



PRESENTING PARTNERS



Newport Beach Country Club • Newport Beach, California • March 6 - 10, 2019



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## Your Guide to the 2019 Hoag Classic

Orange County's only PGA TOUR Champions event is entering a new era with Hoag Hospital assuming title sponsorship. Now in its 21<sup>st</sup> year, the Hoag Classic is proud to announce its Presenting Partners Konica Minolta and City National Bank. The event will draw golf legends such as Fred Couples, John Daly, Bernhard Langer, Mark O'Meara and newcomers Darren Clarke and Retief Goosen to Newport Beach Country Club on March 6-10 to compete for the \$1.8 million purse.

The Hoag Classic is more than just a golf tournament – it is a social gathering with golf's legends that provides an opportunity to give back to the community in Southern California. In its history, this event has raised more than \$20 million in 20 years for Hoag and other local charitable causes.

More than 250 sponsors, 800 volunteers and 70,000 spectators support the event, making it one of the largest sporting events in Orange County each year. With non-stop action, a lively atmosphere, first-class seats and affordable ticket prices, the Hoag Classic is a great entertainment option for a group of friends, corporate partners and families.

Engage with the Hoag Classic on Facebook, Twitter and Instagram (@HoagClassic) for fun social content, behind-the-scenes photos and video, and contests.

### MONDAY, MARCH 4

*Womanology presented by Allergan, Cigna, Helton Law Group and RightSourcing*  
The Hoag Classic's special event on women's health & wellness is moving to Monday, March 4. Womanology presented by Allergan, Cigna, Helton Law Group and RightSourcing will start with a morning brunch and meet and greet, followed by an entertaining open panel discussion with well-known female leaders and physicians from Hoag. Proceeds from Womanology will benefit the Women's Health Institute at Hoag. Pre-purchased ticket required.

#### *Monday Pro-Am presented by ActivePDF*

The Monday Pro-Am presented by ActivePDF offers our sponsors the first opportunity to get "inside the ropes" on the Newport Beach Country Club championship course.

\*The Hoag Classic will be closed to the public.

### TUESDAY, MARCH 5

#### *Breakfast with a Champion presented by Allergan*

The Hoag Classic's annual Breakfast with a Champion presented by Allergan will now take place at Newport Beach Country Club. This event offers an exclusive opportunity to meet and learn more about a PGA TOUR Champions legend. Pre-purchased ticket required.

\*The Hoag Classic will be closed to the public.

### WEDNESDAY, MARCH 6

#### *Legends Pro-Am presented by Konica Minolta*

Wednesday kicks off with the chance to get up close and personal with some of golf's

most prolific players. The Legends Pro-Am presented by Konica Minolta is the first event of tournament week open to the public. Each professional in the field will compete with a foursome of sponsors and their guests to provide a memorable experience that will yield lasting benefits. This entertaining event is the perfect time to interact with the players and get autographs.

### THURSDAY, MARCH 7

#### *Legends Pro-Am presented by Konica Minolta*

The second day of the Legends Pro-Am presented by Konica Minolta gets underway with shotgun starts at 7:30 a.m. and 1:00 p.m. Come out and enjoy the beautiful day with golf's legends before official tournament play commences Friday.

### FRIDAY, MARCH 8

#### *Corporate Day presented by City National Bank*

The Hoag Classic Championship Weekend will kick off with Corporate Day presented by City National Bank, giving local business professionals an opportunity to get out of the office and engage with clients during the first round of competition. All City National Bank clients will receive complimentary admission when presenting a bank-related resource (such as a debit or credit card, check, etc.) at the admissions gate.

After play, start the weekend off right by sticking around to listen to live music presented by John Wayne Airport's music program – JWALive and enjoy libations and hors d'oeuvres.

### SATURDAY, MARCH 9

#### *Military Appreciation Day presented by CoreLogic*

On Saturday, we celebrate our servicemen and women during the fourth annual Military Appreciation Day presented by CoreLogic. As part of Military Appreciation Day, all active duty, military reserve, National Guard, military retirees and veterans – and up to three (3) guests – will receive complimentary admission with food and beverage to thank them for their service to our country. The opening ceremony starts at 9:00 a.m. at the Victory Lounge.

After play, don't miss John Daly and Jocko Deal, aka "The Human Jukebox," for a Salute to Service Live Musical Performance. The performance is free to all attendees.

