



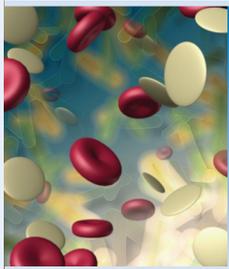
MEDICAL GROUP

Exceptional doctors. Individual care.

**In San Diego since 1979,
XiMED Medical Group is
the premier Medical Group
in San Diego...**

**With over 350 award-winning
physicians practicing in
over 45 specialties...**

**Excellent healthcare,
focusing on the individual
needs of each and
every patient.**



Thirty years ago the independent physicians at Scripps Memorial Hospital in La Jolla formed an organization called the Hospital Staff Medical Group (HSMG). It was formed to give independent practicing physicians a voice in discussing the problems that face healthcare. HSMG would later change its name and become known as the XiMED Medical Group. The name XiMED (pronounced Zi-med) is an acronym signifying “EXcellence in MEDicine”, which has served as the group’s mission statement throughout its history.

The physicians who started XiMED shared a commitment to providing quality, personalized healthcare to all of their patients. They believed that the doctor-patient relationship is at the core of quality healthcare and that allowing patients to choose qualified physicians in a variety of specialized fields of medicine is the best way to build that relationship. In 1992 that same philosophy guided XiMED

The History of XiMED

and Scripps Memorial Hospital in La Jolla to form a joint venture to build Scripps/XiMED Medical Center, a 200,000 square foot medical office building which today houses a Surgery Center, Imaging Center and Breast Care Center.

Over the years, the physician leaders of XiMED have been a significant voice for the independent practicing physician and have comprised a substantial majority of the Chiefs of Staff at Scripps Memorial Hospital. From a small cadre of formative physicians, the XiMED family today includes over 350 physicians and 5 separate companies: XiMED Medical Group, XiMED Physician’s IPA, XiMED Foundation, XiMED Hospitalists, and the Scripps/XiMED Medical Center. In addition, work is in progress for a new 140,000 square foot medical office building which will be located on the northwest

corner of the Scripps Memorial campus, immediately adjacent to the new six level parking structure. Through it all, XiMED has created a unique business structure which allows physicians to maintain the ideals that brought them to the practice of medicine in the first place.

Despite the many challenges that exist in healthcare today, XiMED Medical Group continues to move forward with innovative new companies and quality driven ideals. Our physicians are committed to excellence in medicine and the unwavering belief that personalized care, focused on the individual, is at the core of quality healthcare. This guiding principle is as strong today as it has ever been. “Exceptional Doctors. Individual Care.”



Benefits

Group Contracting

Entering into contracts with health plans as a large medical group provides better leverage, and with the addition of in-depth analysis of market rates, results in better reimbursement rates. Contracts are reviewed yearly.

Marketing

The power of the XiMED Medical Group website, combined with links to your personal website, allows your name to reach unlimited numbers of potential patients. Real time maintenance to the website provides up to date information to the public.

Physician Directories

Published twice a year, the XiMED Medical Group directory is made available to patients, fellow physicians, as well as 1-800-Scripps.

Credentialing

All credentialing for XiMED Medical Group is done in house, freeing your office staff to handle your patients and not health plan policies. Because XiMED is delegated, you become contracted with the health plans more quickly and accurately. XiMED also submits any changes to your information directly to the health plans.

Vendor Discounts

XiMED has partnered with some of the biggest organizations to offer up to 50% discounts for our members. Office Depot, Physicians Sales and Services, Shred-It, along with Paymentech and XO Communications are just a few of the vendors available. Contact the XiMED office for a complete list of preferred vendors.

Join XiMED Medical Group...

Call now to find out more about becoming a member of the premier Medical Group in San Diego, XiMED Medical Group.



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