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Incontinence, a Sensitive Topic for Women That Deserves Discussion

**One health issue that brings with it a multitude of misinformation is urinary incontinence, and that, combined with the fact that it can be a sensitive topic, keeps women from getting help early.**

Cedars-Sinai Medical Group urologists Karyn Eilber, MD, and Jennifer Anger, MD, want to set the record straight and encourage women—who represent a significant percentage of urology patients—to get treatment for bladder control issues, stop suffering and get back to the activities they love.

**MYTH:** Incontinence is a normal part of aging, and you just have to put up with it.

**TRUTH:** Incontinence is a common problem, but it is not normal and women should not just put up with it. It is not life threatening and its treatment is a quality of life issue. If a symptom is bothersome, you should seek treatment.

It is also not just a problem that comes with age, although the number of women impacted increases with age. According to the National Association for Continence, stress incontinence (losing urine without meaning to during physical activity) affects an estimated 15 million adult women in the United States.

continued on page 3
Choose Antibiotics Wisely When Treating Sinus Infection

Antibiotic use for sinus infections is quite common. According to one survey, 83 percent of acute sinus infections are treated with antibiotics. Many unnecessarily, according to the “Choosing Wisely” campaign. This collaborative effort of the American Board of Internal Medicine Foundation, over 20 medical societies and Consumer Reports®, cautions patients and physicians about the overuse and potential harm associated with over 100 commonly ordered tests, procedures and medication therapies.

“While antibiotics are an excellent treatment for bacterial infection, they are not a cure-all,” explains Howard Wynne, MD, Cedars-Sinai Medical Group Medical Director. “They do nothing to fight viruses, and sinusitis usually stems from a viral infection. So, the treatment is often ineffective.”

What’s the harm in using the antibiotic regardless? It can hurt your health and your pocketbook. All medications have potential side effects, so there is an immediate health risk. More important, however, is the long-term risk. Overuse of antibiotics is a leading cause of the growth of antibiotic-resistant bacteria, according to Choosing Wisely. Antibiotics must be used sparingly and appropriately so they will be effective when most needed.

“Since three to five percent of sinus infections are bacterial, certainly there are times when antibiotic use is warranted,” Dr. Wynne says. “In most cases, though, there’s no magic cure, although there are things you can do to make yourself more comfortable in the interim. The best advice is to discuss your unique situation with your physician.”

For additional consumer information about the Choosing Wisely campaign, go online to Consumer Reports at consumerreports.org.

Your Growing Network of Physicians for Seamlessly Integrated Care

When our patients visit Cedars-Sinai Medical Group, you get just a glimpse of the family of caregivers who are the foundation for the quality care you receive. From its origins 28 years ago, Cedars-Sinai Medical Group has grown and continues to expand to meet the needs of the more than 100,000 patients we serve, including the 1,400 newborns our physicians delivered in 2012.

Our Medical Group offices are conveniently located in eight buildings across Beverly Hills and Los Angeles. They provide a home for our primary care physicians who provide internal medicine, pediatrics, obstetrics/gynecology and geriatrics care, as well as for the rest of our physicians who represent 25 medical specialties and subspecialties. Our 125-plus providers, many of whom are pictured left, work together in an integrated organization, offering you a comprehensive care network and seamless transition of care. See page 7 for a complete list of offices, programs and specialties, as well as contact information.
Do You Know…

“Who will speak for you if you can’t speak for yourself? Who will decide for you if you cannot?”

On National Healthcare Decisions Day, April 16, 2013, Americans were encouraged to prepare for the unanticipated. It’s a good reminder to talk with the person you trust to make your health care treatment decisions when you are unable, tell them your wishes and formalize their decision-maker role by finalizing your advance directive. Visit www.nhdd.org for additional information.

Medical Group Offers No-Cost Resources for Advance Care Planning

Rita Hand, NP, a board-certified nurse practitioner specializing in gerontology (pictured right), is one of the experts in the Cedars-Sinai Medical Network who patients can call upon to establish their advance directives.

