course, that's what the auto makers thought and look how that turned out. The longer you wait to change the harder it is to accomplish, assuming you can do it at all.

The pace of change is quickening and nowhere is that more evident than in today's healthcare arena. Medical costs continue spiraling upward and elected officials are responding by proposing massive changes in the form of health care regulations. Regardless of what healthcare reform passes, most physicians recognize that changes will be coming fast and hard.

As an organization, XiMED is not sitting on the sidelines waiting for death by 1000 cuts. As you read through this newsletter, I hope you get a sense of the changes the organization is bringing about in order to meet the challenges of tomorrow. Whether it is installing electronic cabling for connectivity, supporting an EMR system that falls within the definition of "meaningful use", instituting a new professional liability program to reduce malpractice premiums, implementing a clinically based IPA, designing a new medical office building, or creating a new Foundation, these changes are focused on one thing: ensuring that the private practice of medicine will not just survive, but indeed thrive.

Sincerely,
Tom Sounhein, CEO

XiMED at a Glance

*XiMED Officers -
Do you know who your
Chairpersons are?*

Medical Group
Mark J. Sherman, MD

Hospitalists
Pushpendu Banerjee, MD

IPA
Richard Brown, MD

Foundation
Robert Brouillard, MD

Each XiMED organization has a fully functioning and separate Board. Each Board meets on a regular basis, and provides valuable knowledge and input into the development and success of each of the related XiMED entities. We would like to take a moment to thank our Board Chairmen and all the Board Members for their time.

XiMED Foundation

XiMED Foundation is official! The IRS has given final approval to the new XiMED Foundation as a public charity. The 501 (c) (3) non-profit status means that any donations made to the Foundation will be treated as charitable tax events by both federal and state tax services. Robert P. Brouillard, M.D. has accepted the position of Chairman of the Board.

The purpose of the Foundation is to use the proceeds from charitable donations to improve the health, education and welfare of the community we serve through research, education, and technology.

The XiMED organization has long held the belief that the delivery of quality medical care is best accomplished when the needs of the patient are put first; where skilled physicians, using the most advanced, innovative diagnostic & therapeutic technologies are free to focus on patient concerns. XiMED physicians feel that the best setting to accomplish this task is in an integrated, multi-specialty model where trust and respect for the patient's needs are always the primary focus.

Today, a crucial component of this integrated model is the use of information technology designed to provide physicians real time data at the point of health care delivery. Integrated clinical practice models provide an ideal setting to implement such technology due to their collaborative environment. Information technology allows patient information to be shared with physicians who are connected, not by walls in a building, but by professionalism and their commitment to patient care. The purpose of the Foundation is to fund technology designed to improve the sharing and timeliness of this type of patient information in a clinical setting. Foundation funds will also be used to support the continuation of research into the cause and prevention of disease, as well as advancing medical education in order to better respond to the evolution of the science of medicine and societal trends.

The Foundation will raise, manage, and disburse the necessary funds to accomplish these tasks. By serving as the donor's hands, the Foundation will be able to reach out to patients, researchers, physicians, and the community to provide resources that would not otherwise be available. For more information on the XiMED Foundation, please contact XiMED Administration at 858-452-1279, or visit our website at www.ximedfoundation.org.

Physician Spotlight

Marc M. Sedwitz, MD, FACS



Marc M. Sedwitz, M.D., F.A.C.S., is Board Certified in General and Vascular Surgery.

Dr. Sedwitz has been practicing medicine since 1983, and has been board-certified in surgery since 1985. He received his medical degree from Boston University in 1978. He trained in general surgery at New York Hospital, the teaching hospital for Cornell University, from 1978 to 1983. He was also the Chief

Resident at New York Hospital in 1983. Dr. Sedwitz specialized in vascular surgery at the prestigious University of California, San Francisco. Dr. Sedwitz also completed additional oncologic training at Sloan-Kettering in New York City, one of the most prestigious cancer centers in the United States. Dr. Sedwitz held an academic appointment at the University of California, San Diego Medical Center before entering private practice.

Dr. Sedwitz has written over 15 selected abstracts and letters related to his specialty, and has given over 35 presentations on vascular surgery.

He has served as an assistant clinical professor at Veteran's Administration Medical Center in San Diego since 1991, and was their Chief of Vascular Surgery from 1984-1988.

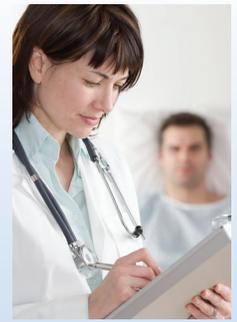
Dr. Sedwitz is currently in private practice with Pacific Coast Vascular, which is located in the Scripps/XiMED Medical Center in La Jolla.

