

HEALTHCARE

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Dr. Thomas Ahlering, seen with the da Vinci surgical robot, leads UC Irvine Healthcare's new Robotic Oncology Center

UC Irvine's Robotic Oncology Center Delivers Leading-Edge Cancer Care

In the battle against cancer, robotic-assisted "keyhole" surgery is emerging as a leading-edge treatment that delivers enhanced precision, reduced injury to nearby healthy tissue, less scarring, reduced pain and quicker recovery.

To further advance this exciting new technology, UC Irvine Healthcare has established what may be the country's first Robotic Oncology Center. The brainchild of Dr. Ralph Clayman, dean of the University of California, Irvine School of Medicine and a renowned expert on minimally invasive renal cancer surgery, the center underscores the university's position at the forefront of robotic surgery for treatment of cancer.

At UC Irvine Medical Center, prostate, kidney, ureteral and gynecologic cancers are already being treated by doctors performing robotic surgery. Soon to join that growing list are lung, stomach, colorectal and thyroid cancers. Last year, these robotically treatable cancers accounted for more than 750,000 newly diagnosed cancers and some 300,000 deaths nationwide, according to the American Cancer Society.

"To our knowledge, there isn't another center in the country that is specific to robotic oncology," said urologic oncologist Dr. Thomas E. Ahlering, acting director of the Robotic Oncology Center and a national leader in the use of robotics to treat prostate cancer.

"This center is vitally important to our community," Ahlering said. "Typically, cancer involves radical procedures. What the Robotic Oncology Center emphasizes are minimally invasive techniques designed to achieve equal or better medical outcomes."

Benefits for patients include smaller incisions, minimized scarring, decreased postsurgical pain, the need for less pain medication afterward, and a speedier recovery. For surgeons, the benefits include increased precision, a magnified surgical field, better surgical range of motion and less fatigue, all of which combine to often provide better outcomes.

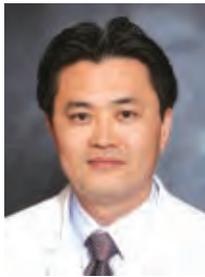
"The Robotic Oncology Center at the University of California Irvine is a prime example of how an academic medical center can pool the talents of its world-renown surgeons to provide the highest quality of minimally invasive, robotic-assisted cancer care to the Orange County community and beyond," said Clayman. "Our new center, which focuses on the specific application of robotic technology to cancer surgery, enables us to continually advance this exciting new technology and create university-led innovations, much to the betterment of every patient who seeks our care."

The creation of the Robotic Oncology Center as part of the Chao Family Comprehensive Cancer Center underscores the highly specialized cancer treatment offered at UC Irvine Medical Center, home to one of only 40 National Cancer Institute-designated comprehensive cancer centers in the U.S. and the only one in Orange County. Patients receive breakthrough treatments borne of the latest research and clinical trials in medical, radiation, and surgical therapy.

In 2002, surgeons at UC Irvine Medical Center were the first in Southern California to perform robotic prostate surgery, using the da Vinci Surgical System®. Since then, the medical center has acquired additional surgical robots and has led the way in using the new technology for treatment of many different types of cancers, while also providing one of the busiest robotic training centers for doctors on the West Coast.

Patients often travel great distances to UC Irvine Medical Center to undergo robotic prostate surgery specifically by Ahlering. He and his team have developed many innovations for robotic prostatectomy ranging from improvements in rejoining the urethral tube to the bladder to using a specially designed cooling device to protect the fragile nerves for continence and erectile function.

In addition to Ahlering and Clayman, other UC Irvine urologists who are expert in robotic surgery include Dr. Atreya Dash, Dr. Michael Louie and Dr. Elspeth McDougall for treatment of prostate, kidney and ureteral cancers.



UC Irvine head and neck surgeon Dr. Jason Kim



Urologic oncologist Dr. Michael Louie

Thyroid cancer

Thyroid cancer treatment is next in line to receive the robotic approach. UC Irvine Healthcare surgeons are among the first physicians in the world approved to perform robot-assisted thyroidectomy using the da Vinci robot. Head and neck cancer specialist Dr. Jason Kim and oncologic surgeon Dr. John A. Butler both were trained in robotic thyroidectomy earlier this year in South Korea. To UC Irvine's best knowledge, no one else on the West Coast currently offers this minimally invasive technique.

The new robotic surgical technique for thyroid cancer is an important advance in eliminating the disfiguring neck scar which until now has been the signature of all thyroid surgery. The thyroid is an essential organ which controls the body's energy level, heart rate, weight, blood pressure and temperature. Thyroid cancer can destabilize a patient's entire system. Traditionally, an "open" surgery to remove the cancerous thyroid has required a three-to-five-inch incision across the front of the neck. Minimally invasive surgical techniques, not involving a robot, have reduced the scar to about one inch. But using the robot, surgeons, for the first time, avoid the neck scar entirely. Instead of a neck incision, they make a small, easily hidden incision in the patient's armpit to provide access for the robot's arms, which then are maneuvered to the thyroid.

The da Vinci robot used at UC Irvine is a four-armed device. One arm holds a miniature video camera while two arms hold miniature surgical instruments that the surgeon controls. The fourth arm can be used to help retract tissue. Guided by the camera's three-dimensional, magnified and real-time video images, the surgeon manipulates the surgical instruments using a joy-stick-like device at a console to safely dissect and remove the cancerous gland.

"We've been waiting for the FDA to approve this procedure, which it did in December," said head and neck surgeon Kim. "This offers an option with no neck scar to patients." Kim plans to complete his first robotic thyroidectomy by the end of this month.

In late 2010 or early 2011, he plans to add another novel robotic procedure to his surgical repertoire: transoral robotic surgery (TORS). TORS involves robotically treating cancer within the mouth, throat and larynx using traditional cautery or laser. With its superior access to the surgical site and 12x magnification of the surgical field, the robot offers significant enhancements to the surgeon.

On the horizon

The Robotic Oncology Center is anticipating the arrival this summer of Dr. Robert Bristow, the new director of gynecologic oncology who was recruited from Johns Hopkins and who has extensive experience using robotic surgery to treat women's pelvic cancers.

At UC Irvine Medical Center, gynecologic oncologists Dr. Krishnan Tewari and Leslie Randall already are performing robotic surgery for cancer treatment.

Also on the horizon for the Robotic Oncology Center is the introduction of robotic gastrectomy (stomach cancer treatment) by Dr. Ninh Nguyen, and robotic colorectal cancer surgery by Dr. Michael Stamos.