These Clinical Care Champions can help guide you, your loved ones and caregivers to understand and clarify what treatments you want if the unexpected occurs. They are available to meet with patients and families one-on-one or in a classroom setting, to listen, answer questions in-depth and guide you toward establishing decisions that are right for you.

Advance health care planning classes, led by Hand and Rab Razzak, MD, meet on the second Tuesday of each month, from 10 a.m. to 12 p.m. at 8501 Wilshire Boulevard, Suite 130, in Beverly Hills. There is no cost for the classes.

To reach a Care Champion or to sign up for a class, please call the Medical Group's Patient Services representatives at (800) 700-6424.

Live Life to the Fullest But Be Prepared for the Unexpected

Continued from page 1

Rab Razzak, MD, a founding member of the Medical Network’s Supportive Care Services team, worked one-on-one with Barbara to help her address some tough questions, like “What makes life worth living to you? Do you want your doctor to use medical technology to prolong your life? What if there is little or no hope of recovery? Who do you want to make your health care decisions if you cannot?”

“I don’t believe in prolonging life if there is nothing to prolong,” Barbara explains. “Dr. Razzak was so nice and helpful. I’m glad I could make those decisions myself and that my sister will know what I want if it ever comes to that.”

Barbara’s sister and her doctors now know her wishes and are prepared. Talking with them about her preferences and making sure they were documented was a key step in the process.

“I told Barbara I think of my advance directive as a kind of insurance,” Dr. Razzak says. “It’s something you can do now to protect your quality of life in the future. It also protects those close to you from the emotional burden of having to make difficult health care decisions for you without knowing your wishes. It’s something everyone should do. The sooner the better.”

Talk With Your Doctor About Advance Directives

Your doctor may talk with you about advance care planning on your next visit. Be sure to ask for a copy of Cedars-Sinai’s booklet on the topic, which will provide you and your loved ones with information to help you in considering your options. The booklet is also available online at cedars-sinai.edu.
Chief Medical Officer Balances Passions for Medicine and Photography

Stephen Deutsch, MD, is a seasoned and accomplished internal medicine physician. He is a founding member of the Medical Group of Beverly Hills, now known as Cedars-Sinai Medical Group, and currently serves as the Medical Network’s chief medical officer.

Patients who visit Dr. Deutsch’s office experience his passion for healing, but they are also able to enjoy his other love, photography. The walls of Dr. Deutsch’s office are boldly adorned with the brilliant colors of fall in New England, spring in Washington state and the beauty of nature and man throughout the world.

“It’s a conversation starter with my patients, and it allows me to relate with them on a personal as well as professional basis,” he explains. “That close physician/patient bond is extremely important to providing good medical care.”

So how many photos are there? Too many to count, he says. Dr. Deutsch has traveled throughout the U.S., Europe, Asia and Africa. From his adventures he has captured a treasure trove of beauty and a journey he happily shares with others, from prints on the wall in his office, to an annual photo calendar, to an ever-evolving slide show on-screen in the patients’ waiting room. “Patients tell me that while sitting in the waiting room, sometimes very anxious, the pictures have a calming effect,” he says. “Others just enjoy seeing what’s new.”

A Cardiologist Who Practices What He Preaches

Ilan Kedan, MD, a Medical Group cardiologist, encourages his patients to exercise for a healthy heart, but few of them take that advice as far as he does himself. Every morning before work, Dr. Kedan is out cycling through the Hollywood Hills, the hard way—one wheel. And then he walks to work.

A former runner, Dr. Kedan took up unicycling as an alternative about five years ago when injuries sidelined him. It took him about 10 hours of devoted practice to get comfortable with the necessary skills and balance, but he says it was well worth the effort.

“Unicycling is a terrific substitute for running and other forms of exercise,” he explains. “You exercise every muscle in your body. It’s low impact and high intensity, so you don’t have to ride as far or as long to get the same benefit as riding a bicycle.”

Regardless of your activity of choice, Dr. Kedan recommends that his patients follow his lead and get moving to stay heart-healthy and in shape. National Bike to Work Day might be a good place to get started.