For more information and to register, visit [HoagClassic.com/events/military-appreciation-day/](http://HoagClassic.com/events/military-appreciation-day/)

### SUNDAY, MARCH 10

#### *Student Day presented by Kingston Technology*

For the Final Round on Sunday, March 10, students ages 18 and under will receive complimentary admission for Student Day presented by Kingston Technology. Youth can enjoy the Kids Fun Zone with a variety of games and prizes and participate in the putting contest with the opportunity to win tournament merchandise, tickets to local attractions and more.

Once the 2019 Champion is announced, join in a toast to his victory and a successful end to the Hoag Classic.

# Hoag is the highest ranked hospital in Orange County

- Ranked the #4 best hospital in the LA Metro Area
- Ranked #8 best hospital in California – the only Orange County hospital in the top 10



Learn more at [www.hoag.org/rankings](http://www.hoag.org/rankings)  
or call 800-400-HOAG (4624)





CHAMPIONS

# Hoag Classic Player Field

Expected to appear, as of January 25



Stephen Ames  
 Billy Andrade  
 Tommy Armour III  
 Woody Austin  
 Paul Broadhurst  
 Olin Browne  
 Bart Bryant  
 Darren Clarke  
 Mark Calcavecchia  
 John Cook

Fred Couples  
 Marco Dawson  
 John Daly  
 Glen Day  
 Chris DiMarco  
 Scott Dunlap  
 Joe Durant  
 Bob Estes  
 Brad Faxon  
 Steve Flesch

Dan Forsman  
 Fred Funk  
 Retief Goosen  
 Paul Goydos  
 Jay Haas  
 Scott Hoch  
 John Huston  
 Lee Janzen  
 Miguel Angel Jiménez  
 Brandt Jobe

Kent Jones  
 Jerry Kelly  
 Tom Kite  
 Bernhard Langer  
 Tom Lehman  
 Sandy Lyle  
 Jeff Maggert  
 Billy Mayfair  
 Scott McCarron  
 Rocco Mediate

Colin Montgomerie  
 Mark O'Meara  
 Scott Parel  
 Corey Pavin  
 Tom Pernice Jr.  
 Tim Petrovic  
 Loren Roberts  
 Gene Sauers  
 Wes Short Jr.  
 Joey Sindelar

Jerry Smith  
 Kevin Sutherland  
 Hal Sutton  
 Ken Tanigawa  
 Kirk Triplett  
 David Toms  
 Scott Verplank  
 Duffy Waldorf

**NOTE:** Subject to change



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[HoagExecutiveHealth.com](http://HoagExecutiveHealth.com) | 888-635-1687

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Darren Clarke



Fred Couples



John Daly



Retief Goosen

# PGA TOUR Champions

## The Inaugural Hoag Classic

The tournament hosts 80 legendary players – a group that has won prestigious majors across the PGA TOUR and PGA TOUR Champions, been inducted into the World Golf Hall of Fame, honored with awards across the globe and hoisted the trophy in Newport Beach. Here's a look at some of golf's top players scheduled to tee it up on March 6-10 at Newport Beach Country Club.

### Darren Clarke

Three PGA TOUR victories including the 2011 The Open Championship  
 First player to win the English Open three times  
 15 international victories  
 2016 Ryder Cup captain

### Fred Couples

2010 and 2014 Toshiba Classic Champion  
 15 PGA TOUR wins, including the 1992 Masters  
 13 PGA TOUR Champions titles, including two major titles  
 Member, World Golf Hall of Fame 2013

### John Daly

Five PGA TOUR wins, including the 1995 Open Championship and 1991 PGA Championship  
 One PGA TOUR Champions win  
 4 international wins

### Retief Goosen

7 PGA TOUR wins, including the 2001 U.S. Open Championship  
 24 international wins  
 Member, World Golf Hall of Fame 2019

### Miguel Angel Jimenez

6 PGA TOUR Champions victories, including the 2018 The Senior Open Championship  
 21 international wins  
 4-time Ryder Cup competitor



Bernhard Langer

**Tom Kite**

19 PGA TOUR wins, including the BellSouth Classic, U.S. Open Championship  
 10 PGA Tour Champions wins  
 3 international wins  
 Member, World Golf Hall of Fame 2004

**Bernhard Langer**

2008 Toshiba Classic Champion  
 Three PGA TOUR Wins, including two-time Masters Champion  
 38 PGA TOUR Champions victories, including 10 majors  
 61 international wins  
 Member, World Golf Hall of Fame 2002

**Colin Montgomerie**

31 European Tour wins, most wins of any British golfer  
 Holds the record for most times for leading European Tour Money List – eight  
 6 PGA TOUR Champions wins, including three major championships  
 Member, World Golf Hall of Fame 2013

**Mark O'Meara**

16 PGA TOUR victories, including the 1998 Masters and British Open  
 Two PGA TOUR Champions wins, including the 2010 Constellation Energy Sr.  
 Players Championship  
 Member, World Golf Hall of Fame 2015



Mark O'Meara



Scott McCarron





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 SCI Lighting Solutions

And all of our additional community sponsors.