The creation of the Robotic Oncology Center "seems so logical, particularly in a community served by a major teaching hospital," Ahlering said.

Dr. Michael Louie, co-director of the center, agreed.

"We're very excited," he said. "This is a great opportunity to present Orange County with an internationally renowned center that uses the most advanced surgical techniques and tools in every single discipline. To have this in our own backyard is a wonderful gift to the community."

For more information about UC Irvine Healthcare or to make an appointment with a physician, visit www.ucihealth.com or call toll free 714.456.8000.

At the Forefront in Robotic Surgery for Prostate Cancer

When it comes to robotic surgery for treatment of prostate cancer, the surgeon's skill and experience are crucial to success.

"Robotic surgery offers sophisticated technology to remove the prostate in a very precise and reproducible fashion," says Dr. Thomas E. Ahlering, acting director of the Robotic Oncology Center at UC Irvine. Ahlering performed the first robotic prostatectomy in Southern California in 2002, and since then has performed more than 1,000 procedures, with patients from throughout the U.S. seeking his expertise.

With its nationally recognized surgeons, state-of-the-art technology and national ranking for urologic care, UC Irvine Healthcare has earned a reputation for being at the forefront in the robotic surgical treatment of prostate cancer.

Recently Ahlering developed a device – used in conjunction with the robotic procedure – that aims to further reduce surgical trauma that is believed to contribute to urinary incontinence and erectile dysfunction after prostate surgery. Ahlering uses a hypothermia device to cool the pelvic region, with the goal of reducing surgery-related inflammation. "Surgery causes trauma," he said. "I knew that if I could cool the surgical field, the effect would be similar to icing a sprained ankle."

Recently Ahlering's team at UC Irvine published results from the first 109 hypothermia patients for whom mature data is now available.

After one year, 105 patients were continent—96 percent compared to 87 percent at a similar time point when hypothermia was not used.

"Based on our results, publications and ongoing research in robotic prostatectomy, we are one of the best," Ahlering said.

For more information or to consult a UC Irvine Healthcare urologic oncologist expert in robotic surgery, visit www.ucihealth.com or call 714.456.7005.



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Prostate Cancer: When Should Men Be Tested?

The American Cancer Society (ACS) has currently changed its recommendations for prostate cancer screening in men. Following a recent independent study, it was concluded that prostate cancer screening may not necessarily improve survival rates, but may instead cause more harm to the individual from the side effects of treatment. The study states that there is no clear evidence to prove that the benefit of testing outweighs the potential harm of treatment. Accordingly, the new guidelines proposed by ACS encourage shared decision-making between a man and his physician.

As one of the most prevalent cancers in the United States, affecting one in six men, prostate cancer is an important issue that needs to be addressed. Early detection of prostate cancer can save lives, and the earlier stage it is detected, the easier it is to treat. The key is personalized care.

"At Hoag Cancer Center, we take an individualized approach to prostate cancer care, recognizing that no man's cancer is the same as the next," states Jeffrey Yoshida, M.D., Associate Medical Director of Hoag's Prostate Cancer Program. "Not all cancers are created equal – some are aggressive, while others are slow growing. Yet, depending on the individual's ethnicity, family history, age and exposure to potential risks, screening and intervention may be necessary."

Through this personalized approach, Hoag works diligently to help men understand their options for prostate cancer screening. Hoag Cancer Center recommends that men who are at increased risk for developing prostate cancer such as men of African American descent, or who have a family history of prostate cancer, begin screening at the age of 40. For individuals who do not meet these criteria, screening would commence at age 45.

An abnormal PSA level or significant rise in PSA over time would necessitate further testing which could include a prostate biopsy. There are numerous factors that can influence a PSA level, such as BPH (benign prostatic hyperplasia), urinary tract infections and prostatitis, and thus only 25 percent of prostate biopsies will reveal cancer.

Some men diagnosed with prostate cancer are eligible to participate in active surveillance, also known as "watchful waiting." Active surveillance is a way of monitoring indolent or slow growing prostate cancers. It



Affecting one in six men, prostate cancer is an important issue that needs to be addressed

relies on quarterly PSA testing and an annual biopsy to identify if there is cancer progression. For more details, we recommend that you discuss this topic with your urologist/oncologist.

For men with more aggressive forms of prostate cancer, intervention is necessary. There are numerous treatment options, which include various forms of radiation and surgery. As the largest cancer care provider in Orange County, Hoag Cancer Center offers the most advanced technology available in the treatment of prostate cancer.

Hoag provides many leading-edge radiation therapies, including Tomotherapy® and Image-Guided Intensity-Modulated Radiation Therapy (IG-IMRT). IG-IMRT is a very precise method of targeting external beam radiation to an affected area, sparing healthy tissue. Because the location of the prostate gland can shift slightly from day to day, the greatest advantage of IG-IMRT is the ability to very accurately center the prostate within the treatment field.

Hoag is also an industry expert in robotic-assisted laparoscopic radical prostatectomy, as one of the highest volume robotic surgery programs in Southern California. Utilizing the da Vinci® S HD™ Surgical System, surgeons can view the prostate with three-dimensional vision and utilize endo-wrist technology, enhancing control and performing a more precise dissection and reconstruction. There are many proven benefits to patients, which include a shorter hospital stay, a smaller incision, less risk of infection and bleeding and a quicker return to normal activities.

Hoag's Prostate Cancer Program provides the full spectrum of care for the prostate cancer patient. We understand that there is considerable confusion and anxiety involved in making decisions regarding prostate cancer screening and treatment. Through a personalized and multidisciplinary approach that includes prevention, early detection, the use of standard and promising new therapies, participation in laboratory and clinical research, and extensive supportive care, the dedicated prostate cancer team at Hoag Cancer Center provides patients with every diagnostic and therapeutic advantage.

To learn more about Hoag's Prostate Cancer Program or the recommendations for screening, please visit www.hoaghospital.org/prostatecancer, or call 949/7-CANCER (722-6237).

Breast Cancer: Mammography Remains Vital to Women's Health

In November 2009, the U.S. Preventative Services Task Force (USPSTF) made a startling announcement by recommending against routine screening mammography for women under 50 years of age. As a result, many women are feeling understandably confused, since this new recommendation counters past guidelines which emphasize the importance of mammography for all women age 40 and older.

While not renouncing all screening in this age group, the USPSTF suggested that the decision to screen regularly in the under 50 age group should be an individual one between a patient and her health care provider. In addition to citing potential harm from false positive findings, which might result in an "unnecessary" biopsy, the USPSTF also relied on statistical modeling to estimate cost effectiveness of mammographic screening.