Exercise Your Way to Good Health
National Bike to Work Day
Friday, May 17, 2013

Did You Know...
Moving Around Affects More Than Your Weight

A study of over 63,000 Australian men indicates that physical activity is important to more than weight control. Sitting regularly for long periods brings with it greater risk for chronic conditions like cancer, diabetes and heart disease. While many people have jobs that require sitting for long periods, it’s important to take regular breaks and move around as much as possible.
When a patient contacts Cedars-Sinai Medical Group with a comment or concern of any kind, he or she expects to receive answers and prompt action. That’s what the Voice of the Customer program was established to achieve, and that priority comes right from the top.

“Nothing is more important to our ability to meet our patients’ needs and improve our care and services than listening to what they have to tell us,” says Cedars-Sinai Medical Network Chief Executive Officer Tom Gordon. “We have a well-trained and dedicated team available to answer questions, ensure follow-up and resolve issues.”

The Customer’s Direct Link to Issue Resolution

The Patient Services team includes six representatives whose jobs are dedicated to answering calls and letters that come into the Medical Group. They have a broad base of knowledge about operations and processes and can answer many inquiries quickly, efficiently and accurately. They also know who to talk with when they themselves don’t have the answer.

Although they don’t attempt to resolve billing or medical concerns, representatives ensure the callers get to someone who can help, explains Yolie Grado, Patient Services Department manager. “Our team will follow up and call back, acting as the liaison and keeping the customer in the loop throughout the process,” says Grado.

Investigation Begins Immediately for Issues Raised

Any bigger issues that are received are documented and forwarded to Quality Management, where a further review begins immediately in order to resolve the concerns of the patient.

“Our Voice of the Customer program involves representatives from the medical staff and all health care departments,” explains Anita Gattenuo, manager, Quality Management.

“Regardless of the issue, our goal is to find an acceptable resolution for our customer and to use the feedback to improve our processes and protocols for all. Customer satisfaction is our number one priority.”

Open Communication Fosters Patient Satisfaction

Cedars-Sinai Medical Group is ranked as a top performer in the state for patient satisfaction and excellence. The Voice of the Customer program likely has a great deal to do with that. “We encourage our patients to call us immediately when they have a concern,” Gordon concludes. “We care and we want to hear about it.”

“Our team will follow up and call back, acting as the liaison and keeping the customer in the loop throughout the process.”

Meet Our New Clinical Pharmacists

**Tania H. Gregorian, RPh, PharmD**
Clinical Pharmacist

The potential to directly improve patient care by optimizing medication use is what led Tania Gregorian to pursue a career in clinical pharmacy. “I love teaching and working directly with patients,” she says. “My goal for my patients is to help them understand more about their medications.”

**Location:** 250 N. Robertson Blvd., Suite 601
Beverly Hills, CA 90211
(310) 385-3534

**Credentials:** Registered Pharmacist

**Medical Education:**
Doctor of Pharmacy and Residency in Community Pharmacy Practice, University of Southern California School of Pharmacy Los Angeles, California

**Tasneem Vazifdar, RPh, PharmD**
Clinical Pharmacist

“If I wasn’t a pharmacist, I would have been a teacher,” Tasneem Vazifdar explains. She enjoys helping patients help themselves, explaining concepts so they can do well with their medications and their health issues when they leave the office. “I see patients as students of their own health.”

**Location:** 250 N. Robertson Blvd., Suite 601
Beverly Hills, CA 90211
(310) 385-3534

**Credentials:** Registered Pharmacist

**Medical Education:**
Doctor of Pharmacy, Pharmacy Practice Residency and Community Pharmacy Residency University of Southern California School of Pharmacy Los Angeles, California
Meet Our New Physicians

Ehsan Ali, MD
Internal Medicine

Dr. Ali knew from a young age he wanted to be a physician. “I thought doctors could help solve everything, and I wanted to be that person,” he says. As a doctor, he does his best to find solutions, and he treats his patients the way he would want to be treated—offering a friendly smile and listening closely and compassionately.

