

MEDIA ADVISORY
January 18, 2012

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**Mark Your Calendar for California's Largest
Physician Organization Conference, May 17- 20**
***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 2012 California Association of Physician Groups (CAPG) Annual Healthcare Conference May 17-20 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 state budget and how it will affect our healthcare system, federal healthcare reform implementation and Accountable Care Organizations. Other highlights include:

Friday, May 18th, 8:00 a.m.

Donald Berwick, MD - Former Administrator, Centers for Medicare and Medicaid Services and founding CEO, Institute for Healthcare Improvement. Professor at the Harvard Medical School and the recipient of many awards, including the Ernest A. Codman Award, the American Hospital Association's Award of Honor, and the Heinz award for Public Policy.

Friday, May 18th, 10:15 a.m.

Harold Miller - Executive Director, Center for Healthcare Quality and Payment Reform and President/CEO of the Network for Regional Healthcare Improvement, and Adjunct Professor at Carnegie Mellon University's Heinz School of Public Policy and Management.

Friday, May 18th, 1:00 p.m.

Shannon Brownlee, Acting Director of the New America Foundation Health Policy Program Nationally recognized expert on American healthcare reform and author of *Overtreated: Why Too Much Medicine Is Making Us Sicker and Poorer* which was named the best economics book of the year by New York Times economics correspondent David Leonhardt.

For more information about the CAPG Healthcare Conference call (213) 624-2274 or go to: <http://capg.org/conference2012/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 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.

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