Despite the USPSTF statement, Hoag Breast Care Center joins the American Cancer Society, Susan G. Komen for the Cure and several leading medical societies and cancer advocacy groups in encouraging all women age 40 and older to continue to obtain yearly mammographic screening at a quality breast center. The fact is, a significant number of women in their 40s do get breast cancer.

"At Hoag, 25 percent of all image-detected breast cancers are discovered in women under the age of 50," states Gary Levine, M.D., medical director of breast imaging at Hoag Breast Care Center. "Numerous clinical trials during the last 40 years prove that screening mammography significantly decreases mortality from breast cancer in women ages 40-74. That is why screening mammography remains the gold standard in the early detection of breast cancer."



Hoag Breast Care Center remains committed to providing Orange County women with the highest quality breast services in a comfortable, patient-friendly environment

Quality breast care is key

Hoag Breast Care Center experts believe that women 40 and older should not only obtain routine screening mammography, but that they should seek their breast care from a quality breast center—one that provides advanced diagnostic and treatment options through a multidisciplinary team of highly-trained experts, including fellowship-trained radiologists.

"It's important for women to know that the vast majority of mammograms performed in the U.S. are not read by sub-specialized breast radiologists and this lack of sub-specialization impacts the quality of the interpretation," asserts Dr. Levine.

Designated as a *Certified Quality Breast Center™* by the National Consortium of Breast Centers, Hoag Breast Care Center remains committed to providing Orange County women with the highest quality breast services in a comfortable, patient-friendly environment. Choosing a certified breast center assures women a higher level of quality and expertise. With state-of-the-art technology and expert sub-specialized

radiologists, 50,000 mammograms a year are performed at Hoag, making it the largest volume breast care center in Southern California, and one of the largest in the state in terms of volume of breast cancer diagnosed and treated.

Hoag Breast Care Center serves as a role model that superior technology in the hands of fellowship-trained breast imaging experts leads to more women finding their breast cancer early when treatment is most effective, and breast-conserving measures can be employed. It is for these reasons and more that Hoag provides expert breast care women can trust.

For more about Hoag Breast Care Center, please call us at 949/764-5454, or visit our website at www.hoaghospital.org/breastcare.



The Mission Women's Wellness Center was specifically designed with women in mind. Soft curves, warm colors and natural patterns provide an inviting and comforting environment for patients and visitors.



The Mission Women's Wellness Center cares for the whole individual, mind body and spirit. The comforting staff and calming environment is there to meet all patients' medical, spiritual and emotional needs.

A Personalized Approach to Healthcare

In the vast south Orange County region that Mission Hospital serves, the healthcare needs are as diverse as the individuals. Mission's wide array of advanced care and specialized services offered throughout the entire community help promote health and wellness while also improving the overall quality of life of south Orange County residents.

In the spirit of its nonprofit healthcare ministry, the hospital operates with the belief that all individuals – no matter what their background or circumstance – deserve access to the very best care specific for their individual needs.

Specialized Care for Orange County Women

Women now have a special health resource in the Mission Women's Wellness Center. The newly opened facility provides access to both advanced medical technology and wellness therapies that promote well-being in one convenient place. As part of the Women's Wellness Center, the Mission Imaging Center provides advanced diagnostics and digital imaging services specifically for women's health needs.

A Personalized Approach – For Women, By Women

A Nurse Navigator, perhaps the most unique service at the Women's Wellness Center, helps each woman navigate the healthcare system by acting as a clinical expert, providing patient education, making appropriate referrals and assisting with scheduling appointments. While assisting women in determining current and future health needs, the Nurse Navigator creates a personalized treatment plan.

Solutions boutique offers products designed for specific women's health needs. The boutique provides individualized attention in a private, intimate and welcoming setting for patients embracing motherhood, surviving breast cancer or simply needing an approachable retail store to fit their needs. Whether it's a wig for a chemotherapy patient or a professional bra fitting for a mastectomy patient, Solutions provides women a warm environment for situations that could

State-of-the-Art Breast Cancer Services

Advanced breast diagnostics – essential for early detection – are a hallmark of Mission Hospital, and now Mission Women's Wellness Center. The High Risk/Genetics Program is a unique and powerful

prevention resource for patients anticipating potential health risks. Using risk assessment, genetic testing, access to clinical trials and more, the program identifies women at risk for breast cancer at a younger age and gives them the tools to take a proactive approach against cancer.



Because wellness goes beyond just physical needs, Yoga classes are just one of the ways in which the Mission Women's Wellness Center helps women relax and gain peace of mind. The Center also offers a meditation library and massage therapy to its patients and visitors.



The Nurse Navigator at the Mission Women's Wellness Center offers a personalized approach to guiding patients through clinical concerns, educational resources, appointments and referrals, and more.

The Women's Wellness Center now offers Bone Density (Dexa) Scans. With age, bones start to lose density and become more porous and weaken, making women especially more prone to fractures. Bone densitometry is the most accurate way to measure bone density and diagnose osteoporosis and osteopenia.

Also unique to Orange County, the Women's Wellness Center offers access to the Cancer Conference, an evaluation of newly diagnosed cancers that allows patients to be actively involved in developing their own treatment plans through collaboration with a multidisciplinary team of cancer specialists. In addition to just patient involvement, the families of patients are encouraged to actively participate.

The Caring Side of Medicine

In addition to Mission's quality medical care to meet physical health needs, personal wellness is equally attended to in caring for the individual. With this, the advanced care that patients receive is coupled with something else just as important – advanced caring.

Yoga classes, a meditation room, massage therapy and a resource library are available to women visiting the center. By merging healthcare services and programs that promote wellness, the entire woman – mind, body, and spirit – is nurtured.

This unique approach to care provides women numerous opportunities for support as well. Three ongoing support programs featuring yoga and aerobics for women with cancer take place year-round at the Women's Wellness Center. Programs include "Together with You" – a support group for women with metastatic or recurrent breast cancer, a weekly yoga class for women cancer survivors and a weekly aerobics class for women living with cancer.

Specialized Care Beyond Hospital Walls

In working to serve the diverse needs of its community, Mission

continued on page A-36



THE AMERICAN HEART ASSOCIATION'S START! ORANGE COUNTY HEART WALK IS CELEBRATING ITS 30TH YEAR!