Location: 8501 Wilshire Blvd., Suite 220
Beverly Hills, CA 90211
(310) 248-7120

Medical Degree: University of Karachi/Ibaqi Medical College, Karachi, Pakistan

Yalda Azarmehr, MD
Internal Medicine

“In medicine you have to love what you do,” Dr. Azarmehr says. “I can’t see myself doing anything else.” She believes it’s crucial to take the time to listen to her patients and get to know them. “Then I can individualize their care and make sure they’re getting what they need—the best care possible.”

Location: 250 N. Robertson Blvd., Suite 601
Beverly Hills, CA 90211
(310) 385-3534

Medical Degree: University of California, Los Angeles

Elizabeth Kim, MD
Plastic and Reconstructive Surgery

Plastic and reconstructive surgery is a field where you can make a visible difference in a patient’s quality of life, and that’s what Dr. Kim finds so rewarding about her work. “Whether I see a patient for breast or ear reconstruction or one with cosmetic concerns about aging, I can positively impact that patient’s life,” Dr. Kim explains.

Location: 250 N. Robertson Blvd., Suite 506
Beverly Hills, CA 90211
(310) 385-6090

Medical Degree: Perelman School of Medicine, University of Pennsylvania, Philadelphia

Stephanie Koven, MD
Internal Medicine

It was the continuity of care, getting to know patients well over time, that drew Dr. Koven to internal medicine. “Being that person my patients can call upon means a lot to me,” she comments. “But it’s also knowing our patients have our whole team to support them. Nobody gets lost in the shuffle.”

Location: 8635 W. Third Street, Suite 295W
Los Angeles, CA 90048
(310) 967-8444

Medical Degree: University of California, Los Angeles School of Medicine

Ryan DellaMaggiora, MD
Orthopedic Surgery

Dr. DellaMaggiora is dedicated to sharing his expertise with all those in need. In his relatively short time with Cedars-Sinai Medical Group, Dr. DellaMaggiora’s warmth and patient friendly approach has helped him build a loyal team and a quickly growing loyalty among his patients.

Location: 8635 West Third Street, Suite 990W
Los Angeles, CA 90048
(310) 423-5900

Medical Degree: Keck School of Medicine, University of Southern California, Los Angeles

In the Spotlight

Cedars-Sinai Health System President’s Award Winner

Traci Carter
Health Information Supervisor

It’s smiles all around when Traci Carter is in the Health Information office. Her positive attitude and attention to detail help keep her colleagues focused on what’s important in their work—the patient. Although she and her staff never interact with patients directly, the work they do is very important to the quality of the health care the patients receive.

Traci and her staff handle coordination of the Medical Group’s medical records, a task that has been especially demanding over the past three years since launch of Cedars-Sinai’s electronic medical records system. All of the paper records had to be scanned into the electronic files—over one million of them, in fact. That takes an organized approach, tenacity and teamwork, all of which Traci manages.

“Every member of our team gives their all to ensure patient records are accurate and inclusive of all reports, from inside and outside sources,” Traci explains. “We’re like a family here. We look out for one another and help each other to achieve our overall goals and protect our patients.”

Traci knows well the need for that camaraderie. She has worked at the Medical Group since 1999, beginning as a patient services representative and moving up the ranks to her current position in 2004. She continues to be a standout, receiving the Cedars-Sinai President’s award this year, the highest honor afforded to an employee.

Outside the office, Traci gives life an equal serving of exuberance. She is an avid gardener and actively involved mother of two sons. Currently, her organizational skills are focused on planning her wedding.”

Did You Know…

You Can Make Medical Visits More Productive

To make the most of your visit with your doctor, be sure to accurately update family medical history, create a list of symptoms and prepare any questions ahead of time. Important topics may include changes in sleeping or eating habits and things such as stress management.
Since our inception in 1985, Cedars-Sinai Medical Group has focused on providing a full range of quality health care and disease prevention services for the entire family.

