

# HEALTHCARE



*Presented by*

KAISER PERMANENTE  **thrive**



**STANBRIDGE  
UNIVERSITY**





## Changing the Health Care Experience

Since our founding in 1945, Kaiser Permanente has taken a non-traditional approach to health care. Innovation fuels our work to improve the health of our members and the communities we serve. Our next generation medical offices continue this grand tradition of innovation by working to transform the care experience.



**KAISER PERMANENTE®**

In 2017, Kaiser Permanente opened its first Orange County next generation medical office, a state-of-the-art, 28,000 square foot, two-story building in La Habra located at 601 East Imperial Highway, set to change the way health care is delivered to its members in North Orange County. The new medical offices feature a modern and open design. Its interiors were created to focus on the human experience for members, with views of nature and daylight throughout the building. The new offices offer Kaiser Permanente members a health care experience that looks and feels completely different from what they've experienced in the past. This includes, a complete rethinking of the patient experience, from pre-arrival to the check-in process to the engagement of the waiting area to the way providers and care teams interact with members and one another.

With many parts of people's lives now digitally enabled, for Kaiser Permanente that means harnessing design, technology and workflow to create an intuitive and convenient experience for members and care teams. It also means developing a much more agile and flexible environment that meets the evolving technology and service needs of those increasingly tech-savvy members and care teams. The idea of being pervasive, having multiple ways to interact, Kaiser Permanente believes, impacts people's lives in a much more meaningful way.

Kaiser Permanente La Habra Medical Offices' new features and technology include a variety of check-in options, wait-time calculators, mobile physician workstations (tablets and other devices), and an enhanced environment that includes telehealth capabilities and waiting areas that educate, entertain and

reinforce Kaiser Permanente's Thrive brand. The offices feature 25 exam rooms and 16 physician offices. Primary and specialty care services include family medicine, internal medicine, pediatrics, mental health, laboratory,

pharmacy, imaging and a nurse clinic. The campus also includes a community room and a Thrive walking path.

In addition, Kaiser Permanente is collaborating with Target to expand existing efforts to bring high-quality, affordable, patient-centered health care in convenient, trusted and familiar settings.

Kaiser Permanente and Target Corporation recently opened its *newest Target Clinic, Care Provided by Kaiser Permanente* in Orange County at the North Irvine location at 13200 Jamboree Road. The other Orange County location is in West Fullerton at 1893 W. Malvern Avenue. The Kaiser Permanente-staffed retail clinics in Target stores provide care to its members and Target guests days, evenings, and weekends. No appointment necessary. Kaiser Permanente staffs the clinics with licensed nurse practitioners and licensed vocational nurses, and have physicians available via telemedicine consultations. The clinics offer Target guests a broad array of services, including: pediatric care; women's health care; monitoring and care for chronic conditions including diabetes, cholesterol and high blood pressure; basic dermatology services; and treatment for minor illnesses including strep throat, vaccinations, sinus pain, earaches, asthma, and cold and flu.

Kaiser Permanente is committed to helping shape the future of health care and recognized as one of America's leading health care providers and not-for-profit health plans. This new model was designed to help make health care member-centric. From next-generation medical facilities and retail Target clinics to self-directed care, it creates various ways for members to access care and interact with Kaiser Permanente, ultimately helping move health care outside of our traditional office settings. For more information, visit [kp.org/orangecounty](http://kp.org/orangecounty).





# HEALTHY CHANGE IS HERE

New La Habra Medical Offices now open



Members can now enjoy even more convenient access to the Kaiser Permanente care they count on – right here in the growing La Habra community.

- **Healthy, inviting spaces**, including walking paths and a public event area for farmers markets
- **Video and phone visits** to help members connect to care when and where they want it
- **A multicultural care team** for seamless support in several languages

#### La Habra Medical Offices

601 E. Imperial Hwy.  
La Habra, CA 90631

[kp.org/lahabra](https://kp.org/lahabra)

