

Your Partner in Health



Message from the CEO

Welcome to the first issue of the CSMG Newsletter, *Your Partner in Health*. During 2003, the healthcare field and the Medical Group will see many

changes. In the media, recent news has focused on tiered hospitals, pay-for-performance incentives, decreased reimbursements from Medicare and Medi-Cal, higher copayments and out-of-pocket expenses and higher premiums. These changes make the healthcare environment extremely challenging for our organization and for you, our patients.

To meet these challenges, many of you are educating yourselves with information about your medical conditions, your doctors and your health insurance plans. To address your demands, many health plans began offering "consumer-driven" plans. These plans allow you to choose your hospital or doctor and at the same time make you aware of your share of the costs. You are then able to make an informed choice. As your partner in health, we want you to know we value your input and want to continue to be your medical group of choice. Please let us know how we can improve your care, as we are committed to you and the continual improvement of our physicians' practices.

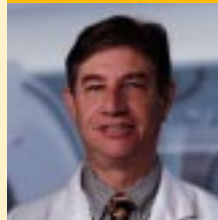
Please visit us at www.cedars-sinai-medicalgroup.org to obtain more information about your physician, our services, office locations, telephone numbers and hours, as well as answers to frequently asked questions.

Wishing you a healthy and happy 2003!

Thomas D. Gordon
Chief Executive Officer



Medical Director's Corner



Quality

Cedars-Sinai Medical Group is deeply committed to improving

the quality of healthcare. To help achieve this goal, we would like to inform you about many of our quality programs.

You will receive important updates pertaining to preventive care on such topics as flu vaccines and osteoporosis screening. You will receive education on early cancer detection and the importance of mammograms, Pap smears, colonoscopy and prostate screening. During the year, you may also receive a satisfaction survey. We are constantly trying to improve our service, as well as the healthcare you receive. Your feedback is invaluable to our quality improvement process.

Cedars-Sinai Medical Group also offers a variety of disease specific programs staffed by clinical pharmacists, nurse practitioners and registered

Continued on page 8

Disease State Management Services at Cedars-Sinai Medical Group



Anticoagulation Services: Patients receiving anticoagulation therapy, like warfarin, are monitored closely to ensure the efficacy of the medication. The International Normalized Ratio (INR) is measured by a simple finger stick, and the medication dose is adjusted as necessary to keep the INR at goal.

Asthma: A clinical pharmacist provides education and self-management skills, including identification of asthma triggers, correct use of inhalers, spacers and peak flow meters. Individualized treatment plans are developed to include medications and other factors involved in preventing asthma attacks.

Cardiovascular Risk Reduction: This program is designed to help manage symptoms of congestive heart failure (CHF) and to reduce the risk of heart disease in patients who have high blood pressure or high cholesterol by providing comprehensive education about the health condition and adjusting medication therapy to achieve the patient's blood pressure or cholesterol goals.

Diabetes: Patients are thoroughly educated on proper techniques of managing diabetes and implementing lifestyle modifications. A certified diabetes educator initiates and adjusts medication as necessary and routinely monitors patient progress.

Hepatitis C: A clinical pharmacist, in consultation with a gastrointestinal specialist, initially provides detailed education, self-injection techniques and self-management strategies for coping with the treatment's side effects. The clinical pharmacist closely monitors the patient's therapy as necessary.

Nutrition: A registered dietitian devises individualized meal plans and healthy eating strategies for patients with diabetes, high blood pressure, high cholesterol or for those in need of weight management.

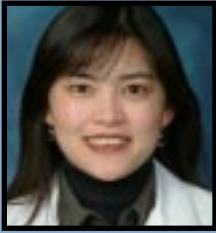
Smoking Cessation: Quitting smoking is a difficult and complicated process. A clinical pharmacist provides health information related to smoking and the benefits of quitting, develops an individualized plan (that may include prescription medications or nicotine replacement therapy) and offers strategies for behavioral modification and craving control to gradually quit and stay smoke-free.

Travel Consultation and Immunization Service: The clinical pharmacist provides a detailed and personalized consultation about health risks, required immunizations, food/water precautions and disease prevention strategies during your travels outside the U.S. In one visit you will receive your required immunizations and health information, as well as U.S. Department of State country information and travel warnings.