As a patient in our medical network, you benefit from convenient access to over 100 primary and specialty care physicians and seamless coordination of your care between them. While each doctor manages particular aspects of your care, they all work together as a team to deliver a comprehensive treatment plan.

The physicians and staff of Cedars-Sinai Medical Group are your partners in quality health care. We are part of the nationally renowned Cedars-Sinai Health System, so should them. While each doctor manages particular aspects of your physicians and seamless coordination of your care between them, they all work together as a team to deliver a comprehensive treatment plan.

You need to be hospitalized, you have access to Cedars-Sinai Medical Center which is consistently recognized as one of the finest hospitals in the country.

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**Cedars-Sinai Medical Group:**
**One Network for All Your Health Care Needs**

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**Office Locations**

**Conveniently Located to Serve Your Needs**

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**Phone Directory**

**Patient & Provider Services**
Monday–Friday, 8:00 a.m.–5:30 p.m.
(800) 700-6424

**Urgent Care**
8501 Wilshire Blvd., Suite 150
Beverly Hills, CA 90211
Monday–Friday, 12:00 p.m.–9:00 p.m., Saturday–Sunday, 9:00 a.m.–6:00 p.m.
(310) 248-7000

**General Information**
www.cedars-sinai.edu/medicalgroup

**Medical Specialties**
Cardiology
(800) 700-6424
(310) 385-3300

Dermatology
(800) 700-6424
(310) 385-3300

Endocrinology
(800) 700-6424
(310) 248-8200

Gastroenterology
(800) 700-6424
(310) 423-5900

General Surgery
(800) 700-6424
(310) 423-8661

Hand Surgery
(800) 700-6424
(310) 423-8661

Hematology/Oncology
(800) 700-6424
(310) 423-8661

Internal Medicine
(800) 700-6424
(310) 423-8661

Nephrology
(800) 700-6424
(310) 385-6016

Neurology
(800) 700-6424
(310) 385-3380

Obstetrics and Gynecology
(800) 700-6424
(310) 385-3450

Optometry, Ophthalmology and LASIK Vision Correction
(800) 700-6424
(310) 423-1220

Orthopaedic Surgery
(800) 700-6424
(310) 423-1220

Otolaryngology
(800) 700-6424
(310) 423-1220

Pediatric Medicine
(800) 700-6424
(310) 423-1220

Pediatric Orthopaedic Surgery
(800) 700-6424
(310) 423-1220

Plastic and Reconstructive Surgery
(800) 700-6424
(310) 423-1220

Pulmonology
(800) 700-6424
(310) 385-3298

Rheumatology
(800) 700-6424
(310) 385-3298

Urology
(800) 700-6424
(310) 385-3298

**Programs**

Advance Care Planning
(800) 700-6424
(310) 385-3300

Case Management
(800) 700-6424
(310) 385-3300

Cosmetic Dermatology
(800) 700-6424
(310) 385-3304

option 3

**Injection Center**
(800) 700-6424
(310) 385-3304

**Executive Health**
(800) 700-6424
(310) 385-3304

**Nutrition Services**
(800) 700-6424
(310) 385-3304

**Travel Medicine**
(800) 700-6424
(310) 385-3304

**Vision Center**
(800) 700-6424
(310) 385-3304

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**Same-Day Care for Your Urgent Needs**

Cedars-Sinai Medical Network Urgent Care is designed to help you meet your unexpected medical needs when your primary care doctor or pediatrician is not available. Urgent care’s internal medicine and family practice physicians, pediatricians and urgent care-trained physician assistants are members of the Cedars-Sinai Medical Group and provide the same standard of excellence in patient care to diagnose and treat your flu, cold, fever or any illness that needs immediate attention.

Same-day and after-hours care are available at urgent care, in Suite 150 at 8501 Wilshire Boulevard in Beverly Hills, Monday through Friday, 12 to 9 p.m. and Saturday through Sunday, 9 a.m. to 6 p.m. Of course, if you have a serious health problem, call 911 or go to the Cedars-Sinai Medical Center Emergency Department.