Adult primary care and  
pediatrics available



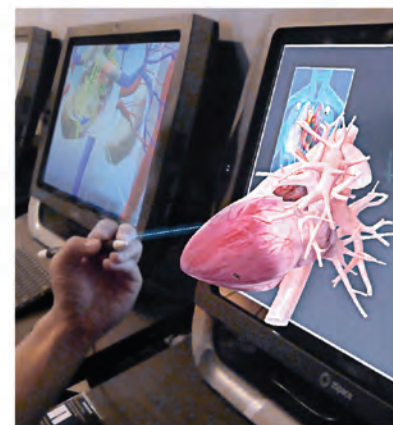


## Stanbridge University Creating Healthcare Futurists of Tomorrow

Groundbreaking and futuristic healthcare EdTech innovations have come to define Stanbridge University in Irvine, California. Credited with being the first to bring synthetic human cadavers to the West Coast and building one of the world's first and largest Virtual Reality Labs in healthcare education, Stanbridge has set itself apart as a leading healthcare institution with a focus on innovation and technology. With a view to our common future, Stanbridge has been providing its students with a rigorous education and focus on service to the community for over 20 years. Leveraging revolutionary education-technology, Stanbridge University is ensuring its students are the next generation of healthcare futurists.

### Innovations and firsts at Stanbridge University include:

- One of the largest Virtual Reality Labs for medical training in the U.S. with zSpace Screen VR technology
- The world's first Virtual Dissection Table, the Anatomage Table
- The West Coast's first Synthetic Cadaver Lab with SynDaver technology and real human cadavers
- Suitable Technologies' BEAM Robotic Telepresence Devices
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# Hello Future.

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For required federal disclosures and accreditation statements: [stanbridge.edu/disclosures](https://stanbridge.edu/disclosures)



# UCI Paul Merage School of Business

Leadership for a Digitally Driven World™

## The Status Quo Is Not an Option

Going digital is drastically changing how companies operate and grow. Will you be able to keep up? Even more importantly, will you be prepared to lead the way?

UC Irvine's Paul Merage School of Business top-ranked part-time and executive MBA programs offer a personalized educational experience to help students develop the tools and leadership skills to think creatively and strategically about the challenges and opportunities created by digital technologies, and successfully navigate the evolving business landscape.

### Leadership for a digitally driven world

Are you ready to take the next step but don't think you have the time? The **Fully Employed MBA, Executive MBA and Health Care Executive MBA** programs are designed for mid to senior level professionals, executives and entrepreneurs pursuing an advanced career path who want to develop agility, learn to anticipate challenges and strategic opportunities and lead transformation in the global business environment. The programs are delivered in a flexible format that supplements in-class learning with state-of-the-art online learning.



**Executive MBA** students benefit from an integrated leadership approach focused on enhancing executive leadership skills and organizational impact, connecting with a high caliber network, leveraging executive career management resources and engaging in unique experiential learning opportunities on-campus and around the world.

The only program of its kind on the west coast, the **Health Care Executive MBA** delivers many of the same benefits as the Executive MBA but with a specialized curriculum focusing more than 50% of the program on driving change in the healthcare industry. A unique Federal Public Policy Residential experience in Washington D.C., one of three experiential residencies included in the program, offers exclusive access to healthcare and policy decision makers. In addition, the program offers many opportunities to engage with a healthcare centered business community.

The **Fully Employed MBA** program is designed for early to mid-career working professionals and managers who want to continue their education while maintaining their career momentum. The Fully Employed MBA allows students the flexibility to customize the program around their career objectives and graduate in as few as 24 months. Students also take advantage of international experiential learning opportunities and an executive leadership residential that make the Merage School program unique. Classes are offered on-campus and in a hybrid format that combines the best in online learning with four on-campus experiences per quarter.

### Dare to define your future in the heart of the tech coast

With a compelling new curriculum and seven Centers of Excellence, the Merage School is poised to play a unique leadership role in educating generations of

business leaders. In this age of disruptive technology, we all need to look at how we can not only keep up, but stay ahead. The Merage School – which combines the academic strengths and best traditions of the University of California with the cutting edge entrepreneurial spirit of Orange County – is the answer.

### Immerse Yourself in the Emerging Ecosystem of Orange County's Tech Firms

The Merage School leverages the network of innovative businesses located in and around Orange County to provide experiential learning opportunities and draws on executives from these firms to guide and mentor our students. What better environment to advance your career and pivot into a new field?

Students can also take advantage of UCI Applied Innovation, which brings campus-based inventions and entrepreneurship together with Orange County's vibrant business community to support job creation and economic growth.

### Count on a commitment to unparalleled educational quality

"We have made a commitment to our students to provide the highest quality education possible," said Eric R. Spangenberg, dean of the Merage School. "Our faculty, students, staff and the business community give us invaluable feedback on how we can continue to improve our curriculum and resources to better meet the demands of our students and the employers that hire them. We listen closely and implement many suggestions. This open dialogue provides tremendous value to our School, our students and the business community."



