

MEDIA ADVISORY

May 2, 2011

Contact:

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**Mark Your Calendar for California's Largest
Physician Organization Conference, May 4 - 7**
***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 – Don't miss the 2011 California Association of Physician Groups (CAPG) Annual Healthcare Conference May 4-7 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. More than 20 educational breakout sessions will be offered to address some of California's most pressing healthcare issues including California's \$25 billion state budget crisis, federal healthcare reform implementation and Accountable Care Organizations. Other highlights include:

Wednesday, May 4th, 12 noon - 4:30 p.m.

Designing Systems for Palliative & End of Life Care

As our population ages and as the ACO concept brings many more seniors into systematic care, the need to offer enlightened and ethical end of life choices will become increasingly important. This intensive session will equip senior group leaders with strategies to develop comprehensive end of life programs.

Thursday, May 5th, 8:00 a.m.

Richard Gilfillan, M.D. is the Acting Director of the Center for Medicare and Medicaid Innovation (CMI) at the Centers for Medicare & Medicaid Services (CMS), U.S. Department of Health and Human Services. In this role, he works with CMS leadership to develop and implement innovative programs that will help improve and update the nation's healthcare delivery systems.

Thursday, May 5th, 10:30 a.m.

T.R. Reid is the author of the 2009 best-selling book, *The Healing of America: A Global Quest for Better, Cheaper and Fairer Health Care*, which was written following a worldwide tour where Reid sought care in countries around the globe. Reid is a long-time Washington Post correspondent, NPR commentator, and PBS Frontline guest.

Friday, May 6th, 12:00 p.m.

Ian Morrison, Ph.D is an internationally known futurist, consultant, and author of several best-selling books on healthcare and the changing business environment. Currently Vice Chair of the California Health Care Foundation, Morrison has held many leadership positions, including President Emeritus of The Institute For The Future.

To schedule interviews with conference speakers contact Kris Deutschman at (916) 425-7174.

For more information about the CAPG Healthcare Conference visit: www.capg.org/conference2011/home.html.

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 healthcare for Californians and supports a progressive and organized system of healthcare 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.