Satisfaction Surveys

Some of you will be receiving patient satisfaction surveys in the near future. As your partner in health, it is our goal to make sure that you are receiving high quality care from our excellent group of physicians and staff. Please be sure to answer these surveys and let your health plan know that we are your medical group of choice. If for any reason you feel you cannot give us an excellent rating, please call our Patient Services Department at (800) 700-6424 so that we can address your concerns.

Our New Doctors



Grace Carangal, MD

(Internal Medicine)

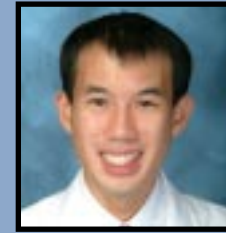
Dr. Carangal received her bachelor's degree (magna cum laude) from Loyola College of Maryland and her medical degree from the University of Maryland School of Medicine. She currently practices at 250 N. Robertson Blvd., Suite 601, Los Angeles.



Karyn Morse, MD

(Obstetrics/Gynecology)

Dr. Morse obtained her bachelor's degree from the University of California, Berkeley and medical degree from the School of Medicine at the University of California, Los Angeles. She currently practices at 99 N. La Cienega Blvd., Suite 202, Los Angeles.



Timothy Tsui, MD

(Obstetrics/Gynecology)

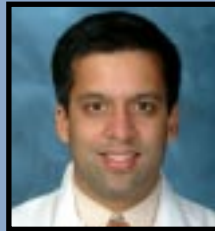
Dr. Tsui received his bachelor's degree from the University of Illinois at Champaign-Urbana and his medical degree from the University of Illinois at Chicago. Dr. Tsui practices at 99 N. La Cienega Blvd., Suite 202, Los Angeles.



David B. Golden, MD

(Orthopaedic Surgeon/Sports Medicine)

Dr. Golden received his bachelor's and his medical degrees from The Ohio State University. At Harvard University, he completed a residency in orthopaedic surgery, followed by fellowships in trauma surgery and sports medicine. Dr. Golden practices at 8635 W. Third St., Suite 990W, Los Angeles.



Ronesh Sinha, MD

(Internal Medicine)

Dr. Sinha obtained his bachelor's degree from the University of California, Los Angeles and his medical degree from Tufts University School of Medicine. He currently practices at 5901 Olympic Blvd., Suite 203, Los Angeles.



Marina Vaysburd, MD

(Hematology/Oncology)

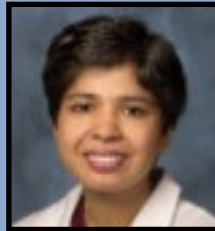
Dr. Vaysburd received her bachelor's and medical degrees from Stanford University. She currently practices at 250 N. Robertson Blvd., Suite 506, Los Angeles.



Lise Schwarz-Lauer, MD

(Endocrinology/Internal Medicine)

Dr. Schwarz-Lauer obtained her bachelor's degree from Stanford University and her medical degree from the University of California, Irvine, College of Medicine. She currently practices at 99 N. La Cienega Blvd., Suite 206, Los Angeles.

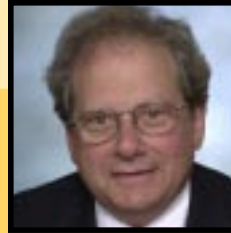


Arika Synghal, MD

(Nephrology/Internal Medicine)

Dr. Synghal completed her bachelor's and medical degrees from the Dayanand Medical College and Hospital in Punjab, India. She currently practices at 8635 W. Third St., Suite 295 West, Los Angeles.

The single most talked about, controversial, confusing and frustrating subject of all women's health issues is undoubtedly hormones. This is especially true regarding hormone replacement therapy (HRT) for menopause. I wish that we had a dime for every conversation our medical group has had with patients in the past year who have called or visited us with concerns and worries as to whether HRT was safe and appropriate for them.