### UC Irvine Paul Merage School of Business MBA programs by the Numbers

The Merage School is one of the top 30 business schools in the U.S. and in the top 50 worldwide, according to a 2017 *Financial Times* ranking that places the school among the top 5% of all programs accredited by the Association to Advance Collegiate Schools of Business in the U.S.

### Top rankings, ROI and accolades you can rely on:

- ▶ No. 13 Full-Time MBA in the U.S. among public universities, No. 30 in the U.S. overall, and No. 1 globally for percentage of women faculty (*Financial Times*, 2017)
- ▶ No. 9 in the World for Placement Success (*Financial Times*, 2017)
- ▶ No. 36 among Part-Time MBA programs in the U.S. (*U.S. News & World Report*, 2017)
- ▶ Top 30 among Executive MBA programs in the world (Ivy Exec 2017)
- ▶ Health Care Executive MBA - Only program of its kind on the West Coast

**Dare to Define Your Future. Apply today for fall 2018.**

Visit [merage.uci.edu/mbaprograms](http://merage.uci.edu/mbaprograms) or call 949-824-4565 to speak with an admissions advisor.



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## Join Us

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Friday, March 9, 2018 | 7:30 a.m. – Noon

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# Sharing Healthcare Savings with Employers



Barry Arbuckle, PhD  
President & CEO  
MemorialCare

## Convenient Care in Ambulatory Locations Helps Revolutionize Value in Healthcare

Employers grappling with the economics of providing sustainable, high-quality employee healthcare plans are finding better value with networks that also offer ambulatory care. Medical imaging is a great example of this. While most imaging services are delivered in a hospital environment, leading healthcare providers also offer the choice of services in an ambulatory environment—at a lower price.

Depending on the acuity of a patient's condition, there are some procedures and services that simply must be delivered in a hospital environment. However, in order to support critical and acute care needs, the costs for hospital-licensed imaging services are naturally higher.

Adding to our state-of-the-art hospital-based imaging services, MemorialCare is the first health system in our region to develop an expanded network of freestanding imaging and ambulatory surgical centers which are not operated under a hospital license. **This means that many patients, who do not need acute, hospital-based care, can access savings of 300% or more on imaging services at freestanding sites—all while receiving high-quality care and service.**

The recent announcement by Anthem Blue Cross that they will only authorize some imaging tests in freestanding imaging centers demonstrates that payors are beginning to recognize the equivalent quality and the higher value offered at ambulatory locations. In MemorialCare's case, because of our long-term commitment to value-based care across all imaging services, our hospitals were granted an exemption by Anthem.

In anticipation of an industrywide movement to value-based care, MemorialCare began pursuing our vision of a high-value ambulatory imaging network five years ago when we opened our first freestanding imaging center. Recently, with the announcement of our joint venture with RadNet, the largest provider of outpatient imaging in the country, we tripled the number of locations in our Southern California network.

## Launching the Largest, Most Accessible Imaging Network Serving Orange and Los Angeles Counties

In January 2018, MemorialCare and RadNet announced a joint venture which includes 34 freestanding imaging centers spanning Southern Los Angeles County and all of Orange County.

Together, MemorialCare and RadNet's locations create the largest imaging network in Southern California, expanding MemorialCare's current locations from 10 to 34, giving patients access to an imaging center within a 15-minute drive of any MemorialCare Medical Group physician office, and providing more than 500,000 exams annually.

The expanded freestanding imaging network complements MemorialCare's highly-advanced hospital-based centers providing consumers with the option, based on preference or clinical need, to access services in an acute care or a community-based setting.

With MemorialCare's more than 200 sites of care, a growing number of employers are taking advantage of our accountable care offerings such as Aetna Whole Health, Vivity and customized models like the Boeing-MemorialCare preferred partnership. Now, more than 260,000 patients participating in these and other value-based plans have even greater access to leading locations—both acute care and ambulatory.

## Sharing Healthcare Savings with Employer Plans and Consumers

### Potential Healthcare Savings at Ambulatory vs. Acute Care Sites

<b>Imaging</b>	Up to 375% savings on the same services in community-based settings.
<b>Surgical</b>	Up to 250% savings on the same services in ambulatory surgical centers.