## Corporate Day Friday, March 8



City National Bank will host the first ever Corporate Day during the first round of the tournament on Friday, March 8. This will be the perfect day for local business professionals to get out of the office and engage clients at Orange County's only PGA TOUR sanctioned event.

All City National Bank clients will receive complimentary admission when presenting a bank-related resource (such as a debit or credit card, check, etc.) at the admissions gate.

Whether it's entertaining a potential client, showing employee appreciation or closing a deal – the golf course is a buoyant venue where business gets done. The Hoag Classic offers a festive atmosphere where you can entertain guests and network with other sponsors.

After play, enjoy a live music happy hour presented by John Wayne Airport with libations and hors d'oeuvres.

## Military Appreciation Day Saturday, March 9



To express gratitude for the brave men and women that have served our country, the Hoag Classic is hosting the fourth annual Military Appreciation Day presented by CoreLogic on Saturday, March 9th at Newport Beach County Club.

For Military Appreciation Day, all former, active and reserve military members and up to three guests are invited to receive complimentary admission to the tournament, as well as receive food and beverage vouchers.

Continuing the tradition of charitable contributions to military organizations, the Hoag Classic will donate to military causes including the Marine Corps Scholarship Foundation and Navy Memorial Foundation.

### Schedule of Events:

- ▶ 9:00 a.m. – Opening Ceremony at the Victory Lounge featuring a color guard procession, live renditions of "National Anthem" and "America the Beautiful," a flyover courtesy of Lyon Air Museum and recognition of military dignitaries
- ▶ 5:00 p.m. – Salute to Service Live Musical performance by John Daly and Jocko Deal at the Victory Lounge

For more information and to register, visit [HoagClassic.com/events/military-appreciation-day/](http://HoagClassic.com/events/military-appreciation-day/)



## Student Day Sunday, March 10



Enjoy the thrilling final round of the Hoag Classic with the entire family. Student Day presented by Kingston Technology will be on Sunday, March 10, where all students ages 18 and under will receive complimentary admission. Youth can enjoy the Kids Fun Zone with a variety of games and prizes and participate in the putting contest with the opportunity to win tournament merchandise, tickets to local attractions and more

### Schedule of Events:

- ▶ 10:00 a.m. – Kids Fun Zone for all ages will be located behind the 9th green
- ▶ 1:00 p.m. – Student putting contest at the putting green. Check in at the Victory Lounge behind the 18<sup>th</sup> green



