

touchpoints

Connecting you to the Heritage Provider Network

Issue 1 | July 2011



Your health in good hands

The Heritage Legacy

»» LATEST NEWS

Heritage is one of the ELITE: For the fourth year in a row, Heritage Provider Network and its family of medical groups have received the prestigious rank of Elite Status of Excellence for medical care from the California Association of Physician Groups 2011 Standards of Excellence Survey.

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The First TouchPoints

Welcome to the inaugural issue of *Heritage TouchPoints*, produced by Heritage Provider Network and its family of affiliated medical groups. This bi-monthly publication is a vehicle to familiarize you with the vast healthcare resources and expertise of HPN, and keep you abreast of the latest news from the Heritage family.

This first issue is an introduction to the Heritage legacy – a legacy spanning more than 30 years of recognized leadership in the delivery of coordinated, cost-effective, quality healthcare. Learn about the foundation and scope of our organization, our ongoing commitment to our communities, and become better acquainted with our nine affiliated medical groups.

Looking ahead to future issues, we will keep you informed of our innovative care programs and resources to help guide you through the ever-changing managed care landscape, and update you on the latest happenings from our affiliated medical groups. Most importantly, whether a member or physician, we look forward to providing you with the knowledge to harness the power of HPN and our pioneering approach to healthcare delivery.

The Heritage Legacy

Over 30 years of innovating healthcare.

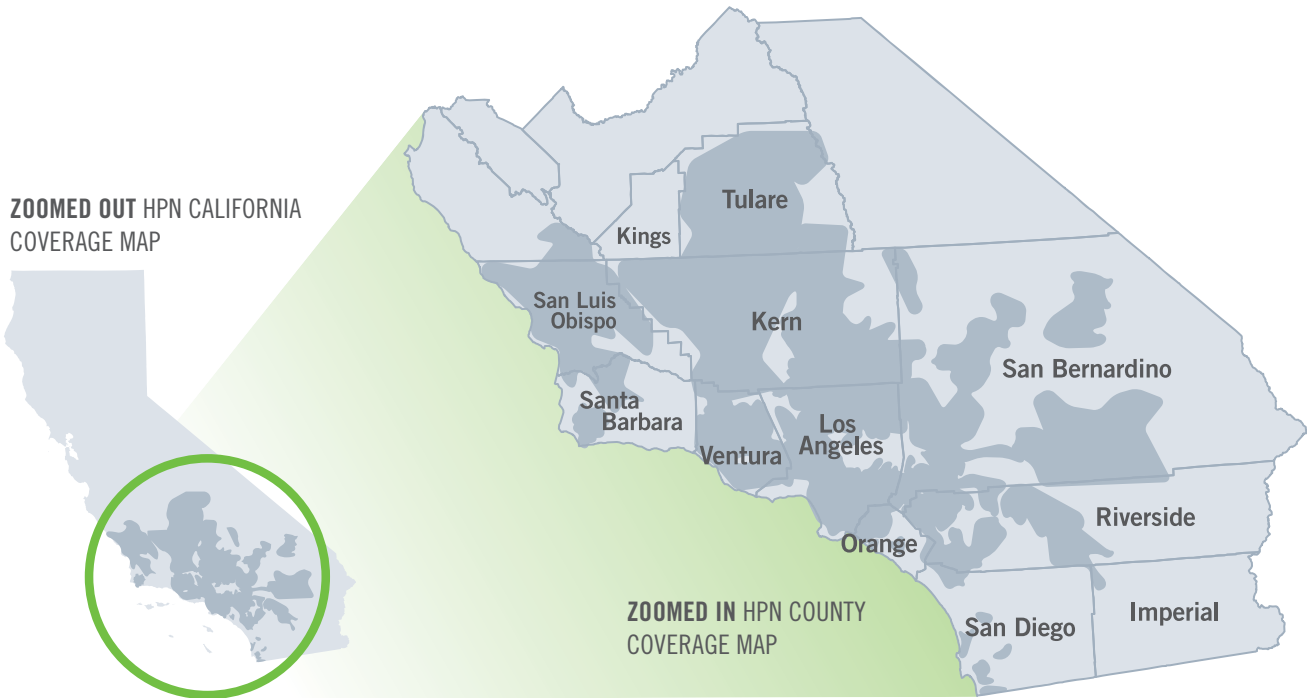
From the desert to the ocean

Heritage has Southern California covered

Whether you are a member or provider, Heritage Provider Network is a major touch point of your healthcare experience. HPN, with its network of affiliated medical groups and physicians, comprises one of the largest healthcare delivery networks in California and has the largest geographic scope of any Integrated Physicians Association in the state. The network spans from San Luis Obispo and Tulare Counties to the North, San Diego County to the South, Riverside and San Bernardino Counties to the East, and the ocean to the West.