**Sunday, 9.19.2010
Great Park Irvine**

Dear fellow business leaders,

We at Union Bank and McCarthy Building Companies, Inc are committed to the fight against heart disease and stroke, the leading health threats in our community. We have formed teams with our employees, family and friends for this year's Start! Heart Walk to help the American Heart Association raise awareness and funds to build healthier lives, free of cardiovascular diseases and stroke in Orange County. We invite you to join us by forming a team of your own. The Start! Heart Walk is a great way to engage your workforce in a friendly competition and a great reason to get fit and train for the walk. More importantly, it is an opportunity for your company to band together for a good cause.

Together, we can make a difference. Thank you and see you at the Walk!

*Stuart Bernstein
Union Bank Senior Vice President & Market President for Orange County*

*Mike Bolen
Chairman and CEO, McCarthy Building Companies, Inc*

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"There are centers that still perform the unnatural-looking plug procedures that have stigmatized hair restoration surgery," says Dr. Ken Williams of OC NeoGraft® Hair Restoration Center. "As hair restoration technologies adapt to changing science and technologies, OC NeoGraft's hair restoration technique leads the industry by refining the art of hair restoration."

The benefits of hair restoration at OC NeoGraft Hair Restoration Center are:

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- Fewer complications than Strip method



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"We pride ourselves on relationships and therefore we spend more time with all patients," says Dr. Williams. "There are no sales people or marketers at our offices. Patient safety and education is the primary concern to our staff. OC NeoGraft will never be a hair transplant mill. Our office practices to the highest standards of medical care and we counsel our patients on what is in their best interests."

Hair restoration using NeoGraft technology is performed under local anesthesia. Patients are awake and conscious for the entire procedure. Patients may request oral medications and light sedation to lessen the anxiety. OC NeoGraft's surgical staff routinely transplants 1500 FUE grafts per procedure.

The surgical team at OC NeoGraft has a combined total of 16 years experience in the hair restoration specialty. Ken L. Williams, Jr., D.O. is a board certified primary care physician and surgeon practicing medicine and surgery in Orange County since 1986. He is a member of the International Society of Hair Restoration and the American Academy of Cosmetic Surgery. Outside of the surgeon's skill and expertise, the surgical technicians play an instrumental role in the final outcome of hair restoration surgery. "At OC NeoGraft we are proud of our surgical team and the high degree of surgical care and expertise we provide," says Dr. Williams. "Our surgical team has transplanted approximately 100,000 grafts with NeoGraft."

For more information about automated FUE with NeoGraft, call Dr. Williams at 714-972-8001 or visit Dr. Williams' web site at <http://www.ocneograft.org>.

About Dr. Williams

Academic Association

- Associate Clinical Professor, Western University of Health Science, Pomona, California
- Associate Adjunct Faculty, Touro University, Vallejo, California

Education

- Undergraduate, UC Irvine, Irvine, California
- Medical School, Western University of Health Science, College of Osteopathic Medicine of the Pacific, Pomona, California
- Internship & Residency
Pacific Hospital of Long Beach, Long Beach, California

Medical Staff Affiliation

- Saint Joseph Hospital, Orange, California
- Children's Hospital of Orange County

Certification

- American Osteopathic Board of Family Practice

Membership

- International Society of Hair Restoration Surgery
- American Academy of Cosmetic Surgery

THE REAL DEAL

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In Thomson Reuters latest survey rankings for M&A, Dorsey ranked second nationwide. This is the 16th consecutive year that Dorsey has been ranked in the top 5 of all law firms based on the number of U.S. deals completed annually.

This past year, the firm completed 166 M&A deals on a worldwide basis, valued at more than \$7 billion.

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New Tax Credits for Healthcare Practices

by Steve Williams, CPA

Recent legislation should be of interest to many smaller healthcare practices because of certain tax aspects. Here are some highlights of three tax credits:

Hiring Incentives – Payroll Tax Exemption

The Hiring Incentives to Restore Employment (HIRE) Act includes several major tax provisions designed to promote job growth. It is of particular interest to healthcare practices as it includes new tax benefits directly related to hiring employees.

The HIRE Act provides employers with payroll tax forgiveness of the employer's share of FICA, which is 6.2% (there is no credit for the employee portion). This is effective for qualified employee wages after March 18, 2010 through the end of 2010. A qualified employee is defined as hired between February 3, 2010 and January 1, 2011; must not have been employed for more than 40 hours employment in the 60 days prior to hiring; is not hired to replace an employee unless that employee's departure was either voluntarily or for cause; not a relative of the employer; or shareholders owning more than 50 percent of the business. Form 941 is adjusted for the



payroll tax holiday. Any credits from the first quarter of 2010 will be taken in the second quarter on Form 941.

Retained Worker Credit

Also part of the HIRE Act, this is a general business credit to encourage retention of the new hires. Employers that hire new workers who qualify for payroll tax forgiveness may be eligible for an income tax credit of the lesser of \$1,000 or 6.2 percent of wages paid during a 52-week period. This credit applies for each qualified retained worker kept on the payroll for 52 consecutive weeks, which must be paid at least 80% of the first 26 weeks of employment during the last 26 weeks of the 52 week period, and must not be a domestic employee or eligible for the Foreign Earned Income Exclusion. The credit cannot be carried back but may be carried forward.

Small Business Healthcare Tax Credit

The Patient Protection and Affordable Care Act (H.R. 3590) contains numerous tax provisions. Among these is the Small Business Health Care Tax Credit, which helps small businesses and small tax-exempt organizations afford the cost of covering their employees.

A qualifying employer must have less than the equivalent of 25 full-time workers (for example, an employer with fewer than 50 half-time workers may be eligible) and must pay average annual wages below \$50,000. Further, the employer must cover at least 50 percent of the cost of health care coverage for some of its workers based on the single rate. The credit is worth up to 35 percent of a small business' premium costs in 2010. On Jan. 1, 2014, this rate increases to 50 percent (35 percent for tax-exempt employers). The credit phases out gradually for firms with average wages between \$25,000 and \$50,000 and for firms with the equivalent of between 10 and 25 full-time workers.

Contact Our Healthcare Practice

This brief overview provides some of the tax savings opportunities for your healthcare practice. It is important to seek the advice of qualified tax professionals who can help to devise strategies for your practice. Contact HMWC CPAs & Business Advisors with your questions.

Steve Williams, CPA, is the managing partner of HMWC CPAs & Business Advisors (www.hmwc CPA.com) in Tustin. He also heads the firm's Healthcare Practice and has served healthcare clients for over 25 years. Steve can be contacted at (714) 505-9000.



Steve Williams

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OC NeoGraft has the newest, state of the art surgical procedure that does not require scalpels, sutures or staples and leaves no scars on the back of the scalp like the current popular "STRIP" technique. OC NeoGraft brings to Orange County and Southern California, a fully equipped surgical office and trained medical staff dedicated to the diagnosis and treatment of hair loss in men and women.