Hormones: It's about the Benefits

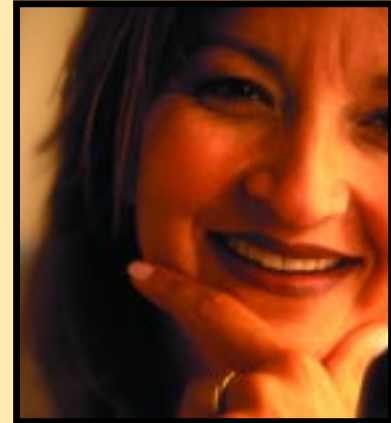
By Norman Schulman, MD

During this past year, the Woman's Health Initiative (WHI) study released a report that I believe caused far more harm than good. The WHI study group decided to prematurely stop the part of its study that provided the hormone replacement product PREMPRO™ to female subjects. They felt that they had documented a clearly negative trend from this medication in less time than the original study plan indicated. When this decision was publicly released, it was greeted with extraordinary interest and media attention. As a result, there followed what can only be fairly described as confusion and wholesale abandonment of HRT. It focused on the risks and created an enormous amount of fear. We believe that this response has been misinformed and unnecessary, and has added immeasurably to the current state of worry and frustration. It is critical to point out that the study group never stopped the part of its research that involved the use of estrogen (in this case, PREMARIN®) by itself. That part of the study continues still. It must be said that the only fair and accurate conclusion to the study results that have been reported thusfar is that no individual should be using the combination hormone product

PREMPRO for the purpose of lessening her risk for strokes, blood clots, heart attacks or breast cancer. Period!

No one ever said that estrogen was perfect. Nothing is perfect or without risks. However, we should not be blind to the overwhelming benefits of HRT just because it has some risks. If you think about it, all medications have potential risks. Even aspirin can be dangerous to some individuals. That does not mean that everyone should stop using aspirin. We need to think about this pragmatically from a risk-benefit perspective.

I would like to share why I am a strong advocate for the consideration of HRT in menopause for most women. Of course, every individual has the option of not taking estrogen. Consideration of the potential risks associated with estrogen is sobering. It demands careful assessment and should be evaluated individually for each woman. There is no doubt that some patients should not take estrogen. However, the potential benefits of HRT can be nothing short of life enabling for some women. During my 29 years of practice, I have seen over and over again the powerful and positive influence that estrogen has had on the lives of many women.



Hormone Replacement Therapy demands careful assessment and should be evaluated individually for each woman.

Indeed, I have seen some individuals suffering to the point where they were totally disabled and immobilized. Bear in mind that this suffering extended well beyond their own lives. Their families, friends and work associates (if they were able to continue working) were also deeply affected by their condition.

What symptoms am I referring to specifically that can play such a dominant role in the quality of patients' lives? Lack of sleep is certainly one often-cited complaint. Patients will state that they are plagued by insomnia. Hot flashes also can be a major disruption at night to the point that it becomes impossible to get any meaningful sleep. As time passes they are exhausted and unable to perform their normal daily routines with any degree of enthusiasm, pleasure or competence. Of course, the hot flashes are not necessarily limited to nighttime hours. It is not uncommon for a patient to complain of feeling helpless and victimized by the sudden onset of these episodic hot flashes, known medically as vaso-motor instability. They report feeling embarrassed, extremely uncomfortable and sometimes unable to continue the task that they were doing when the attack occurred. Mood changes may be the most insidious of life-changing symptoms caused by hormonal deficits. It is not uncommon to hear some patients describe the way they feel as "like being in a fog." They may experience headaches, lassitude, confusion, anxiety, weakness and easy fatigue. Vaginal dryness and pain during sex are also a common complaint. There may be other symptoms unique to some individuals, but the overriding theme relates to quality of life. None of these issues was addressed by the WHI report, and I believe that these are far more important than the exceedingly small increased risk factors identified by this study.

How we live and the quality of our lives deserve at least as much consideration as to how we might die. Some would say – and I count myself among them – the quality of how we live is even more important than the way we die. And I have not even discussed the acknowledged benefits of HRT relating to preventing hip and spine fractures, lowered risk of colon cancer, lowered risk of uterine cancer and better cognition and memory. There are even studies suggesting that women who remain on long-term estrogen therapy have a significantly lower risk of developing Alzheimer's disease.

I understand that there are other medications that can help achieve some of the benefits attributed to estrogen without having the same risks. Moreover, not

all women have symptoms. Those who do would have to take a handful of various medications to address all the benefits that the single hormone possesses, and even then it would not come close to equality. Also we should not lose sight of the fact that each of these substitute drugs may have risks and complication rates all of their own. For example, FOSAMAX® is one of the medications often prescribed for individuals with osteoporosis or significant osteopenia who cannot or will not take estrogen. However, this medication can cause significant esophageal and gastric difficulties for more than just a few patients.