His interests encompass general, vascular, and trauma surgery, and he is currently participating in many types of research, including recurrent carotid stenosis following carotid endarterectomy. He is an active member of the trauma team at Scripps Memorial Hospital La Jolla, and performs all the general surgery for his group.

Dr. Sedwitz has recently been selected as the next Chief of Staff for Scripps Memorial Hospital La Jolla. Dr. Sedwitz has been an active XiMED Member since 1995. As a member, he has actively supported the XiMED principles of independence, personalized care, and advocacy in the past and will continue to do so in his new position. Dr. Sedwitz will assume the position starting January 1, 2010. XiMED extends our congratulations to him, and wishes him well in the position of COS!

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 three year old program has received many accolades from physicians and patients alike.



Hospitalists NEWS:

***New Physicians** - We would like to welcome two new additions to the XiMED Family. Dr. Gustavo Lugo joined the Hospitalists team in June 2009. He has been practicing in San Diego since 1992. Dr. Greg Lewis joined the Hospitalists team in September, coming to us all the way from Atlanta, Georgia. Please welcome them to our team!

***We say Good-bye** to Dr. Maria Ramirez and Dr. Dalia Strauser. Dr. Ramirez and Dr. Strauser have taken on the exciting new venture of running their own team of physicians in El Centro, California. We wish them well on their new venture!

***Physician of the Month** - Dr. Jeffrey Ramos 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, Dr. Bruce Covner, Dr. Grace Joo, Dr. Preeti Mehta, and Dr. Anne Stewart. We congratulate them all!

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.

Bruce Biederman, M.D.	Radiology
Steven Epner, M.D.	Radiology
David Evans, M.D.	Radiology
Kathleen Flores-Dahmes, M.D.	Radiology
Justin Gooding, M.D.	Radiology
Raymond Hong, M.D.	Radiology
Edward Huynh, M.D.	Oncology
William Johnson, M.D.	Radiology
Margaret Lee, M.D.	Radiology
Jeffrey Miller, M.D.	Radiology
Tan Nguyen, M.D.	Radiology
Gregory Nicpon, M.D.	Radiology
Sean Pinnell, M.D.	Radiology
Donald Ponec, M.D.	Radiology
Nancy Sajben, M.D.	Neurology/Pain Med
Richard Saxon, M.D.	Radiology
Stephen Schmitter, M.D.	Radiology
Thomas Shin, D.P.M.	Podiatry
Noushin Shoaee, D.P.M.	Podiatry
Neil Tayyab, M.D.	Orthopaedics

XiMED Updates



Electronic Connectivity

Electronic connectivity with Scripps is about to become a reality. Over the next several months everything from routers to switches to cabling will be installed in the XiMED building, allowing for direct access to inpatient healthcare information. 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.

During the month of September, the next phase of the project will be cabling. Cable drop connections will be delivered to each medical suite in the Scripps/XiMED Medical Center, providing for direct system access to Scripps. Once installed, each suite will have the option of purchasing additional connections, if expansion to their system is needed.

Once the La Jolla location is connected to Scripps, we will expand connectivity services to locations off campus in order to include all XiMED Members.

XiMED Bulletin Board

As communication is such an important topic today, XiMED wanted to give physicians a forum where they could quickly and easily communicate on important issues. We have created

a XiMED Bulletin Board, making it available for all XiMED Members. The bulletin board is designed to facilitate communication and information flow within the XiMED membership. To access the bulletin board, simply go to the XiMED website and click on the XiMED Forum link located on the home page. First time visitors will need to register by creating a username and password. We encourage you to visit the site and start the communication process rolling!



XiMED Professional Liability Program

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

As many of you know, XiMED has been developing a Professional Liability program aimed at reducing the premium costs associated with malpractice insurance. Interest in the program has been significant with over 150 letters of interest so far. We have been gathering information from XiMED physicians since May, including physician's current premium rates and loss history runs. We are scheduled to present the program to the insurance industry at the beginning of October for rate reduction quotes, targeting the top five insurance companies.

Based on our research, we are confident a group purchasing program can deliver significant premium savings and additional member benefits over what physicians can obtain independently. However, XiMED is committed to deliver freedom of choice to all of its members. Once the XiMED Group Insurance program is implemented, if you decide to join the program and you believe you can find better coverage and/or pricing on an individual basis, you are free to go back to your insurer of choice and obtain your own independent coverage.

If you are interested in reducing your malpractice premiums, please contact our office for the participation paperwork. You can either call 858-452-1279, or email [ymontelius@ximedinc.com](mailto:yмонтelius@ximedinc.com).

XiMED Administrative Offices are located at 9850 Genesee Avenue, Suite 900, La Jolla, CA 92037.

If you have any 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](mailto:yмонтelius@ximedinc.com).

Visit Our Website At: www.ximedinc.com

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