

HEALTHCARE

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Presented by





Barry Arbuckle, PhD
President & CEO of MemorialCare

Looking for Value in Health Care? Look to MemorialCare.

If you want to lower your employee health care costs while keeping your work force healthy, there are three compelling reasons to look to MemorialCare. Using a value-based approach, we are partnering with employers, health plans and providers to offer more cost-effective, high-quality health care through accountable care organizations (ACOs). What exactly does that look like?

Experience That Delivers

MemorialCare participates in more value-based plans than any other health system in our area. The MemorialCare Health Alliance with Boeing is the first PPO, "Direct-To-Employer" arrangement in California and we have delivered excellent results. MemorialCare has also successfully partnered with Aetna in a PPO accountable care plan and Anthem, along with six other health systems - Cedars-Sinai, PIH Health, Huntington Hospital, UCLA Health, Good Samaritan Hospital, and Torrance Memorial Medical Center to create Vivity, a high-value HMO product providing access to exceptional health care throughout Los Angeles and Orange County. Today, more than 270,000 patients participate in our value-based networks with easy access to many locations providing both acute and ambulatory care.

Quality That Counts

MemorialCare Medical Group (MCMG) was ranked Number One and Greater Newport Physicians (GNP), Number Two, in Orange County in the 2018 Patient Assessment Survey, which measures overall patient satisfaction with medical groups*. In CMS' Five-Star Quality Measures rankings, GNP has been awarded 4.5 Stars and MCMG earned 4 stars. Both groups have been recognized by the Integrated Healthcare Association as among the top groups in the state for quality-of-care, patient experience, and use of information technology. Our Orange County hospitals, Orange Coast Medical Center and Saddleback Medical Center, scored Number One and Number Two in the Orange County Register's "Best of Orange County" for 2018.

Convenience That Matters

Busy families need convenient health care that's close to work and home. It's important they have access to a continuum of care: primary, urgent, imaging, surgical, dialysis, pediatrics, and the full range of specialty services. MemorialCare's service area spans from the South Bay to South Orange County, with more than 200 locations across Orange and Los Angeles counties. MemorialCare's network includes four leading medical centers, 350 primary care physicians, 2,000 specialists, 34 freestanding imaging centers and 9 surgical centers. All these sites focus on keeping your employees healthy and your health care costs in check (see table). Using a shared electronic medical record system, providers at different locations can see the entire picture of a patient's health.

About Value-Based Care

Value-based health care leverages analytics to improve your employees' care. Claims data can help identify patients with chronic conditions in order to connect them with primary and specialty care to better manage their condition. Providers in value-based plans are incentivized to manage the total cost of your employees' care, collaborate with health plans to constantly lower costs, and improve quality. Everyone wins—your employees get better care, and your overall health care expenditure is reduced.

Depending on a patient's condition, some procedures and services simply must be delivered in a hospital environment. In order to support acute care needs, the cost of hospital-based outpatient care is naturally higher. However, many other health care services can and should be offered in the ambulatory setting. Without the high overhead of acute care, community-based ambulatory centers can offer a lower price point. At MemorialCare, our network of imaging, surgical and dialysis centers complement our highly-advanced, hospital-based centers to offer your employees, depending on preference or clinical need, exceptional services in a lower cost setting.

At MemorialCare, we are transparent with employers about our performance in quality, service and cost measures. We take accountability for delivering better health care outcomes.

Sharing Health Care Savings with Employers and Consumers

Potential Health Care Savings at Ambulatory vs. Acute Care Sites

Imaging	Up to 350% price difference in non-hospital licensed sites.
Surgical	Up to 250% price difference in non-hospital licensed sites.

If you are looking for a higher-quality, more cost-effective health care network, look to MemorialCare. Our track record and experience in providing value-based care to Orange County employers is second to none. Visit memorialcare.org or call Cathy Capaldi, Senior Vice President, Business Development at 714-377-2960 or Christopher Arias, Director, Business Development at 714-377-2942 to learn more about convenient, accessible, value-based health care.

*The Patient Assessment Survey is a non-profit, multi-stakeholder initiative to accurately measure patient experience. In operation for 17 years, feedback is gathered annually from over 40,000 patients across California. Results are made available to the public through the Office of the Patient Advocate Medical Group - Commercial Report Card.



What if you could offer health benefits for less?



