

SANTA CLARA COUNTY IPA ANNOUNCES FORMATION OF PACIFIC PARTNERS MEDICAL GROUP, INC.

FOSTER CITY, CA. May 23, 2012 -- The Individual Practice Association Medical Group of Santa Clara County, Inc., (SCCIPA) today announced the formation of Pacific Partners Medical Group, Inc., (PPMG). The new corporation will serve as one of the principal medical entities providing comprehensive primary care and specialist services in Santa Clara County and surrounding areas.

“PPMG was created to positively impact and support our community physicians,” says SCCIPA President J. Kersten Kraft, MD. “Our goal is to offer an integrated group practice model for physicians who prefer to be employed, as well as continue to help independent practices maintain autonomy and financial stability.”

With the healthcare industry adopting models such as the patient-centered medical home, community physicians increasingly serve as a vital hub in care delivery and patient engagement, he points out. To optimize success, private practices require well-integrated management and technology frameworks.

PPMG will operate like a clinic without walls, linking physicians electronically to their patients, community hospitals, laboratory, diagnostic imaging facilities and other ancillary providers. PPMG will also provide services including:

- Succession planning, physician recruitment, relocation assistance and practice expansion;
- Asset purchases;
- Competitive salary, benefits and reimbursement models;
- Fully integrated health information exchange (HIE);
- Practice management services such as billing and collections, staffing/employee leasing, electronic medical records, financial services, 24/7 nurse advice line, website services, credentialing, online appointment scheduling, practice marketing and office face lifts.

About SCCIPA:

With its roots in the heart of the Silicon Valley, SCCIPA integrates a network of more than 800 physicians and 10 hospitals throughout Santa Clara County. SCCIPA currently cares for more than 75,000 HMO, PPO and ACO health plan members who can choose from an extensive network of 284 primary care physicians (family medicine, internal medicine and pediatrics) and 550 specialists.