As this newsletter goes to press I have become aware of a new study that is scheduled to be released in the next few months that suggests the quality of postmenopausal life is not improved by hormone therapy. Though I have not read the details of this study (because it has not yet been printed) and cannot comment on any possible flaws in its design, I want to comment on the findings of this study, which identifies the lead investigator as Dr. Jennifer Hayes of Baylor College of Medicine. Simply, I believe that these findings are not universally true and certainly contradict my 29-year experience as a gynecologist. Without getting into the science of study designs and interpretation of results, let me simply point out an obvious inconsistency about the assertion of this study that most individuals will affirm. Most women (and men for that matter) will have no question in their minds that hormones and cycles play a significant role in the lives of menstruating women. This fact alone speaks clearly and universally to the effect and power of hormonal variations. Yes, there are individuals who experience no appreciable change in their lives during menstruation. Similarly, there are women who are not affected by the absence of estrogen during menopause. However, so many women are affected by the hormonal deficits that define the postmenopausal state, and for them the advantage of taking postmenopausal HRT can have a major impact and benefit on their lives. I suggest that while the findings of this study may be true for some individuals, they ignore the majority of postmenopausal women.

Whether HRT is appropriate for any given individual may not be an easy decision to determine. Our doctors believe that it is best for each patient to discuss this subject with her physician in light of her own risk factors, symptoms and desired benefits. We believe that hormone therapy is a valuable weapon in the larger picture of improving the quality of life. It should not be dismissed just because it is not risk free.



Announcing Cosmetic Dermatology at Cedars-Sinai Medical Group

The Cosmetic Dermatology Program at Cedars-Sinai Medical Group offers far more than the usual skin care options, by combining comprehensive medical skin care with doctor-approved rejuvenating treatments and products. The result is a complete skin wellness experience.

Our qualified team of dermatologists, a specially trained nurse practitioner and a licensed medical esthetician uses an integrated approach to skin protection, restoration and beauty enhancement.

Shannon McCoy, Skin Care Specialist, recently joined our practice and is available to help you with all of your skincare needs.

- Complimentary skin care consultations
- Facials and alpha hydroxy acid peels
- Waxing for facial hair removal

Other services from Maryam Ahmadian, FNP, our Nurse Practitioner include:

- Botox
- Collagen
- Glycolic acid peels
- Sclerotherapy for leg veins

For a limited time, schedule an introductory facial at 50% off the regular price. This is limited to one treatment per person (for new clients only).

For more information, call the Cosmetic Dermatology Program at (310) 385-3300, or visit our facility at 200 N. Robertson Blvd., Suite 205.

The practice of sports medicine continues to evolve. New procedures and techniques have changed the practice of orthopaedics. The use of arthroscopy (very small, pencil-thin cameras) and smaller instruments has allowed minimally invasive techniques to sometimes replace more traditional, open surgical procedures.

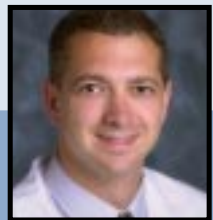
Diagnostic and therapeutic arthroscopy and reconstruction of ligaments and tendons in the shoulder, elbow, knee, ankle and other joints continue to be the hallmark of sports medicine.

Professional, amateur, scholastic and recreational athletes all sustain injuries that are treated by the sports medicine orthopaedist. Injuries caused by repetitive activities can lead to tendonitis and bursitis in various joints that can be treated effectively both in the office and in the operating room.

Nonoperative treatment of injuries (e.g., sprains, bruises, contusions and concussions) and preventive care are important aspects of sports medicine. Proper technique and training, as well as proper diet

Sports Medicine

By David Golden, MD



and exercise, should be part of all comprehensive sports medicine care.

Sports medicine operative treatment is often performed in an outpatient setting. This means quicker recovery and no hospital stays. With smaller incisions, pain is easier to control, and recovery can be hastened.

With recent advances, orthopaedic sports medicine has enabled better care and will continue to provide cutting-edge technology for a wide variety of patients.

For more information or an appointment, please call Dr. David Golden, Orthopaedic Surgery/Sports Medicine, at (310) 854-1971. You can also visit our Department of Reconstructive Surgery at 8635 W. Third St., Suite 990W.

