



PRIVATE HEALTH
CARE WITHOUT COMPROMISE

CARE COMMUNIQUÉ

HOW HEALTHCARE REFORM WILL AFFECT HIGH NET WORTH FAMILIES

As the national debate on healthcare reform rages on, one demographic has been notably absent from the discussion: high net worth individuals.

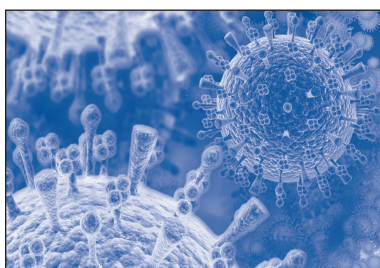
Other than proposals to tax so-called “Cadillac” healthcare insurance plans, the effect of health reform on wealthy families has been almost totally ignored by the national media. They assume – wrongly – that wealthy individuals are immune from the issues that are driving the debate.

Leslie Michelson, Chairman and CEO of Private Health Management, has been addressing this issue in a series of recent presentations to family office executives and wealth managers across the U.S. He has pointed out the fallacy of that thinking. *See Reform Page 3*



IS IT H1N1? OR JUST A COLD?

There is no doubt that we all need to be concerned about the H1N1 (“Swine”) flu. The news accounts of the spread of the virus – and particularly, the effect it’s



had on children – are omni-present.

But how do you know if you, or a loved one, has the flu... or just a case of

the common cold?

The checklist on the next page is designed to help you sort that question out. But it’s always better to be safe than sorry. If in doubt, contact your physician immediately. Or, if necessary, visit the Emergency Room at your local hospital. If you are a Private Health patient, please contact your Personal Care Team to arrange to receive the H1N1 and seasonal flu vaccines.

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*H1N1 Cont'd*

SYMPTOM	COLD	H1N1 FLU
Fever	Fever is rare with a cold.	Fever is usually present with the flu in up to 80% of all flu cases. A temperature of 100°F or higher for 3 to 4 days is associated with the flu.
Coughing	A hacking, productive (mucus-producing) cough is often present with a cold.	A non-productive (non-mucus producing) cough is usually present with the flu (sometimes referred to as dry cough).
Aches	Slight body aches and pains can be part of a cold.	Severe aches and pains are common with the flu.
Stuffy Nose	Stuffy nose is commonly present with a cold and typically resolves spontaneously within a week.	Stuffy nose is not commonly present with the flu.
Chills	Chills are uncommon with a cold.	60% of people who have the flu experience chills.
Tiredness	Tiredness is fairly mild with a cold.	Tiredness is moderate to severe with the flu.
Sneezing	Sneezing is commonly present with a cold.	Sneezing is not common with the flu.
Sudden Symptoms	Cold symptoms tend to develop over a few days.	The flu has a rapid onset within 3-6 hours. The flu hits hard and includes sudden symptoms like high fever, aches and pains.
Headache	A headache is fairly uncommon with a cold.	A headache is very common with the flu, present in 80% of flu cases.
Sore Throat	Sore throat is commonly present with a cold.	Sore throat is not commonly present with the flu.
Chest Discomfort	Chest discomfort is mild to moderate with a cold.	Chest discomfort is often severe with the flu.

PHYSICIAN PROFILE: HARLEY LIKER, MD, MBA

Private Health is committed to providing our patients with priority access to the finest physicians in the

world. Dr. Harley Liker, Private Health's co-founder and Chief Medical Officer, was instrumental in developing the proprietary system we use to identify "best-of-best" practitioners and leads our Expert Advisory Board in helping

diagnose and develop Clinical Management Plans for all our patients.