Dr. Ken Williams Jr.

International Society of Hair Restoration Surgery Member
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Mission Center for Longevity & Aesthetic Medicine: A new center for executive wellness

Mission Center for Longevity & Aesthetic Medicine is a new center for executive wellness affiliated with Mission Hospital. Dr. James Heinrich and Charlene Jessup founded the Center in February of 2009 to meet the needs of individuals who were looking for a state-of-the-art physical examination performed in one location in a condensed period of time.

Executive Physicals have been available for more than 25 years. Their goal was to make it convenient for busy executives to have a comprehensive physical examination in a short amount of time and to diagnose any issues that could potentially be life threatening. Many things have changed over the past 25 years. Individuals are living longer and want to maintain their physical and mental health so that they can continue to live the active lifestyle that they have enjoyed for many years. Both men and women are not willing to let aging change the quality of their lives.

Good Health is often described as freedom from pain, looking your best, feeling good and performing your best.

The *Personal Wellness Profile* provides the patient with scores in the following areas of wellness:

- Coronary Risk
- Cancer Risk
- Fitness Status
- Stress Status
- Nutrition Status

Mission Center for Longevity & Aesthetic Medicine combines the basics of an extensive physical examination with the following unique features that are not available at most centers:

- Exercise Tolerance & Pulmonary Function Test utilizing V02 Max Technology
- Carotid Intima-Media Thickness Test (CIMT)
- Peripheral Vascular Disease Testing
- Skin Cancer Screening utilizing Digital Mole Mapping Technology
- Visia Complexion Analysis System
- DEXA Scan Bone Density Test with Body Composition Analysis

Dr. Jesus M. Valadez and Dr. Kenneth L. Rexinger, both board certified in Internal Medicine, along with a team of Health & Longevity Specialists assist is guiding patients through the examination.

The richly appointed changing room is equipped with lockers and an expansive shower area with all of the amenities necessary so that following the examination, the patient can be ready to go about their day.



Dr. James Heinrich and Charlene Jessup, founders, Mission Center for Longevity & Aesthetic Medicine



Michael Lekawa, MD
Director, Trauma Services



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University of California, Irvine Medical Center, repeatedly listed as one of "America's Best Hospitals" by U.S. News & World Report®, won recognitions again in 2009 for excellence in gynecology and urology. With the opening of UC Irvine Douglas Hospital in Orange, this honor underscores the superb care and world-class medicine provided by the medical center and nearly 450 UC Irvine physicians. Unparalleled services include Orange County's only Level I Trauma Center and National Cancer Institute-designated comprehensive cancer center, the Chao Family Comprehensive Cancer Center. Discover why there is no better choice for healthcare.

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Building Business Leaders

As business grows more complex and unpredictable, the only constant is change. Organizations are looking for people who know how to identify challenges and opportunities, and lead the way forward to positive outcomes.

Using advanced analytical and planning approaches, graduates of Argosy University in Orange County take action, solve problems, and build careers. A master's or doctoral degree in business provides the skills required to thrive in a competitive global environment.

Graduate degrees hone leadership strategies

The key to success in today's business environment is finding solutions, knowing how to take action, and leading change with confidence. Our Master of Business Administration (MBA), Master of Science in Management (MSM), Doctor of Business Administration (DBA) and Doctor of Education (EdD) in Organizational Leadership programs are built on a problem-based, action oriented approach to organizational change and human dynamics.

Argosy University's MBA program focuses on identifying problems, implementing solutions, and evaluating the outcomes. Students in the program choose one of ten concentrations: Corporate Compliance, Customized Professional Concentration, Finance, Fraud Examination, Healthcare Administration, Information Systems Management, International Business, Management, Marketing, Public Administration, or Sustainable Management. The MBA Program is designed to increase competencies in critical thinking, persuasive communication, systems thinking, change management, leadership, diversity and ethics. This degree can enhance current or future career potential, and prepare the student for doctoral work in business.

Our Master of Science in Management program can help equip you with the interpersonal communication and leadership skills you need to successfully manage organizations and people. You can learn to frame unstructured business issues, think critically about those issues, make decisions, and develop a plan to implement and evaluate the solution. This is an ideal program for self-employed business owners and those looking for increased management responsibilities.

The EdD in Organizational Leadership program can challenge you to become an organizational leader able to meet the ever-changing issues of today—and tomorrow—world head-on. Our faculty is dedicated to preparing students to lead complex organizations that face a variety of strategic challenges: such as increasing globalization, evolving economies, societal shifts, and the relationships between individuals and the organization.

In the DBA program, industry and academic professionals build upon master's-level core skills and knowledge to develop a higher level of competence in many different areas: conducting action research, comprehending theoretical and applied literature in a chosen business discipline, and teaching at the university level. Students develop critical knowledge and skills for success in



Using advanced analytical and planning approaches, graduates of Argosy University in Orange County take action, solve problems, and build careers

service to the profession and the community, and future professional development. They hone leadership strategies to continuously improve products and operations in times of dynamic adaptation and change. Seven concentrations are available for students to choose: Accounting, Customized Professional Concentration, Global Business Sustainability, Information Systems, International Business, Management, or Marketing.

Argosy University is a private institution with 19 campuses across the nation. Argosy University, Orange County provides a network of resources found at larger universities, including an academic resources center, and extensive information access for research. Our students enjoy the resources of a large university and the friendliness and personal attention of a small campus.

Scheduling options for working professionals

Are you a working professional with growing managerial responsibilities? Our business programs feature dynamic, relevant, and practical curricula delivered in flexible class formats. They are designed to meet the special requirements of working academic and business professionals who want to expand their knowledge and skills to meet the changing needs of modern organizations. Students choose from scheduling options that make it easy to fit school into their busy lives. We offer day and evening courses, on campus or online. Weekend classes also are offered periodically during the school year. Many students find a combination of class formats to be an ideal way of pursuing a graduate degree while meeting family and professional demands.

Highly qualified faculty with extensive workplace experience

The Argosy University faculty is comprised of working professionals who are eager to help students succeed. Our diverse faculty bring real-world experience and the latest practice innovations to the academic setting. Many are published scholars, and most hold doctoral degrees. They provide a substantive education that combines comprehensive knowledge with critical skills and practical workplace relevance.

Argosy University provides an online public-access catalog of library resources throughout the Argosy University system. Students enjoy full remote access, enabling them to study and conduct research at home. Academic databases offer dissertation abstracts, academic journals, and professional periodicals. All library computers are Internet accessible.

