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## **CALIFORNIA'S PHYSICIAN GROUPS LAUNCH PROGRAM TO IMPROVE HEALTH CARE DELIVERY**

*Unique "Optimizing Performance" Educational Series  
Promises to Enhance Clinical Performance and Patient Experience*

**Los Angeles, Calif., November 29, 2005**—The California Association of Physician Groups (CAPG) today announced the launch of a new program—called *Optimizing Performance*—designed to help physician groups further improve their performance in several key areas of health care delivery including clinical quality and patient experience. The program will also help accelerate the implementation of electronic medical records and other technology-based tools. Collaborating with CAPG on this effort is the Pacific Business Group on Health (PBGH), a business coalition dedicated to improving the quality and availability of health care while moderating cost.

The first *Optimizing Performance* session in the three-session series was conducted in Los Angeles on November 14 and 15. Sessions two and three will be held in February and March 2006, respectively. Over 100 participants from 18 of California's leading medical groups, as well as individuals from health plans and other representatives from the health care industry were in attendance. Program sponsors and contributors include Blue Cross of California, Blue Shield of California, Health Net, Astra Zeneca and Novo Nordisk.

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“California’s health care system is largely built upon the coordinated care delivered by organized physician groups” said Donald Crane, president and CEO for CAPG. “These groups recognize the importance of performance measurement and continuous improvement. *Optimizing Performance* is an innovative program designed to help them build on their success and further enhance the value they provide.”

*Optimizing Performance* provides a forum where participants can learn from national leaders as well as from each other. It’s powerful because it allows each group to assess their current performance and then provides them with the necessary training and tools to get them to the next level.

“This program is unique because it provides a practical, intensive, real-world approach based on proven best practices,” said Peter Lee, chief executive officer for PBGH.

“Patients benefit from shorter wait times, better coordination between their primary care doctors and specialists, and a more attentive staff – areas this program is designed to address. Our ultimate goal is to make *Optimizing Performance* available to all of California’s physicians.”

### **About CAPG**

The California Association of Physician Groups (CAPG) is a professional association committed to improving healthcare for Californians. With offices in Los Angeles and Sacramento, CAPG membership includes over 150 of California’s leading physician groups representing more than 40,000 physicians who provide health care services to approximately 13 million Californians. For more information, please visit [www.capg.org](http://www.capg.org).

### **About PBGH**

The Pacific Business Group on Health (PBGH), a business coalition of 50 purchasers, seeks to improve the quality and availability of health care while moderating cost. Since 1989, PBGH has played a leading role both nationally and statewide in health care measurement, trend moderation, and system accountability through public reporting. For more information about PBGH, please visit [www.pbgh.org](http://www.pbgh.org).