Your Partner in Health

Since 1985, Cedars-Sinai Medical Group has been your Partner in Health, with more than 70 physicians providing primary care and a full array of specialty services, including:

- Cardiology
- Dermatology (medical and cosmetic)
- Endocrinology
- Gastroenterology
- General surgery
- Hand surgery
- Hematology/oncology
- Internal medicine
- Nephrology
- Obstetrics and gynecology
- Optometry, ophthalmology and LASIK vision correction
- Orthopedic Surgery
- Pediatric medicine
- Plastic and reconstructive surgery
- Pulmonary medicine
- Rheumatology
- Sports medicine
- Disease specific programs (See Medical Director's Corner.)

Appointments: Please arrive 15 minutes early to check in. Call your doctor's office if you think you will be late; otherwise, it may be necessary to reschedule your appointment. Please call us 24 hours ahead of time if you need to cancel so we can schedule something more convenient for you. Also, please bring your current medications to every office visit.

Test Results: The time needed to receive lab test results varies depending on the test. During your visit, please ask your doctor how and when you will receive your results.

Prescription Refills: If you need a prescription refill, you will be served most quickly if your pharmacy calls or faxes your doctor's office directly during regular office hours. Please plan for it to take up to two working days for your refill(s) to be authorized.

Referral to a Specialist: Depending on your insurance, you may need a referral from your physician to see a specialist. If so, and your physician decides it is medically necessary, please allow seven to 10 working days for this process.

Insurance: Cedars-Sinai Medical Group accepts most health insurance plans and Medicare. Please check with your doctor's office to see which plan he or she accepts. Please bring your insurance card and co-payment (if required) to every doctor's office appointment.

Learn More about Us: You can learn more about your Cedars-Sinai Medical Group physician, office locations, telephone numbers, services and wellness classes on our website at www.cedars-sinaimedicalgroup.org

For more information about Cedars-Sinai Medical Group, please contact Patient Services, Monday through Friday, from 8:30 a.m. to 5:30 p.m. at (800) 700-6424.



Locations

To meet your needs, we are conveniently located in Beverly Hills and Los Angeles. Please call our offices during our hours of operation to schedule an appointment, Monday through Friday from 9 a.m. to 5 p.m. Urgent care hours are 5 to 9 p.m. Monday through Friday; and 9 a.m. to 1 p.m. Saturday and Sunday.

Beverly Hills

200 N. Robertson Blvd.
Beverly Hills, CA 90211
Pediatrics: (310) 385-3345
Dermatology: (310) 385-3300
Gastroenterology: (310) 385-3618

250 N. Robertson Blvd.
Beverly Hills, CA 90211
Internal Medicine: (310) 385-3334
Vision Center: (310) 385-3540

99 N. La Cienega Blvd.
Beverly Hills, CA 90211
OB/Gyn (310) 385-3380
Internal Medicine: (310) 385-3353
Endocrinology: (310) 385-3228

Los Angeles

5901 W. Olympic Blvd.
Los Angeles, CA 90036
(323) 965-4700

8635 West Third St.
Los Angeles, CA 90048
(310) 659-4320
Reconstructive Surgery:
(310) 854-1971
Nephrology/Internal Medicine:
(310) 659-4320
General Surgery: (310) 423-0289

Quality

Continued from page 1

dietitians who work closely with your personal physician to provide extensive education, help manage your medication needs and monitor your progress. We currently have programs for asthma, diabetes, hypertension, cardiovascular risk reduction, congestive heart failure, anticoagulation, hepatitis, smoking cessation, travel consultation and immunization service. Your physician will provide you with a referral if these programs meet your health needs. If you have any questions or need more information, please consult your physician.

We understand that personal healthcare costs are rising. Cedars-Sinai Medical Group is constantly striving to provide you with accountable quality healthcare in a cost-effective environment.



Steven C. Deutsch, MD FACP
Medical Director

Continuous Quality Improvement

Voice of the Customer Program WE CARE

At CSMG, we have a Voice of the Customer Program that allows you, our customer and patient, to provide us with feedback about the quality of care and services you have received. Your questions and concerns are important to us, and we want to hear from you, so please call our Patient Services Department at (800) 700-6424. If you have any billing questions, please call (800) 284-5553.



250 N. Robertson Blvd.
Beverly Hills, Ca 90211

Non-Profit
Organization
U.S. Postage
PAID
Permit 22328
Los Angeles, CA