Argosy University has built a strong tradition of academic excellence over the past 40 years. Argosy University is accredited by the Higher Learning Commission and is a member of the North Central Association (NCA), 30 North LaSalle Street, Suite 2400, Chicago, IL 60602, 1.800.621.7440; www.ncahlc.org.

Argosy University Orange County is located at: 601 South Lewis Street, Orange, California, 92868. For more information, please call 1-800-377-0617 or e-mail auadmissions@argosy.edu. Visit www.argosy.edu/orangecounty to learn more.

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 **SADDLEBACK MEMORIAL**
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Show Me The Money

The current financing environment for emerging growth healthcare companies remains challenging and precarious. As two lawyers who care first and foremost about our clients' success, we will share insights on how to get a deal done.

What's Happening Now?

Historically, the primary sources of funding for emerging growth healthcare companies has been angel and venture capital investments. Both have declined substantially during the most recent downturn. Angel investors have cut back due to the reduction in their net worth. The decline in venture capital investment is more nuanced and can be attributable to many factors. Certain of our venture fund clients have either held on or are still holding on to their available dollars to support existing investments due to a longer path to exit. Others suffered from defaults in capital commitments from their investors. The complexities and uncertainties in the FDA regulatory process have driven away casual crossover healthcare investors. Other funds are no longer able to raise capital due to either poor performance or unsustainable fund economics. The bottom line is that the venture capital industry is going through significant changes resulting in fewer funds and fewer dollars for healthcare venture investment.

Entrepreneurs are adapting to the new environment. We recently met with the CEO of a medical device client who is particularly well connected to the venture capital community. We all lamented that numerous investors who we previously rely on to do early stage deals, are no longer making similar investments. Gone are the days when one could write a business plan on Monday, fly up to Sand Hill Road to pitch on Tuesday and end up with a term sheet on Wednesday. Fortunately, with a promising technology and the use of some of the strategies we outline here, clients are finally seeing progress in fund raising.

Physician Investments: Measure The Risks Vs. The Rewards

While angel investing has declined in general, we are seeing a significant number of physicians investing in companies. The trend is unique in healthcare companies and particularly prevalent in medical device companies. Physicians are initially sought after for their opinions and subsequently become interested in an investment. The anecdotal evidence would suggest that physicians as a group have been less prone to the general economic downturn and are open to funding new innovations in healthcare.

The upside in securing funds from physician investments must be weighed against a significant potential downside. Those who take in money from physicians should be mindful of the increasing focus on, and risks associated with, potential federal and state anti-kickback law violations. For example, it could constitute a criminal felony if anything of value (in this case the investment) is given or received with the intent to induce referrals of patients for services or items reimbursable by any federal health care program such as Medicare or Medicaid. There may also be the unintended consequence of deterring conservative corporate partners whom may be leery of buying into a company with a high level of physician ownership for fear of a future anti-kickback claim.

Casting a Wider Net: The Numbers Game

With the turmoil in the venture capital industry, it is more important than ever to expand the universe of funding partners. A limited fund raising plan involving only local Orange County and Silicon Valley VC firms will more than likely be inadequate. We have seen a number of funds from the mid-west and the east coast co-leading or leading new deals on the west coast.

This trend will likely continue as those funds seek to both diversify geographically and expand their network of syndicate partners for future deals.

New Opportunities for Government Funding: The Good News

Another popular financing path for emerging growth healthcare companies is through government grants. The obvious approach is to make multiple applications in the hopes of increasing the chances of success. However, do not overlook new opportunities for government funding.

The recently enacted healthcare reform legislation provides up to \$1 billion in tax credits and cash grants for life sciences companies with 250 or fewer employees that have made or will make "qualified investments" in "qualifying therapeutic discovery projects" during 2009 and 2010. The definitions for "qualified investments" and "qualifying therapeutic discovery projects" are broad. Most healthcare companies would be well served to investigate whether their projects qualify for a grant. We expect these grants to become available on or after May 21, 2010, and eligible applications could be approved on a first-come, first-served basis. Unlike the grants available under the Small Business Innovation Research (SBIR) program, companies that are majority owned by venture capital funds should be eligible for cash grants based on their qualified investments. The availability of a cash grant significantly increases the appeal of the program to companies in a loss position.

Dealing with Corporate Partners: Be Patient and Proactive

Corporate partners are an important part of the ecosystem as well. They provide strategic investment dollars, validation and exit opportunities. Corporate partners have been more careful than ever in their assessments of potential opportunities. Strategic investment decisions that used to take 3 months now take 6 months. It would not be atypical to experience acquisition processes that take far longer than a year. Start involving corporate partners early and keep them up to date about your company's progress. Be careful to keep discussions under non-disclosure agreements. Finally, think outside the box. Instead of asking for an equity investment or an early outright acquisition, consider selling off rights to select territories or taking an earn out transaction with adequate protection. For instance, selling off rights to commercialize in Japan could raise cash to fund operations in the near term without substantially jeopardizing the long term prospects for an exit.

About Dorsey & Whitney

Dorsey & Whitney is a law firm serving healthcare companies and investors in Orange County and throughout the nation. Rapidly growing healthcare businesses require creative entrepreneurship supported by sound legal advice. Lawyers from Dorsey's healthcare group create the legal foundation necessary to raise capital, attract and retain employees, protect intellectual property and contract with partners.

In Thomson Reuters latest survey, Dorsey ranked #2 for mergers and acquisitions nationwide in 2009 and has been consistently ranked in the top 5 for the past 16 years.

Investing in Intellectual Property: Protect It Wisely

Whether you are seeking funding from corporate partners or venture capitalists, having a sound intellectual property strategy differentiates your company from others. Often mistakes are made in the early stages of a company, when resources for legal advice are scarce and the primary focus is on the company's growth and survival. At such times, companies often overlook or are unaware of intellectual property issues that can create costly liabilities and undermine the protection of their own intellectual property. Examples of such mistakes include: failing to properly transfer ownership of IP, failing to protect IP, failing to file appropriate patents and granting broad licenses to the technology, among other things. While developing and executing on an intellectual property strategy is by no means cheap, it is money well spent.

Conclusion: Keep Your Chin Up

Work with your service providers to position your company for success. Talk to your doctor about an investment. Seek counsel on funding leads from across the country, not just locally. Get help in pursuing new government grants. Get out there and start talking to corporate partners about more creative transactions. Revisit your intellectual property strategy to ensure that there is a clear differentiator. Despite the challenging funding environment, with some patience and persistence, emerging growth healthcare companies can still get a leg up on the competition on fund raising.

