

MEDIA ADVISORY

January 29, 2010

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**Mark Your Calendar for California's Largest
Physician Organization Conference, May 13 - 16**
*California's Physician Groups Will Meet in Palm Desert to Address
Federal Healthcare Reform, Accountable Care Organizations and the Future of Healthcare*

LOS ANGELES, CA – Registration is now open for the 2010 California Association of Physician Groups (CAPG) Annual Healthcare Conference May 13-16 at the Desert Springs JW Marriott Hotel in Palm Desert, CA. Over 1,200 physicians, healthcare professionals and health plan executives are expected to attend. California's state budget crisis, federal healthcare reform and Accountable Care Organizations will be priority topics. Highlights include:

Friday, May 14th, 8:30 a.m.

Dr. Atul Gawande is a nationally known surgeon, author and former senior health policy advisor in the Clinton administration. He is the author of, *Complications: A Surgeon's Notes on an Imperfect Science* and *The Checklist Manifesto: How to Get Things Right*. He is also a staff writer for *New Yorker* magazine. His visionary healthcare message has transformed the federal healthcare reform debate. Dr. Gawande is currently on staff of the Brigham and Women's Hospital and a professor at Harvard Medical School.

Friday, May 14th, 11:15 a.m.

Dr. Elliott S. Fisher, has been a leading researcher in studies related to healthcare reform, exploring the differences in spending across U.S. regions and delivery systems and demonstrating that higher spending did not result in better outcomes or quality. He is actively engaged in the development of healthcare delivery and payment reform, including the Accountable Care Organization. He is Professor of Medicine and Community and Family Medicine at Dartmouth Medical School.

Saturday, May 15th, 8:30 a.m.

Healthcare Reform: Where Are We Now? A dynamic healthcare reform panel of experts will discuss the latest status of healthcare reform and what the legislation will mean to patients, providers and taxpayers.

For more information about the CAPG Healthcare Conference call (213) 624-2274 or go to:
<http://www.capg.org/conference2010/home.html>. To schedule interviews with conference speakers contact Kris Deutschman at (916) 425-7174.

About CAPG

The California Association of Physician Groups (CAPG) represents groups that employ or contract with nearly 60,000 California doctors and provide care to 15 million Californians. CAPG is committed to improving health care for Californians and supports a progressive and organized system of health care delivery which focuses on coordinated treatment plans and comprehensive coverage, including the most current preventive services and exams. This allows physicians to focus on illness prevention and proactive management of patients in order to maintain their optimum level of health. www.capg.org.

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