Currently, Heritage and its affiliates manage the health care of approximately **700,000 individuals** and contract with approximately **2,300 primary care physicians**, **30,000 specialist physicians** and over **100 hospitals**. Heritage and its affiliates also employ hundreds of physicians at primary care and multi-specialty group clinics that provide direct care for tens of thousands of patients throughout the Southland and surrounding areas.

ZOOMED OUT HPN CALIFORNIA COVERAGE MAP



The Heritage Legacy

Over 30 years of innovating healthcare

Experience and leadership

Revolutionizing healthcare through a patient-centric approach

HPN began in 1979 when founder Dr. Richard Merkin was asked by a local health plan to start a medical group in an underserved area. The group succeeded far beyond expectations, as HPN's comprehensive approach to care management proved to be exactly what was needed to provide quality, cost-effective health care for the membership. This accomplishment caught the attention of other health plans, who, over the years, requested that HPN duplicate this success in new geographic locations.

As a testament to its financial stability and longevity, today HPN is one of the few limited Knox-Keene licensed entities in the state of California. This allows Heritage to provide innovative programs and services designed specifically for the managed care environment. HPN and its contracted medical groups have

been successful in delivering quality, cost-effective care while establishing long-standing, favorable provider relationships.

“Heritage’s comprehensive approach to care management has proven to be exactly what is needed to provide quality, cost-effective healthcare.”

HPN continues to be at the forefront of healthcare change by focusing on the impact of the recent healthcare reform legislation, including the implementation of Accountable Care Organizations. Because HPN has been providing quality, affordable “accountable” care as a delegated medical group for over 30 years, it is extremely well-positioned to influence policy and successfully lead the next evolution in healthcare.

The role of HPN in the healthcare system

Insurance Companies provide insurance policies to individuals and delegate the coordination of care and the administration of benefits to HPN and its affiliated groups.

Heritage and its affiliates employ or contract with care providers:



HPN enhances Healthplan benefits

through exclusive value added services and award winning coordinated care programs which means unparalleled care and value available only to our members.

The Visionary

Innovating and inspiring better healthcare



Richard Merkin, M.D.,
President and CEO of HPN

Dr. Richard Merkin

Dr. Richard Merkin, President and CEO of Heritage is the inspiration behind HPN and a healthcare visionary who has spent the last 30 years implementing a successful, workable business model to address the needs and challenges of affordable managed health care.

Dr. Merkin graduated from the University of Miami School of Medicine following his undergraduate major in Mathematics. His medical school accomplishments were highlighted by his receipt of the Mosby Book Award in recognition of his standing in the top five percent of his doctoral class. While continuing his medical training at the University of California San Diego affiliated hospitals, Dr. Merkin developed a special interest in emergency medicine and later served as a Director of Emergency Medicine Services. Dr. Merkin has lectured in the United States and abroad. He has been honored by numerous civic and governmental groups, including the California State Senate and the United States Congress.

In addition to his role as President and CEO of HPN, Dr. Merkin assumes many active community leadership roles. He is determined that HPN be instrumental not only in improving health care in the communities it serves, but also in addressing the broader social issues facing society.

Heritage Standards of Excellence

Through the years, HPN and its founder Dr. Merkin have received numerous accolades. For the fourth year in a row, HPN and its family of medical groups have received the prestigious rank of Elite Status of Excellence for medical care from the California Association of Physician Groups (CAPG) 2011 Standards of Excellence Survey.

HPN works closely with its affiliate, the Heritage Medical Research Institute, which is at the forefront of attempts to find cures for many of society's most pervasive medical problems.

HPN's affiliated groups have received many accolades over the years, including being honored by many local Chambers of Commerce and senior care centers, as well as by the American Cancer Society and the American Heart Association. HPN affiliated physicians have provided countless hours of community service, including providing free health care to patients in need throughout Southern California, as well around the globe.