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## 2019 HOAG CLASSIC—PARKING MAP & SHUTTLE SERVICE HOURS

**A-LOT (Parking Pass Required)**

Monday—Sunday  
One Clubhouse Drive  
Newport Beach, CA 92660

**B-LOT (Parking Pass Required)**

Saturday & Sunday ONLY  
1200 Newport Center Drive  
Newport Beach, CA 92660

**D-LOT (Public Parking— \$10)**

Wednesday—Sunday  
1331 Back Bay Drive  
Newport Beach, CA 92660

**E-LOT (Public Parking— Free)**

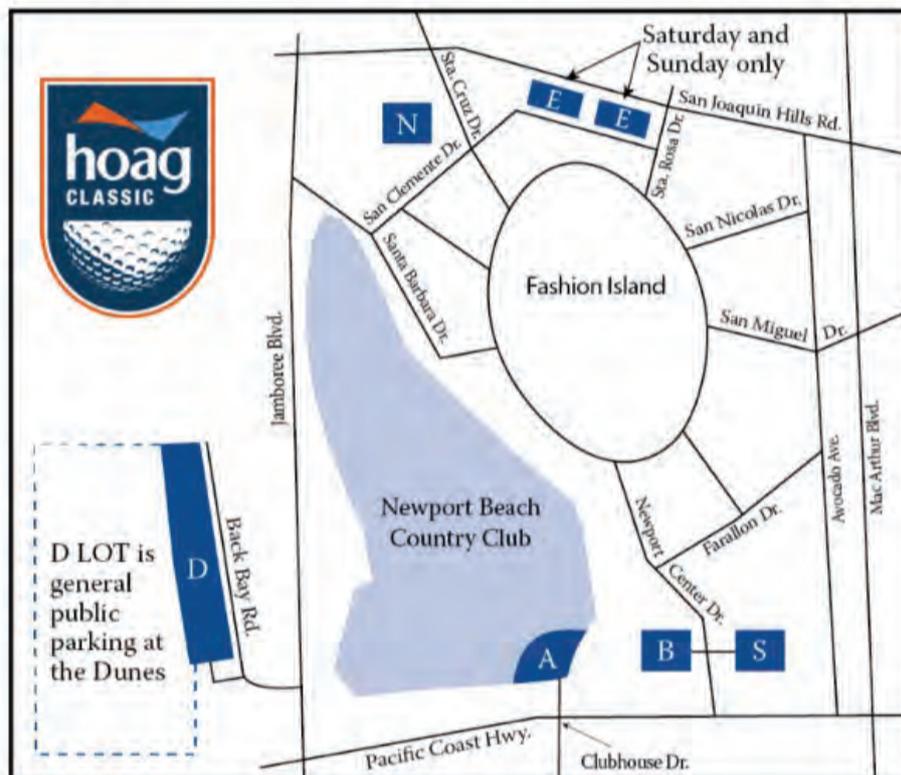
Saturday & Sunday ONLY  
600 Newport Center Drive  
Newport Beach, CA 92660

**N-LOT (Parking Pass Required)**

Friday—Sunday ONLY  
800 San Clemente  
Newport Beach, CA 92660

**S-LOT (Parking Pass Required)**

Saturday & Sunday ONLY  
1 Corporate Plaza Drive  
Newport Beach, CA 92660



**RIDESHARE / TAXI DROP-OFF & PICKUP:**

The Hoag Classic encourages the use of rideshare or taxi services to/from the event. When utilizing these services, please use the following address for all drop-offs and pick-ups and be sure to enter off of Granville Rd. as Clubhouse Drive is closed to the public.

1100 Newport Center Drive  
Newport Beach, CA 92660

## Newport Beach Country Club

We also celebrate the 24th anniversary of Newport Beach Country Club (NBCC) hosting the event – the longest on the PGA TOUR Champions by a wide margin. NBCC is extremely important to this event, and their commitment is extraordinary in the world of golf, which sees host courses and sponsors constantly change.

For more than 60 years, Newport Beach Country Club has captured the spirit of one of Southern California’s most sought-after destinations through exceptional golf, a warm atmosphere and a spectacular location that boasts panoramic views of emerald fairways and sapphire seas.

The Hoag Classic spectators have the opportunity to enjoy NBCC’s new, stunning two-story clubhouse, which boasts world class-dining, state-of-the-art fitness, and event and social facilities. The clubhouse truly represents the complete country club experience, with resort-style amenities that will leave even the most affluent guests in awe.

*For more information about the Newport Beach Country Club, please visit [www.NewportBeachCC.com](http://www.NewportBeachCC.com) or call (949) 644-9550.*

LOT	A—LOT (ON-SITE)	B & S LOTS (ON-SITE)	D— LOT (SHUTTLE)	E— LOT (SHUTTLE)	N—LOT (SHUTTLE)
	SPONSOR LOT PASS REQUIRED	SPONSOR LOTS PASS REQUIRED	PUBLIC LOT PASS REQUIRED OR \$10	PUBLIC LOT COMPLIMENTARY	SPONSOR LOT PASS REQUIRED
<b>Monday</b>	7:00am—5:30pm	Closed	Closed	Closed	Closed
<b>Tuesday</b>	7:00am—5:30 pm	Closed	Closed	Closed	Closed
<b>Wednesday</b>	5:45am—7:00pm	Closed	8:00am—6:00pm	Closed	Closed
<b>Thursday</b>	5:45am—8:00pm	Closed	8:00am—6:00pm	Closed	Closed
<b>Friday</b>	8:00am—6:00pm	Closed	8:00am—6:00pm	Closed	8:00am—6:00pm
<b>Saturday</b>	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm
<b>Sunday</b>	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm	8:00am—6:00pm



## Kingston Technology & Hoag Classic Scholarship Program



In addition to sponsoring Student Day, Kingston Technology has joined the Hoag Classic in giving back to children in need. The first annual Kingston Technology & Hoag Classic Scholarship Program will award \$70,000 in scholarships in support of The First Tee of Orange County to local students who have participated in the program. All finalists will be invited to play in the Hoag

Classic Junior Pro-Am during tournament week and winners will be announced at a ceremony following play. This program provides Kingston Technology, Hoag Charity Sports and The First Tee of Orange County the opportunity to further the education of deserving students in our region, who have a heart for golf.