For more information, go to www.dorsey.com or call 949-932-3600.

About the Authors

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Walk with us to create hope for a world without cardiovascular disease, and inspire change to live longer, stronger, healthier lives

YOU: The Key to Fighting Heart Disease and Stroke

Join the fight and form a team for the Start! Orange County Heart Walk Sept. 19

Nearly 2,300 Americans die of heart disease, stroke and cardiovascular diseases each day – that's one person every 38 seconds. Cardiovascular diseases are the leading causes of death in the nation, claiming more lives each year than cancer, chronic lower respiratory diseases and accidents combined.

Research is a major weapon in our fight against cardiovascular diseases. Since 1949, the American Heart Association (AHA) has invested more than \$3.2 billion on research. Our research programs have contributed to many important scientific advances, including CPR, life-extending drugs, pacemakers, bypass surgery and surgical techniques to repair heart defects – discoveries that have saved countless lives. While the AHA has had many successes in the fight against cardiovascular disease, our work is far from over and the need couldn't be greater. Although we funded \$132.2 million toward research grants last year, we didn't have the additional \$153.4 million needed to support other promising research projects that could usher in new life-saving discoveries. In 1999 we set a 10-year goal: to reduce coronary heart disease, stroke and risk by 25 percent by 2010. By fall 2009, death rates from coronary disease had fallen 37.5 percent and deaths from stroke had fallen 32.5 percent. Tens of thousands of people are alive today as a result of this accomplishment. However, reducing risk was less successful. High blood pressure, high cholesterol, physical inactivity, diabetes, overweight

and obesity, and smoking have not seen the same decline as death rates – and several are rising. If this doesn't stop we are likely to begin seeing an increase in these diseases, and at an earlier age.



To sharpen our focus on reducing risk, in 2009 we set a 10-year goal for 2020: to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. The AHA will work to achieve this goal by providing knowledge-based solutions for people of all ages, at all levels of risk and leading efforts in research, prevention and treatment.

You are the key to the fight against cardiovascular disease, and we have an opportunity for you to make a difference. We invite you to participate in our upcoming **Start! Orange County Heart Walk** on **Sept. 19, 2010** at the **Orange County Great Park in Irvine**. Form a community team with your friends, family, neighborhood, church group or club. Join more than 6,000 Orange County community members to raise awareness and much-needed funds to fight heart disease and stroke. Walk with us to create hope for a world without cardiovascular disease, and inspire change to live longer, stronger, healthier lives.

To form a community team, visit OCHeartWalk.org or call (949) 885-1526. Start! is sponsored nationally by Subway and locally by Union Bank. Mike Bolen, CEO of McCarthy Building Companies, is the chair of the 2010 Start! Orange County Heart Walk.

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Photos depict a typical facility; some locations may vary. ©2010 LA Fitness International, LLC. All rights reserved.

A PERSONALIZED APPROACH TO HEALTHCARE

continued from page A-29

Hospital's services start right on the hospital campus and extend far beyond its walls. The hospital's numerous resources for women, families and individuals – available in the neighborhoods and communities being served – address the just-as-important non-medical needs that truly make up overall care.

With programs throughout south Orange County, Mission strives to fulfill its commitment to seeing that the communities it serves are among the healthiest in the nation. Responding to the specific needs of the communities, Mission offers resources to help individuals and families where they need it most – close to home. The Family Resource Centers, Camino Health Center and Mission Health Centers are just three examples that reflect this very standard.

Family Resource Centers

The Family Resource Centers have a special focus on low-income families and the underserved. By providing education, support and resources, the centers promote health, enhance the process of family growth and foster a sense of community. The South Orange County (SOC) Family Resource Center recently opened its new facility in Lake Forest, and the Community Health Enrichment Collaborative (CHEC) Family Resource Center located in San Juan Capistrano is a collaborative effort between some of the most notable nonprofit organizations in Orange County.

Both Family Resource Centers' lineup of educational and supportive programs includes parenting classes, bilingual counseling, bilingual mental health workshops, health education, health insurance enrollment and much more. In addition, the neighborhood-based centers assist families in finding solutions to everyday issues. Group workshops include a women's support group, problem solving and conflict resolution for youth, managing depression and various mental health support options. In addition, the Mentoring Moms program pairs new mothers with experienced mothers, offering encouragement, advice and support.

Camino Health Center

Located in San Juan Capistrano, the community-based Camino Health Center provides affordable, quality primary medical and dental care to the underserved and underinsured. With Mission Hospital as its sole corporate sponsor, the health center receives more than 90,000 visits annually via its medical clinic, mobile medical vans, pediatric dental clinic and Women, Infants and Children (WIC) program.

Mission Health Centers

Mission Health Centers serve the basic healthcare and minor emergency needs of the community by providing physicians, medical specialists, dentists and other related resources. The five centers located throughout south Orange County consist of medical groups and offices that are open seven days a week, including nights and holidays. With Mission Health Centers in Aliso Viejo, Foothill Ranch, Ladera Ranch, Rancho Santa Margarita and San Clemente, basic healthcare is accessible for all south county residents.

For more information about Mission Hospital and its services, visit mission4health.com.

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Weight Loss. Just What the Doctor Ordered.

Do You Want to Lose 10, 50, 100 Pounds or More? Lindora Clinic Can Help You Lose Weight and Reclaim Your Health

Are you tired of not looking and feeling your best? Would you like to lose weight and learn how to maintain a healthy weight for life?

For thousands of people every day, the solution is Lindora Clinic, America's leading clinical weight management provider. Nationally recognized as the gold standard in weight management, Lindora Clinic operates 44 Southern California locations (including 14 in Orange County). Cynthia Stamper Graff, Lindora president/CEO and author of the bestselling *Lean for Life*, says the company, based in Costa Mesa, has thrived because it provides structure, support and cutting edge science in a nurturing environment.

How does Lindora differ from other diet programs?

Cynthia Stamper Graff: "Lindora offers much more than a diet. Our Lean for Life® program is a comprehensive system, complete with medical supervision, and it specifically addresses the physical, emotional, and psychological factors that lead to weight gain. We teach people how to become healthier by changing those behaviors and habits that contributed to their weight gain in the first place. We've found that when people experience the rapid weight loss our program is designed to produce, they see significant improvements in their health, such as lower blood pressure, cholesterol, glucose levels, etc. That motivates them to maintain the focus required to make lasting changes. This kind of change is often difficult to make on one's own, and even people who feel they've 'tried everything' respond very well to the caring support and unique structure our program provides."