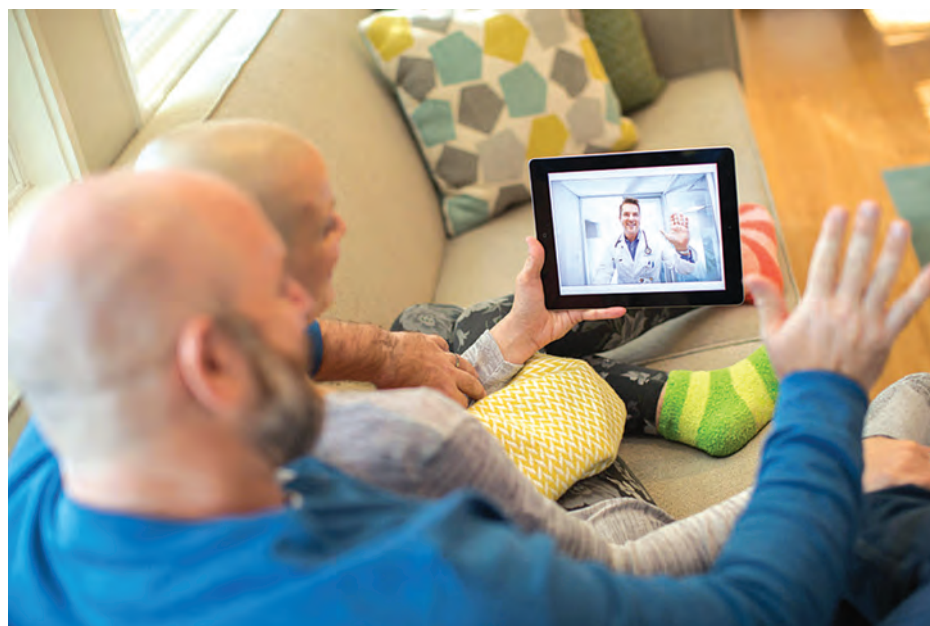
MemorialCare is the region's leader in value-based healthcare. Our unique health benefit products hold us accountable for delivering exceptional care and service at a reduced cost.

Your employees can have access to hundreds of award-winning primary care physicians, thousands of specialists, convenient urgent care, imaging and surgery centers near where they live and work.

For your business and your employees we are dedicated to delivering value. At **MemorialCare**, we do **what's best for you**.

Learn more about our employer health plans.
memorialcare.org





The Past, Present and Future of Health Care

40 Years of Transforming Care Experience in Orange County

For 40 years, Kaiser Permanente Orange County has been committed to helping shape the future of health care in our communities, taking a non-traditional approach to health care with continuous innovation in providing high-quality, affordable health care services.

At the core is Kaiser Permanente's pioneering fully integrated care model and physician-led care teams, working together to keep members healthy by delivering high-quality, personalized care. Kaiser Permanente doctors, nurses, and other specialists are empowered and supported by industry-leading advanced technology and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management, all working together, connected to each other and to each member.



KAISER PERMANENTE®

In Orange County, Kaiser Permanente serves nearly 600,000 members at more than 25 medical offices and at their medical centers in Anaheim and Irvine, both honored with Magnet® designation, the gold standard for nursing excellence for elite health care organizations. With multiple locations to choose from, Kaiser Permanente members can get care where, when and how they want it, near home or work including same-day, next-day, urgent care, and emergency care. Members can visit their doctor for routine care and preventative services or via phone, by scheduling a call with a Kaiser Permanente doctor. Members can also leverage video visits (if available), a convenient, secure way to see a doctor, face-to-face online. At most of Kaiser Permanente facilities, members visit their doctor, get a lab test, and pick up prescriptions — all in a single trip. With many services under one roof, members can do more in less time.

Continuing Kaiser Permanente's legacy of innovation by transforming the care experience, in 2017, Kaiser Permanente introduced an agile and flexible environment at their next generation medical office in La Habra. Harnessing design, technology and workflow to create an intuitive and convenient experience for members and care teams, Kaiser Permanente developed a modern and open design interior focusing on the human experience for members, with views of nature and daylight throughout the building. From pre-arrival to the check-in process (via online, self-service kiosks, or with a service representative) to the engagement of the waiting area that educate, entertain and reinforce Kaiser Permanente's Thrive brand, members experience health care that looks and feels completely different from what they've experienced in the past. The idea of being pervasive, having multiple ways to interact, Kaiser Permanente believes, impacts people's lives in a much more meaningful way. Additionally, 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.