## Fan Experiences

The Hoag Classic is more than a golf tournament – it's an "experience" for the whole family! Check out the fan attractions to enjoy all weekend long.

### Hoag Health Village presented by Blue Shield of California

Upon entering the Hoag Classic, experience the Hoag Health Village presented by Blue Shield of California. Partake in fun games, giveaways and informational health talks with Hoag, Hoag Orthopedic Institute, Blue Shield of California, STAMINAPRO, Allergan and Surgical Theater. As a Gold Partner, Surgical Theater will showcase the innovative visualization platform and allow attendees to step into patient's complex diagnosis and walk through the 360-degree, VR reconstruction of the patient's anatomy.

### Konica Minolta Photo Print Station

Snap photos and leave with lasting memories, brought to you by Konica Minolta. Text your favorite photos to receive a unique pin. Then stop by the Konica Minolta printing stations, insert the pin and your keepsakes will print out to take home.

### Corona Premier Pavilion

Stay and hang for a while at the Corona Premier Pavilion. Indulge in a low carb, low calorie Corona Premier and lounge on swing chairs while watching your favorite PGA TOUR legends tee off at the first hole.

### Orange County Golf Zone

Experience the best that Orange County golf has to offer. Interact with representatives from all of the area's top golf courses, receive discount coupons and compete in various contests.

### PAU Maui Hawaiian Village

Kick back, relax and find yourself on "island time" with PAU Maui Vodka cocktails and island-inspired fare. Located just off the 10th fairway, 14th green, and 18th tee box, the PAU Maui Hawaiian Village is the ultimate spot to catch the action of the back nine holes, without having to leave the seating or shade of this tropical oasis.

### Autograph Arena

At the end of each day, stop by the Autograph Arena directly behind the clubhouse to meet your favorite golf pros and get a memento signed – something you can treasure for years to come.

### Victory Lounge

Each night after play, gather at the Victory Lounge to continue the fun! The Hoag Classic's Victory Lounge is located at the heart of Newport Beach Country Club, behind the 18th green. This location will host highly anticipated events during the Championship Weekend.

### Get your tickets

Save \$5 off Good-Any-One-Day Tickets to the Hoag Classic by purchasing in advance! Good-Any-One-Day Tickets are \$25 in advance and \$30 during tournament week and at the main gate. Every day of the tournament, kids 11 and under are free. For tickets, visit [HoagClassic.com/tickets/](http://HoagClassic.com/tickets/) or purchase at local Roger Dunn Golf Shops.

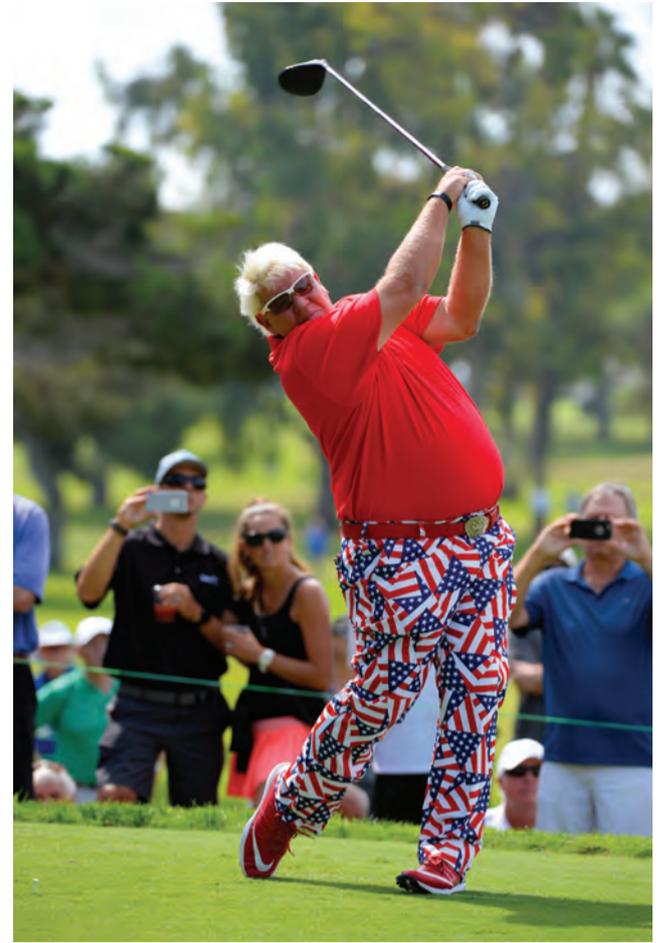
## Surpassing 20 Years of Community Support Through Hoag