- ★ **Three Year Accreditation**
For Excellence in the Delivery of Patient Care
- ★ **Wellness Excellence Award**
In Health Education (five consecutive years)
– Southern California Foundation for Health Care
- ★ **Marquis Award For Outstanding Innovation in Healthcare Management** – Southern California Foundation for Health, Education and Research
- ★ **2008 – 2011 Elite Status of Excellence**
For the Standards of Medical Care by the California Association of Physician Groups (CAPG)
- ★ **Top Ten Physician Medical Network In California (CAPG)**
- ★ **Recognized by the Integrated Healthcare Association**
For our Diabetic Registries
- ★ **NCQA Certification For Credentialing**

Heritage on the Frontier of Healthcare Reform



Dr. Richard Merkin recently participated in a national dialogue regarding health reform as part of the Milken Institute's Heritage on Health forums. Dr. Merkin joined Susan Kennedy, lead board member of the California Health Benefit Exchange and former Governor Arnold Schwarzenegger's chief of staff, for a high-level exchange on the pros and cons of the Federal government's current health reform.

Heritage on Health is a series of ongoing forums sponsored by Heritage Provider Network and the prestigious Milken Institute Center for Health Economics, promoting the exploration of today's most critical healthcare issues by the nation's leading experts.

These forums help further the Milken Institute's mission of discovering solutions to the current and future healthcare challenges we face – an endeavor Heritage Provider Networks is honored to be a part of.

HERITAGE PROVIDER NETWORK Health Prize

SPOTLIGHT

Challenging innovators to improve health through analytics

The Heritage Health Prize officially launched Monday, April 4, 2011. This **\$3 million competition**, sponsored by Heritage Provider Network, is designed to develop a more accurate way to predict the likelihood of an individual's future hospitalization, allowing physicians to target care and avoid unnecessary hospitalizations.

Dr. Richard Merkin, president and CEO of Heritage developed the innovative prize to challenge thinkers in data mining and analytics to create an algorithm to predict avoidable hospitalizations, which could save \$30 billion in current health care costs. *"This prize offers an opportunity to change the world,"* said Dr. Merkin. *"If we can learn to predict and prevent costly hospitalizations, we can improve global health care delivery at a price that is affordable for everyone."*

Participants in the challenge will be provided with a data set consisting of the de-identified medical records of patients covering the specific time period, and then will be required

to predict who from that patient population went to the hospital during the following year, and how long they spent there. HPN will award the \$3 million dollar prize to the team with the highest level of accuracy after the two-year competition phase concludes, assuming they meet the required accuracy threshold.



Dr. Merkin announcing The Heritage Health Prize.

HPN Affiliated Medical Groups

The largest integrated physician association in California



Affiliated Doctors of Orange County

12966 Euclid Street, Suite 340, Garden Grove, CA 92840 | www.adoc.us | Phone: 800.747.2362

Counties Served: Serving all of Central and North Orange County.

Cities Served: Anaheim, Anaheim Hills, Artesia, Buena Park, Cerritos, Costa Mesa, Cypress, Downey, Fountain Valley, Fullerton, Garden Grove, Hawaiian Garden, Huntington Beach, Irvine, La Palma, Laguna Hills, Lakewood, Long Beach, Los Alamitos, Mission Viejo, Newport Beach, Orange, Santa Ana, Seal Beach, Stanton, Tustin, Westminster and Yorba Linda.

Total Number of Contracted Physicians: 1,000+

Joined as a HPN Affiliated Group: 2010

Number of Locations: 1



Bakersfield Family Medical Center

4580 California Avenue, Bakersfield, CA 93309 | www.bfmc.com | Phone: 661.327.4411

Counties Served: Serving all of Kern County.

Cities Served: Arvin, Bakersfield, Bear Valley Springs, California City, Delano, Edison, Frazier Park, Lake Isabella, Lamont, McFarland, Mojave, Ridgecrest, Rosamond, Shafter, Taft, Tehachapi, Wasco, Wofford Heights and all additional surrounding areas in Kern County.

Total Number of Contracted Physicians: 400+

Joined as a HPN Affiliated Group: 1984

Number of Locations: 5



Coastal Communities Physician Network

975 Osos Street, San Luis Obispo, CA 93401 | www.ccpnhpn.com | Phone: 800.604.8752

Counties Served: San Luis Obispo and Tulare Counties.