MemorialCare includes five leading medical centers, 350 primary care physicians and 2,000 specialists, 34 freestanding imaging centers and 9 surgical centers. All these sites focus on keeping your employees healthy and your healthcare costs in check.

Employers can visit [memorialcare.org/works](http://memorialcare.org/works) or call 714-377-2960 to learn more about convenient, accessible, value-based healthcare.





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AND ORANGE COUNTY SC







## Talent Shortage? Let's Close The Gap!

Over the last 10 years companies have had the opportunity to land quality talent with minimal challenges, due to the abundance of well qualified job seekers in the marketplace. As they say, all good things must come to an end. Orange County ended November 2017 with an unemployment rate of 2.7%, a decrease of 1% over the previous year.<sup>1</sup> This has led to challenging times for employers looking to add new talent, as well as retain their top performers from leaving for greener pastures. The last time Orange County employers faced these downward pressures dates back to May 2007, when Orange County had less than 56,000 people unemployed. Needless to say, there is a talent shortage, and employers who wish to have success in 2018 and beyond will need to modify their hiring and retention strategy to counterbalance the new landscape.

As companies look towards future growth, having the right workforce is often a critical part of that process. The obstacle in today's market is often a skills gap. This skills shortage takes many forms, sometime its generational talent leaving the workforce to retire, while other times it may be the substantial creation of new jobs that necessitate an entirely new set of skills. It is the lack of responsiveness to this trend that can impede a company's ability to grow and cause the gap to widen. The hiring process many companies utilize today is a checklist of required skills that candidates must possess to be considered. This antiquated process is being abandoned by the best HR teams and is trending towards hiring based on a candidate's potential. Dynamic HR professionals now look for personality traits and convertible skills in potential candidate's that will position them for success in a given role. Hiring employees in this capacity and then training them up creates a more loyal employee, which is critical when looking to retain the brightest talent within your company and in creating future generations of management and leadership.

Company culture is the key to retaining talent and ensuring your company is best positioned to succeed. As the workforce evolves, and more millennials enter the

workplace, there is a shift in what an "employee" values most about their job. Professional development has become the number one factor that employees desire, above a promotion and pay raise. Employees are looking at their job and company as a vehicle for self-growth and professional development, so when that is non-existent, they tend to be more willing to look for the next opportunity. Investing in your employee's growth is critical to maintain the best employees, attracting future talent, and bringing stability to the organization. Having employees in the organization who are skilled, versatile, and can take on new hurdles, are what companies need to remain agile in times of change. By investing in your employee's growth, and fostering professional development, you create a retention strategy while maintaining a motivated and engaged workforce.

<sup>1</sup> [http://www.labormarketinfo.edd.ca.gov/file/1fmonth/oran\\$pd.pdf](http://www.labormarketinfo.edd.ca.gov/file/1fmonth/oran$pd.pdf)

### Tom Megonigal

Tom Megonigal is the Division Leader of MediQuest Staffing, a business unit of Kimco Staffing Services. With more than 50 years in business, MediQuest Staffing has been and continues to be focused in the healthcare staffing industry. Tom has worked in multiple divisions over his career including roles in Business Development and Branch Management and has earned his Certified Staffing Professional and Technical Services Certified credentials from the American Staffing Association. For more information, please contact Tom Megonigal, Division Manager of Mediquest, at 949-529-3064 or [tmegonigal@kimco.com](mailto:tmegonigal@kimco.com).




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A black and white photograph of a man, Ramin Mousavi, smiling and looking towards the camera. He is wearing a dark suit jacket over a light-colored shirt. His hands are positioned in front of him, with his fingers interlaced to form a heart shape. The background is a solid light blue color with some faint, abstract white lines in the upper left corner.

# A Change Of Heart

Working as an engineer in the competitive aerospace industry would be a career goal for some. But for Ramin Mousavi, it was just the beginning.

He realized he wanted to make a difference in people's lives. To not just work, but to work for a greater good.

But how could Ramin make a leap like that? And how could he do so while managing his demanding career?

UCI's Paul Merage School of Business Fully Employed MBA (FEMBA) program helped Ramin make the move from aerospace product development to marketing innovative heart valve solutions... all without missing a beat.