Known as one of the most philanthropic tournaments on the PGA TOUR Champions, this event is highly regarded for its profound history of giving. Proceeds have benefitted many of Hoag's institutes including the Hoag Cancer Foundation, the Sue & Bill Gross Women's Pavilion, Jeffrey M. Carlton Heart and Vascular Institute, and Mary & Dick Allen Diabetes Center. In addition to Hoag, tournament proceeds have also been contributed to more than 50 local charities.

The Hoag Classic's other charitable initiatives include support of local military charities on behalf of Military Appreciation Day. Military causes include the Marine Corps Scholarship Foundation and Navy Memorial Foundation.

Additionally, the community has benefited from the economic impact as well – to the tune of more than \$35 million per year. The Hoag Classic fills hotel rooms, restaurants and businesses during the competition, and thanks to television broadcast on the Golf Channel in the U.S. – and internationally on PGA TOUR television partners overseas – the exposure for the Orange County community provides benefits that are both incredibly positive and immeasurable.





## Hoag Takes the Lead as PGA TOUR Champions Return to Newport Beach

As one of the largest philanthropic events in PGA TOUR Champions history, the Hoag Classic returns to Newport Beach Country Club on March 6 to 10, 2019 with Hoag as the title sponsor for the first time and presenting partners Konica Minolta and City National Bank.

The tournament is Orange County's only official PGA TOUR Champions event, and throughout its history has raised more than \$20 million in total proceeds for local charities. Long a beneficiary of the tournament, Hoag's program and services, as well as other local charities will continue to benefit from the tournament's net proceeds.

"One week each year, all eyes are on Orange County, as we showcase the best of our community," said Jeff Purser, executive director of the Hoag Classic. "We are proud to name this event 'Hoag' and to provide an unparalleled opportunity to contribute to and enhance the health and vitality of our wonderful county."

As in previous years, the event will draw golf legends, including Fred Couples, John Daly, Bernhard Langer and Mark O'Meara who will join more than 80 players to compete for the \$1.8 million purse. Nearly 70,000 guests, 200-plus sponsors and 800 volunteers are expected.

Sponsoring this event is a tremendous opportunity for Hoag to both give back and to highlight the philanthropic nature of the Orange County community. Past support from the PGA TOUR-sanctioned event, includes more than \$1 million annually for Hoag's Mary & Dick Allen Diabetes Center, military causes and other community charities.

Hoag's decision to focus proceeds on the hospital's programs and services is a reflection of the hospital's dedication to improving the lives and wellness of our community.

"Hoag is admired nationally for our compassionate care and innovation, but at our core we remain a local, community hospital. That is why we place such a significant priority on giving back to the community," said Robert T. Braithwaite, president and CEO of Hoag.

Hoag's spirit of philanthropy benefits thousands and takes many forms – from major donations to Oasis Senior Center; to supporting organizations that serve residents at the Melinda Hoag Smith Center for Healthy Living; to outreach to schools; and Project Wipeout, a beach and water safety program.

The economic benefits of the Hoag Classic exceed millions of dollars and touch nearly every corner of the community. In fact, the last time an economic analysis was conducted for the event in 2008, the tournament was found to have an annual impact throughout Southern California of nearly \$28 million in tournament production, hotel and lodging, dining, goods and services, corporate sponsorships and media production.

In addition to these tangible benefits, the Hoag Classic also creates powerful, intangible ones.



"Every year, the regional and national media's spotlight shines on Newport Beach and Orange County, creating a focal point for community unity and pride," Braithwaite said. "It's one of the highlights of the year for businesses and for the entire community, and we are proud to sponsor what is sure to be the best tournament yet."

As the community's most anticipated philanthropic event, the Hoag Classic will feature activities for everyone.