Innovation in choice and convenience extends to Kaiser Permanente's partnership with Target. *Target Clinic, Care Provided by Kaiser Permanente* is a collaboration to expand existing efforts to bring high-quality,

affordable, patient-centered health care in convenient, trusted and familiar settings. In Fullerton and Irvine, Kaiser Permanente-staffed retail clinics inside 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 for 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.

Recognized as one of America's leading health care providers and not-for-profit health plans, Kaiser Permanente has grown to become one of the largest health plans in Orange County. As a fully integrated health care system that includes a health plan, hospitals, pharmacy, and nationally recognized medical group of primary and specialty physicians — all connected by a shared electronic health record, Kaiser Permanente is committed to innovation and leading the future of health care by prioritizing a member-centric approach. Members can access care anytime, anywhere and select their personal doctor who coordinates their care journey, and works closely together to make decisions about each member's health.

Kaiser Permanente represents the past, present and future of health care. From Kaiser Permanente's start in Orange County in 1979, with the purchase of Canyon General Hospital, a 200-bed, acute care facility in Anaheim, to providing transformative models including next-generation medical facilities, retail clinics at Target, or self-directed care, Kaiser Permanente continues to provide innovative ways for members to access care and interact.

For more information, visit kp.org/orangecounty.





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Choose Better. Choose Kaiser Permanente.



KAISER PERMANENTE® | Business



Ready to Sell Your Medical Practice and Retire?

by Jay Wikum, CPA, CMPE, HMWC CPAs & Business Advisors

A physician looking for help in developing a plan sell their practice and retire is a common call we receive at our office. Unfortunately, in many cases, the physician's expectations are not realistic – both in value they hope to realize and the ease in completing the transaction.

Practices that are successful in making this transition generally have been planning for several years and have taken many proactive steps along the way.

Hospital foundations, private equity, local competitors, and new physicians to the community make up most of the likely buyers of your practice. For some of these buyers, your long-term or short-term plans regarding retirement will have a significant impact on how attractive your practice may be. Depending on your plans, not all of these options may be available to you.



Manage your expectations on the value of your practice. As the recent history of solo and smaller group practice purchases by hospital foundations has proven, receiving much more than the fair-market-value for practice equipment is rare. Items such as a favorable lease, location,

qualified staff, and quality 'transferable' contracts can bring additional value. But often, this value can only be realized if the buyer is someone other than a hospital entity.

It is important to understand that the same practice can be considered valuable by one buyer, and of no particular value by another. It is often what the buyer is looking for that drives the price. For example, someone making a move from out of state might find particular value in your office location and trained staff, whereas another buyer with an established practice nearby might find your office space a liability, and is only interested in your patient list.

If you are contemplating the sale of your practice, put our expertise to work for you. We work with more than 350 medical practices in Southern California and facilitate dozens of practice sales each year.

Contact Jay at (714) 505-9000 or jay.wikum@hmvccpa.com, or visit us at hmvccpa.com.

HMWC CPAs & Business Advisors specializes in serving the financial and tax needs of privately-held businesses and their owners throughout Southern California.

Call for Nominations



Luncheon & Awards Program

May 8, 2019

12:00 p.m. - 2:00 p.m.

Tickets*: \$175 / Table of Ten \$1,650

Nomination Information

Please visit ocbj.com/bizevents or contact Melanie Collins, Signature Events Manager, at collins@ocbj.com or 949.664.5056

Keynote Speaker

Laura Schwab, President



ASTON MARTIN



The Women in Business Awards Luncheon & Program honors five exceptional business women in Orange County. The Women in Business Special Report, publishing on April 15, 2019, will feature profiles and photos of this year's nominees plus articles of interest from Women in Business sponsors and advertisers. Self-nominations are welcome.

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Vital Results



72-AGE

30-MILES RUN PER WEEK

6-YEARS CANCER-FREE

For an athlete who takes great care of herself, a metastatic ovarian cancer diagnosis is devastating. But Leslie Ginsberg tackled her treatment just like she trains for a race—she found the best doctors right at UCI's Chao Family Comprehensive Cancer Center, the only National Cancer Institute-designated comprehensive cancer center in Orange County, and focused on the finish line. While that first post-treatment run was only 10 feet, today she's back to her old distances, cancer free, and a vocal advocate for the world-class care available at UCI Health.

UCI Health
UCIHEALTH.ORG

