

WHY YOU NEED PRIVATE HEALTH



PRIVATE HEALTH

Most people – especially people of affluence and influence – believe that their wealth and personal relationships will enable them to get the best healthcare when they need it.

Unfortunately, most people are wrong.

While the US health care system is *capable* of providing the best care in the world, it requires more than money and connections to get it.

It requires Private Health.

THE NEW EPIDEMIC: MEDICAL ERRORS.

The Institute of Medicine and other researchers report that approximately 225,000 people die each year from medical errors and the care they received. That is the equivalent of a fully loaded 747 jumbo jet plummeting to earth every single day of the year.

In fact, if the Center for Disease Control's annual list of leading causes of death included medical errors, it would rank ahead of breast cancer, automobile accidents, AIDS, diabetes, pneumonia, Alzheimer's and kidney disease.

Fact: Six to 25 percent of all x-rays and MRI, CT, and other scans are read incorrectly. Similarly, a large percentage of pathology studies are read incorrectly as well.

Fact: When former President Clinton needed heart surgery, he was operated on by a surgeon with a below-average record. The former President experienced rare post-surgical complications. Who recommended that surgeon? Why? Couldn't one of the most famous and best-connected people in the world have done better?

Fact: Reports prepared by the RAND Corporation reveal that on average people get about half the care they need and that 10 percent to 30 percent of major procedures are unnecessary, and in many cases, counterproductive.



PRIMARY CARE PHYSICIANS ARE UNDER SIEGE.

Primary care physicians usually serve more than 2,000 patients. They often make hospital rounds before coming to the office where they typically are able to devote only *12 minutes* to each patient. They try their best to keep up with the torrent of biomedical research, advanced treatment protocols and pharmaceutical breakthroughs that are literally reported daily while they're grabbing a sandwich at their desk. Many work six days a week; some seven. It's no secret that the reimbursement system has them all on a financial treadmill. And the recently enacted reform legislation will only make matters worse.

HOW DOES THIS AFFECT YOU?

In a best case scenario, not at all. Because “best case” means that you're perfectly healthy. But what if you're not? Or, what if you think you are healthy but there are undetected errors in interpreting your tests and scans?

What if you suffer from high blood pressure? Or heart disease? Or diabetes? Or worse, what if you are diagnosed with cancer? Or Parkinson's Disease? What if the diagnosis is inconclusive? What if you suffer a serious injury or contract a debilitating chronic condition?

Will your primary care physician double-check the results of your scans? Will your pathology reports be verified? Who will he or she ask to confirm your diagnosis? Will your physician be able to take the time to identify the specialist who is *absolutely right* for your specific medical issue? There are 130 different medical specialties and subspecialties. How can you be sure you'll be treated within the proper subspecialty, much less the best expert in that field? Will your physician reach beyond his or her local network to find the best experts for you? If multiple specialists become involved, who will coordinate their efforts?

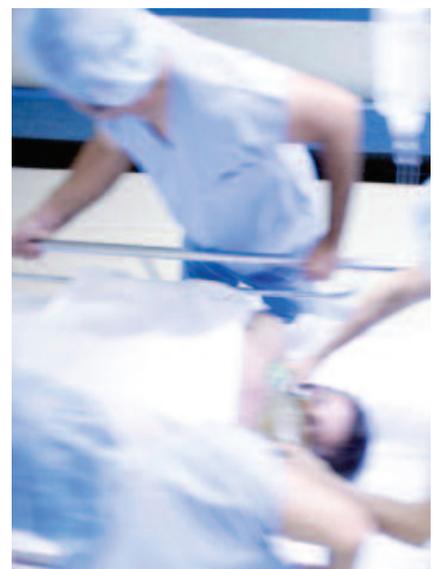
Reality: The current structure of the health care system makes it virtually impossible for even the finest, most caring and dedicated primary care physician to focus that much attention on a single patient. Errors become inevitable. Excellence is trumped by compromise. And in all too many cases the consequences are irreversible.

WHEN YOUR HEALTH AND QUALITY OF LIFE ARE AT STAKE, THERE CAN BE NO COMPROMISE.

Private Health has developed a “care without compromise” solution to close the quality gap in the healthcare system.

We do what your primary care physician *can't* do. We provide each patient with a dedicated physician-led Personal Care Team that is not encumbered by financial or time limitations. Our focus is *excellence of care*: an unprecedented attention to detail, clinical expertise and timely access to the best specialists to guarantee that you'll get the very best care available.

Please see rear panel for information on Private Health's Service Options.



PRIVATE HEALTH SERVICE OPTIONS

Private Health Immediate Need Service. We serve patients (and their families) who have been diagnosed with a serious illness, experienced a significant accident, or suffer from a condition that “nobody seems able to correct.” We identify and provide access to the world-class specialist (or specialists) most appropriate to the needs of the patient. In addition, we engage in our cases from a clinical standpoint, bringing our own in-house resources and the brainpower of the specialists on our Expert Advisory Board to the benefit of the patient. We also provide the crucial coordinating element to ensure the clinical team is working productively, putting the patient’s interest first.

Private Health Clinical Response Service. A customized program for businesses that recognize that it is their best interest to assist their employees in obtaining the very best health care. We obtain priority access to best-in-class specialists and provide comprehensive clinical coordination as well as logistical support to assist the employees’ family.

Private Health Membership Service. A way for individuals to ensure that when and if the “inevitable” strikes that they will be able to *instantly* engage Private Health’s resources to get “uncompromised care.” As is the case with our Clinical Response program for business, when called upon Private Health will stay on the case to provide coordination and logistical support.

Private Health Full Comprehensive Care. Offered to patients located in the New York and Los Angeles areas. Patients receive an extraordinary level of intense, personal care from our own cadre of world-class primary care physicians, each of whom serves fewer than 150 patients and is backed by a unique clinical and logistical support team.

NO OTHER HEALTHCARE ORGANIZATION IN THE WORLD
PROVIDES THIS LEVEL OF INDIVIDUALIZED ATTENTION
TO PATIENTS AND THEIR FAMILIES.



PRIVATE HEALTH

CARE WITHOUT COMPROMISE

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