On Monday, March 4 the third annual Womanology event, presented by Allergan, RightSourcing, Helton Law Group, and CIGNA, will feature a panel co-hosted by Hoag women's health experts Allyson Brooks, M.D., and Grace Lozinski, M.D., discussing a variety of topics with Nirav Savalia, M.D.; Elizabeth Yanni, M.D.; Patricia De Marco Centeno, M.D.; Aditi Correa, M.D.; and Dipti Itchhaporia, M.D.

In advance of the tournament, the annual "Breakfast with a Champion," presented by Allergan will be held on Tuesday, March 5 at Newport Beach Country Club, offering an exclusive opportunity to meet a PGA TOUR winner and World Golf Hall of Fame inductee.

On Wednesday, March 6 and Thursday, March 7, the Legends Pro-Am presented by Konica Minolta is the first event of tournament week open to the public. Attending these days gives fans an opportunity to catch golf legends in a more relaxed environment before the competition begins.

The weekend kicks off on Friday, March 8 with Corporate Day presented by City National Bank, giving local business professionals an opportunity to get out of the office and engage with clients during the first round of competition. After play, attendees are invited to listen to live music and appetizers presented by John Wayne Airport.

Saturday, March 9 will honor current and former servicemen and women with Military Appreciation Day presented by CoreLogic. All active duty, military reserve, National Guard, military retirees and veterans – and up to three guests each – will receive complimentary admission with food and beverage to thank them for their service.

For the Final Round on Sunday, March 10, students ages 18 and under will receive complimentary admission for Student Day presented by Kingston Technology. Youth can enjoy the Kids Fun Zone with a variety of games and prizes. All high school and middle school aged students in attendance will be invited to participate in a putting contest for chances to win tickets to local attractions, tournament merchandise and more.

Good Any One Day tickets for the Hoag Classic are available online before the event for \$25. Tickets purchased at the Main Gate on the day of the event are \$30. Tickets can also be purchased in advance at participating Roger Dunn Golf Stores.

For more information, visit [HoagClassic.com](http://HoagClassic.com).



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**GLENN MATHIS**  
VICE PRESIDENT, GLOBAL CLIENT SERVICES AND SOLUTIONS  
AT KONICA MINOLTA U.S.A., INC.



Automation and Innovation. At first glance, these two words uttered together in the same sentence seem like a paradox. But, funny enough, one can create capacity for the other. The challenge for businesses is to leverage any newly-found free time created by automation into innovation — whether it's more face time with clients or developing new products and business solutions.

**NOT EVERY OFFICE PROCESS NEEDS TO BE AUTOMATED**

The best candidates for automation are redundant processes that require a significant amount of time and resources: contract filing, employee onboarding, travel expense reimbursement and more. The time saved by automating these processes can be used to perform tasks that require more thinking, problem solving and innovation. At All Covered, the IT service division of Konica Minolta, our mantra is to review every task and determine its value. If it's a chore, automate it! Automation and scripting (coding), coupled with AI, is known as Intelligent Automation ... and that's how you truly maximize efficiency.

**USE THE TIME GAINED FROM AUTOMATION EFFECTIVELY**

The Parkinson's Law trap of automation states that "work expands so as to fill the time available for its completion." In other words, give someone more time and they'll fill it with the work they already do. That's the challenge of bridging the gap between automation and innovation. Think of it like this ... you automate a task that normally takes 3 hours to complete into a 10-minute effort. That saves 170 minutes of valuable time. But if that time saved isn't used productively (call a client, close another deal, etc.), the efficiency of automation hasn't been realized.

**EVOLVING THE ROLE OF YOUR EMPLOYEES**

At some point, nearly every employee will need to have the skills to build automation, write their own "code" and contribute value-add efficiencies to the business. It's up to business leaders to provide the training and cultural mindset to create automation — creating the next generation of digital native employees.

Business process automation, carefully selected, can maximize output, add value to your organization, free up employees for more productive tasks and pave the way for a company's digital transformation. However, it's just as important to measure how time saved is used as it is to create time saving automation in the first place. If only time is saved ... you forfeit the advantage that automation has provided. All Covered can help with automating tasks, allocating more time to the 'human touch' that businesses need to grow a loyal and satisfied client base.

*Glenn Mathis is a recognized industry leader in technology services, solution management and organizational change. He's responsible for the Professional Services division at Konica Minolta.*



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\*Requires a multi-year contract



## Hoag Executive Health Helps Business Leaders Thrive

By Justin Davis, Hoag Executive Health

Energy. Strength. Vigor. To describe successful business leaders, we reach for words that connote good health.