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Your Future**

**Apply today.**

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949.824.4565

**Ramin Mousavi**  
Fully Employed MBA  
Class of 2011

**UCI** Paul Merage  
School of Business

Leadership For a  
Digitally Driven World.™





## The Importance of Healthcare Industry Specialization for Your CPA Firm

by Steve Williams, CPA, Managing Partner, HMWC CPAs & Business Advisors

As with your patients, the financial health of a healthcare practice requires regular check-ups, monitoring of vital signs, and attention from qualified experts. A CPA firm that thoroughly understands the intricacies of the healthcare industry can add substantial value in this process.

**Enhancing profitability** – A CPA specializing in the healthcare industry will be able to identify “hot spots” potentially impacting profit, such as: tax planning; issues in billing and reimbursement processes; rising employee benefits; increasing claims denial rate; billing coding errors; ancillary services problems; escalating payroll; and fraud prevention and identification.

**Cash flow management** – Failing to manage your cash flow may result in overdrawn bank accounts, a negative line of credit, and difficulties in meeting payroll and paying your current accounts receivable. Your CPA can help with cash flow projections and techniques to improve medical billing (receivables) collection, which are crucial to the financial health of your practice.

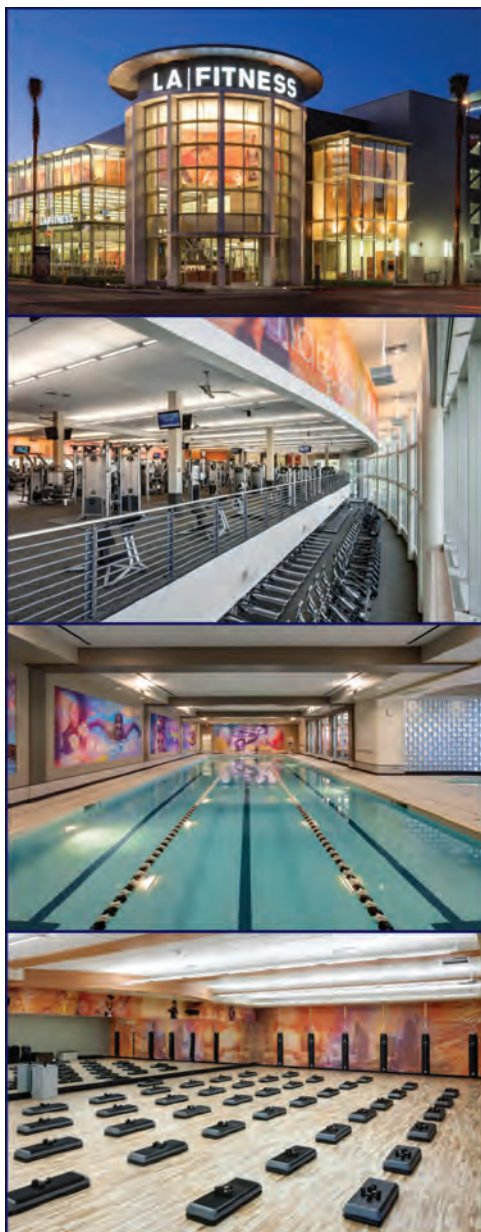


Williams

**Specialized transactions** – There are several critical areas for any healthcare practice that can make or break your financial future, including: start-up and entity selection; ownership participation, such as buy-ins and buy-outs; and compensation formulas and related contracts. A CPA firm with healthcare industry expertise can work with you and your attorney to craft agreements that protect your financial interests.

**Succession planning** – If your practice is winding down, or if you are simply preparing for ownership transition, your CPA can help with a practice valuation. Independent advice can also be provided on an appropriate qualified retirement plan account; the most common plan types include traditional and Roth IRAs, 401(k)s, SIMPLEs, SEPs and defined contribution Keoghs.

*Steve Williams is the managing partner of HMWC CPAs & Business Advisors and heads the firm's Healthcare Services Practice which specializes in business strategies for healthcare professionals. The Practice offers a wide range of services, including sophisticated techniques to help healthcare practices improve productivity, reduce costs, and maximize reimbursement. HMWC's clients include primary care physicians, specialists and dentists throughout Southern California. Phone: 714-505-9000, [www.hmwc CPA.com](http://www.hmwc CPA.com). HMWC's newly acquired "Wiederman & Chamberlain" division specializes in services to dentists, including accounting, tax compliance and planning, financial planning, and retirement planning. Phone: 714-259-0505, [www.w-acpa.com](http://www.w-acpa.com).*



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Photos depict a typical facility; amenities and classes vary by club. Certain amenities may be available for an additional fee. ©2018 Fitness International, LLC. All rights reserved.