How fast can a person lose weight on the Lean for Life program – and what do you eat?

Cynthia Stamper Graff: "Our clinical studies show that most Lindora Clinic clients lose 10 percent or more of their starting weight in ten weeks. A two to five-pound weekly weight loss can be achieved with our menu plan, which features three meals and three snacks a day, eating fresh foods you can find in grocery stores and restaurants. And the best part is that people rave about how well they feel and how much energy they have."

For many years, the Lindora program was available exclusively at your Southern California clinics. How has that changed?

Cynthia Stamper Graff: "When our book *Lean for Life* was published in 1996, it introduced our weight loss system to people around the world. At that same time, several of our 'big losers' were also getting a lot of national media attention. In response to many requests, we began offering telephone coaching sessions with our fantastic Lindora Clinic nurses and introduced Lindora Online, our 'cyber clinic' that provides a great alternative for people anywhere who want to access our program."

In 2006, we opened a number of Lindora Health Clinics inside select Rite Aid locations throughout Southern California. In addition to offering our weight loss programs, the clinics provide affordable health care and treatments for common illnesses and minor injuries. And last year, we partnered with Allergan, the makers of the LAP-BAND® surgical device, to offer a special online therapeutic lifestyle change program called My LAP-BAND® TLC. It supports patients who have had the procedure to maximize their weight loss while learning healthier new habits."

For more information about Lindora Clinic weight loss programs, call 1-800-LINDORA or visit www.lindora.com.



Lindora Clinic clients Javier (who has lost 140 pounds and has maintained for more than two years) and Traci (who lost 325 pounds and has kept it off for six years) with Lindora president Cynthia Stamper Graff.

Another Lindora Clinic Success Story

NAME: Laura

AGE: 56

HOME: San Juan Capistrano

OCCUPATION: Senior Account Manager for a major laboratory distribution company

HEIGHT: 5'6" **CURRENT WEIGHT:** 150

WEIGHT LOSS: "Thanks to Lindora, I lost 36 pounds in just ten weeks – and a total of 200 pounds."

DRESS SIZE: "I used to wear a size 28/30. I now wear a size 8."

BLOOD PRESSURE: "I'm down from 180/100 to 120/70."

BODY MASS INDEX: "My BMI dropped from 56 (obese) to 24 (normal)."

LIFESTYLE CHANGE: "At 350 pounds, my idea of exercise was raising a fork from the plate to my mouth. Now, I go the gym three days a week, and I walk, hike or jog the other four."

A SECOND CHANCE: "Before I lost weight, my body was giving out and I was giving up. Lindora Clinic has literally given me my life back."

THE BOTTOM LINE: "When I started with Lindora Clinic, I was taking medication for high cholesterol, high blood pressure and Type 2 Diabetes. Today, I'm off all my medications. My doctor is thrilled, and so am I."



Lindora Clinic client Laura lost 36 pounds in 10 weeks – and a total of 200 pounds – with the Lean for Life® program.



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ABOUT LINDORA

Headquartered in Costa Mesa, Lindora Clinic is America's leading clinical weight management provider. Since 1971, clients have experienced rapid, safe weight loss with Lindora Clinic's unique, comprehensive program. The program is called Lean for Life® because it emphasizes lifestyle changes that result in lasting weight loss. It is designed to reverse insulin resistance and inflammation, improve blood pressure and cholesterol, and address other health conditions caused by being overweight.

IN THE NEWS

Lindora clinicians and "success stories" have been featured on *Good Morning America*, *The CBS Evening News* and in such publications as *People* and the *Los Angeles Times*.

44 LOCATIONS

Throughout Orange County, Los Angeles, Ventura County, Inland Empire and Palm Desert. (Lindora's Orange County locations include Costa Mesa, Fullerton, Huntington Beach, Irvine, La Habra, Laguna Hills, Laguna Niguel, Newport Beach, Orange, Rancho Santa Margarita, San Juan Capistrano and Tustin.)

SPECIAL OFFER

Lindora Clinic is celebrating 40 years of amazing results by offering up to 40% off weight loss programs purchased by May 29, 2010. For details, call 1-800-LINDORA.

PHONE 1-800-LINDORA **WEBSITE** www.lindora.com

Saddleback Memorial Medical Center Launches Unique Women's Wellness Program

One call, one appointment, once a year

Saddleback Memorial Medical Center has launched a new program to give busy Orange County women an easier way to take care of their health. The Women's Place for Wellness offers a unique option to schedule all annual exams and screenings at the same time, in one location, with a single call. This innovative approach to health promotion is a giant step forward in the advancement of women's preventative care coordination.

As you age, and the number of screenings recommended increases, it can become a lot to manage – visits to numerous locations, with different specialist and choosing where to go, not to mention making the time for multiple appointments. Many women sacrifice their own health due to the difficulty of getting coordinated health exams to keep up with the need to care for others. It's just the way today's woman feels. Fortunately, the one-stop approach enables women to receive a complete health assessment, mammogram, pelvic exam, pap smear, osteoporosis screening, cholesterol check, colorectal cancer screening and more in a single 90-minute visit. Each woman's appointment is customized based on her health history and age. Saddleback Memorial is the first hospital in the area to offer such a program.

"This is our mission in action—giving people more convenient access to



Dr. M. Leila Rasouli

quality care and developing better ways to keep our community healthy," says M. Leila Rasouli, MD, Medical Director of the Women's Place for Wellness. "With our one-stop approach, we're making it easier for busy women to stay well and detect treatable disease at its earliest stages."

The appointment takes place at the hospital with all services on the same floor. If a problem is found, any needed follow-up care is personally coordinated by a nurse practitioner and scheduled with the hospital's board-certified experts in women's health, cancer, heart and vascular and other specialties. Vital to any wellness program is the consistency of follow through. The process through the Women's Place for Wellness, includes programmed reminders for rechecks and your annual return to the center. It is part of the program to eliminate one more thing on the do list.

Best of all, this unique program is made available by a trusted leader in women's health care for more than 30 years – Saddleback Memorial Medical Center. In fact, the hospital has received superior ratings in women's patient experience and was named as one of the 100 Top Hospitals in the nation by Thomson Reuters – a distinction unique to Saddleback for Orange and Los Angeles Counties.

The Women's Place for Wellness accepts most insurance and also offers a discounted cash rate. Women interested in this program can call 949.452.7255 for more information or to schedule an appointment.



Saddleback Memorial Medical Center has received superior ratings in women's patient experience and was named as one of the 100 Top Hospitals in the nation by Thomson Reuters – a distinction unique to Saddleback for Orange and Los Angeles Counties

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