That is because successful, healthy executives lead successful, healthy businesses. And that is why, for more than six years, Orange County's leading companies have partnered with the Hoag Executive Health program.

Under the direction of Hoag Executive Health Chief of Service Dr. James Lindberg, the program focuses on building meaningful relationships and going above and beyond what it is expected in medical care. By investing in the health and wellbeing of their C-suite, corporations that work with Hoag have benefited from the uniquely holistic and comprehensive approach offered.

The Hoag Executive Health exam, for example, is an investment in the health of the business owner and the health of their business. This physical exam addresses every system in the body and provides a year's worth of medical assessments in less than one day. Physicians, exercise physiologists and nutritionists deliver assessments in our spa-like concierge medical offices.

Balancing cutting-edge clinical diagnostics with lifestyle assessments, the exams result in a customized Wellness Report, which includes results of tests conducted, key findings and actionable recommendations. These are personalized plans that executives feel motivated to implement.

Over the decades, companies have learned that as the demands on their executives grow more intense, attending to leaders' health becomes paramount. By offering Hoag's personalized and efficient program, forward-thinking companies are able to attract and retain top talent and ultimately lower their health care costs.

And like your executives, our program is constantly innovating. We travel to business leaders' homes, offices or other locations to conduct blood work in advance of exams, further maximizing the executive's time. We have added a behavioral health component to our offerings, and we will soon launch a new technology suite that will streamline an executive's care, should follow-ups and specialized treatment be necessary.

In addition to our standard executive health program, we have also expanded our offerings and created a program specific to the community's first responders. This includes more than 1,000 Orange County Fire Authority firefighters and the Irvine Police Department, in recognition of the fact that leadership and workplace stress comes in many forms. The assessment, ongoing training as well as fitness and nutrition education, is tailored to first responders, but it is inspired by the work we

have done with executives, whose mental and physical health is critical for success.

Whether you're a captain of industry or someone who regularly arrives at scenes of tragedy, the effects of high stress over extended periods of time have significant health implications. Hoag Executive Health is focused on being a resource for our clients, preventing health issues and solving problems as they arise. The flexibility of our program allows us to customize a relationship that fits any company's needs – from risk prevention to education to physical exams.

From its inception, Hoag's Executive Health program has competed on a national level with some of the most prestigious medical centers in the nation. And we offer something that no other acclaimed institution can: proximity. Rather than spend a week at a famed medical center back East, Orange County executives receive their care in their own backyards – sometimes literally – with locations in Newport Beach, Irvine and Aliso Viejo.

This not only saves time, but it allows for a real and meaningful doctor-patient relationship to develop. If a client does not have a primary care physician, or if the executive prefers to have one trusted health and wellness resource to answer all their questions and address their health care needs, Hoag's program provides that level of service.

Our clinicians will even attend appointments with specialists, to serve as an educated advocate for our clients. The level of involvement and service is based on the company and the executive; our program is designed to reduce stress and improve health.

Every successful company understands that its most valuable commodity is its people. For executives wishing to take a company-wide view, the Hoag Executive Health program also works with benefits brokers to determine eligibility and to create various incentives for employee health and wellness programs. This helps reduce health care costs in the long run and improve everything from morale to productivity.

Energy. Strength. Vigor. We are proud to partner with the most successful executives in Orange County, and we are dedicated to keeping these global leaders competitive, innovative and most importantly, healthy.

Hoag Executive Health  
HoagExecutiveHealth.com  
888-635-1687

### Meet the Team

Our experienced team is here to assist you through all aspects of our Hoag Executive Health program:



**Dr. James Lindberg**  
Chief of Service



**Joanne Quevedo**  
Exercise Physiologist



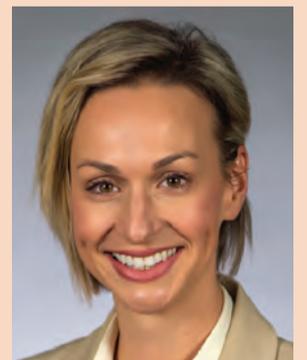
**Wray Watkins**  
Exercise Physiologist



**Victoria Gephart**  
Client Services Manager



**Justin Davis**  
Vice President,  
Business Development



**Alison Bloeser**  
Client Services,  
Senior Account Specialist