**Voice of the Customer Program: WE CARE**

Our goal is to provide you with high-quality medical care, excellent customer service and a strong mix of programs and services responsive to your needs. Our team of physicians, caregivers and support staff are all focused on serving you.

In order to achieve our quality care and service goals, we need to hear from you. Your concerns, suggestions and general feedback about the quality of care and services you receive will help to make us even better at what we do.

Should you have any issues at any time, our care team meets bi-weekly to investigate and resolve your concerns and to fine-tune our policies and procedures to better serve you.

Please call our Patient Services Department at (800) 700-6424 Monday through Friday, 8:00 a.m. to 5:30 p.m., with any issues you may wish to discuss.

**Learn More about Us**

At Cedars-Sinai Medical Group, your good health is our first priority. We view ourselves as your partner, there to support you in your wellness and preventive efforts, as well as to treat and care for you when illness or injury occurs.

To learn more about any of our Cedars-Sinai Medical Group physicians, specialty services, wellness classes, physician office locations and phone numbers, please visit our website at www.cedars-sinai.edu/medicalgroup. Or, call our Patient Services Department at (800) 700-6424, Monday through Friday from 8:00 a.m. to 5:30 p.m.
What’s in Store…
In this issue of Well-Being, get the latest from your partners in good health.

Fiction to Fact
Debunking the myths surrounding female urinary incontinence.
See page 1

Directing the Decisions
Be ready for the unpredictable by preparing an advance directive.
See page 1

Antibiotics Can Aggravate
When treating sinus infections, antibiotics are not the cure-all and overuse has long-term risk.
See page 2

Listen and Learn
Cedars-Sinai Patient Services representatives are trained to listen and help.
See page 5

Beware of Grapefruit
While it is packed with vitamin C and tastes great, grapefruit is known to interfere with the absorption and potency of over 50 prescription and over-the-counter medications. Seville oranges and tangelos may have the same impact. Be sure to fully read the information sheet that comes with your medication and discuss with your physician or pharmacist.

Watchful Waiting for Earaches
The American Academy of Pediatrics released new guidelines for managing the most common bacterial illness in children, painful middle-ear infections. They recommend antibiotics only if the infection is severe (a temperature of 102.2 degrees or higher, or severe pain), a ruptured eardrum with drainage, or infections in both ears in babies under age 2. For others, they recommend “watchful waiting.”

Not All Hand Sanitizers Help
Although many hand sanitizers claim to kill bacteria, some are not effective in protecting against cold and flu germs. Look for an alcohol-based hand sanitizer with 60 percent concentration, which is very effective in killing a range of bacteria and viruses on the hands.

Coconut Water or Sports Drinks?
There is a lot of hype about coconut water being better than its counterparts as a sports drink, but new research says there is little difference. Recent studies looking at young male runners show coconut water to be as effective as traditional sports drinks and bottled water for a typical, recreational workout, but not better.

Again With the Chocolate?
Chocolate has dentists on its side now. Turns out its polyphenols and flavanols (antioxidants) actually prevent staches and sugar in the chocolate from turning into acids that decay teeth—especially dark chocolate. And, the cocoa butter coats teeth and prevents plaque from sticking to them. Of course, the calories are still an issue.

Read to Ease Depression
If you suffer from depression, reading may provide some relief, according to a new study. While depression and its management should always be discussed with your physician, the study suggests that reading self-help books may be useful as a low-intervention, first-step treatment option.

An Itchy Eye on Spring
With spring allergy season comes the return of bothersome symptoms, including red, itchy, watery eyes. When outdoors, wear a wide-brimmed hat and sunglasses to prevent pollen from blowing in your eyes, and use eye drops when you come back indoors. If symptoms are particularly bad, talk with your physician about medication options.

Defeat Diabetes
About eight percent of Americans have type 2 diabetes. To reduce your risk for the disease, monitor your glucose intake, says a new study. It’s very easy to exceed the recommended daily sugar intake by eating processed and high-glycemic foods. Opt for more fish, meat, high-fiber fruits and vegetables, nuts, cheeses and other dairy products, brown rice and other unrefined grains.