Cities Served: Arroyo Grande, Atascadero, Avenal, Avila Beach, Cambria, Cayucos, Corcoran, Exeter, Farmersville, Grover Beach, Grover City, Halcyon, King City, Lindsay, Los Osos, Morro Bay, Nipomo, Oceano, Parkfield, Pasa Robles, Pismo Beach, Pixley, Porterville, Reedley, San Luis Obispo, San Miguel, San Simeon, Santa Margarita, Shandon, Shell Beach, Strathmore, Templeton, Terra Bella, Tulare, Visalia and Woodlake.

Total Number of Contracted Physicians: 600+

Joined as a HPN Affiliated Group: 2006

Number of Locations: 1



Desert Oasis Healthcare

275 N. El Cielo Road, Palm Springs, CA 92262 | www.mydohc.com | Phone: 760.320.5134

Counties Served: Imperial, Riverside and San Bernardino Counties.

Cities Served: 29 Palms, Bermuda Dunes, Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, Joshua Tree, La Quinta, Mecca, Morongo Valley, Palm Desert, Palm Springs, Rancho Mirage, Thermal and Yucca Valley.

Total Number of Contracted Physicians: 500+

Joined as a HPN Affiliated Group: 1981

Number of Locations: 8



Heritage Victor Valley Medical Group

12370 Hesperia Road, Suite 6, Victorville, CA 92395 | www.hvvmg.com | Phone: 760.245.4747

Counties Served: Los Angeles and San Bernardino Counties.

Cities Served: Adelanto, Apple Valley, Barstow, Big Bear, Helendale, Hesperia, Lucerne Valley, Oak Hills, Phelan, Pinon Hills, Victorville, Wrightwood and the surrounding high desert communities.

Total Number of Contracted Physicians: 200+

Joined as a HPN Affiliated Group: 2003

Number of Locations: 5



High Desert Medical Group

43839 North 15th Street, West Lancaster, CA 93534 | www.hdmg.net | Phone: 661.945.5984

Counties Served: Los Angeles and Kern Counties.

Cities Served: Acton, California City, Edwards, Lake Elizabeth, Lake Hughes, Lancaster, Leona Valley, Littlerock, Llano, Mojave, Palmdale, Pearblossom, Phelan, Quartz Hill, Rosamond, Tehachapi and Valyermo.

Total Number of Contracted Physicians: 275+

Joined as a HPN Affiliated Group: 1984

Number of Locations: 3



Lakeside Medical Group

777A Flower Street, Glendale, CA 91201 | www.lakesidemed.com | Phone: 818.637.2000

Counties Served: Los Angeles, Ventura, Riverside and San Bernardino Counties.

Cities Served: Burbank, Glendale, Glendora, La Puente, Mission Hills, North Hollywood, Riverside, Santa Clarita, Sherman Oaks, Simi Valley, Thousand Oaks, Van Nuys, Verdugo Hills, West Covina, West Hills and all additional major cities and their surrounding areas in the counties listed above.

Total Number of Contracted Physicians: 2350+

Joined as a HPN Affiliated Group: 2009

Number of Locations: 16



Regal Medical Group

8510 Balboa Boulevard, Suite 150, Northridge, CA 91325 | www.regalmed.com | Phone: 866.654.3471

Counties Served: Los Angeles, Orange, Riverside, San Bernardino, San Diego and Ventura Counties.

Cities Served: Anaheim, Arcadia, Buena Park, Burbank, Fontana, Garden Grove, Glendale, Long Beach, Los Angeles, Moreno Valley, Oxnard, Pomona, Rancho Cucamonga, Riverside, San Bernardino, San Diego, San Fernando Valley, Santa Ana, Simi Valley, Temecula, West Covina and all additional major cities and their surrounding areas in the counties listed above.

Total Number of Contracted Physicians: 12,100+

Joined as a HPN Affiliated Group: 1994

Number of Locations: 12



Sierra Medical Group

44469 N. 10th Street, West Lancaster, CA 93534 | www.sierramedicalgroup.com | Phone: 661.945.9411

Counties Served: Kern, Los Angeles and San Bernardino Counties.

Cities Served: Acton, Antelope Acres, Elizabeth Lake, Lake Los Angeles, Lancaster, Leona Valley, Littlerock, Mojave, Neenach, Palmdale, Pearblossom, Quartz Hill and Rosamond.

Total Number of Contracted Physicians: 100+

Joined as a HPN Affiliated Group: 2008

Number of Locations: 8