Dr. Liker is an Assistant Clinical Professor of Medicine at the David Geffen School of Medicine at UCLA, serves as Chairman of the UCLA Utilization Review Committee, and is a member of the UCLA Medical Centers Policy Improvement Committee, the UCLA Medical Groups Quality Assurance-Wellness Committee, as well as the Peer Review Committee. He was chosen by *Los Angeles Magazine* as one of the best doctors in Los Angeles and by

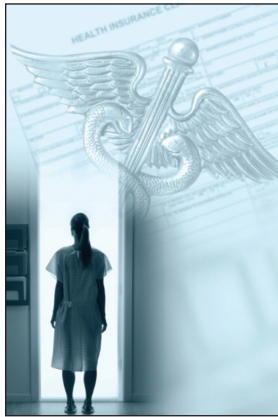
See Liker Page 4



*Reform Contin'd***Reform will affect everybody.**

The simple fact is that an already overburdened system will have to absorb 30 to 40 million new patients – families that are currently uninsured – at the worst possible time.

Sixty-seven percent of urban Emergency Rooms were “on diversion” (meaning they had to decline patients, sending them to a more distant facility) at some point last year. And hospitals are already running at more than 90 percent occupancy.



It's very likely that your personal physician will feel added pressure as well. Most big-city primary care physicians manage 2,000 to 4,000 patients, seeing 25 to 40 individuals each day. Add

another hundred or two hundred new patients to that load and those long waits in the waiting room are inevitably going to get longer. And the time your physician can afford to spend with you will very likely shrink.

This problem will be exacerbated as aging Baby Boomers face increased health challenges at the same time that Baby Boomer physicians are retiring in ever greater numbers. The harsh reality is that there is

going to be a huge “physician gap” in this country. High net worth families will not be immune to these problems unless they avail themselves of specialized healthcare services such as Private Health's “Comprehensive Care” or “Health Enrichment” programs.

Private Health provides each of its patients with a physician-led Personal Care Team, available 24/7/365, to manage all aspects of their healthcare needs including identifying and gaining access to top specialists and coordinating all care givers.

According to Mr. Michelson, avoiding illness by following a healthy lifestyle will be more important than ever, particularly during the next few years as the healthcare system will be stressed absorbing millions of new patients. Private Health's physicians say that the four most important lifestyle factors are tobacco use (don't smoke!), maintaining ideal weight (body mass index of 20 to 25), being physically active (3+ hours of exercise per week) and following a healthy diet that includes lots of fruits, vegetables, whole grains and little red meat. (See Mediterranean Diet, below.)

For more information on this subject, or to arrange for Mr. Michelson to speak to a group in your area, please contact Private Health's Director of Corporate Communications, Bruce Silverman. He can be reached at Private Health's executive offices in Los Angeles. 310-248-4000.

THE MEDITERRANEAN DIET

The so-called Mediterranean Diet, which is rich in veggies, fruits, nuts, whole grains and fish – and greatly de-emphasizes red meat – is simple to live with, tasty and incredibly healthy.

As reported last year in *The British Medical Journal*, a large-scale study of individuals “living” the Mediterranean Diet showed a remarkable 8 percent decrease in the incidence of cardiac issues, a 6 percent

decrease in all cancers, a 13 percent decrease in Parkinson's disease, and a 13 percent decrease in Alzheimer's disease.



*Liker Cont'd*

Town and Country as one of the top doctors in the United States. In his “spare time,” he serves as medical advisor to the hit television series, “House.”

Dr. Liker received his MD from the Albert

Einstein College of Medicine, where he graduated with honors and was elected to the prestigious Alpha Omega Alpha Society. He received an MBA from the UCLA Anderson School of Management.

WHY “EXCELLENCE” MATTERS

Private Health was founded on the belief that anything less than uncompromised excellence in healthcare is unacceptable.

But excellence in medicine is difficult to achieve.

That is why Private Health carefully evaluates and selects specialists with the most experience and best reported outcomes.

The risk of death during complex procedures is significantly higher in low volume hospitals. And surgeon experience matters a lot.

According to the journal *Health Affairs*, the mortality risk for patients being treated for abdominal aortic aneurysms at a “community hospital” is 20 percent greater than at a major academic

medical center. The mortality risk is 18 percent greater for coronary artery bypass graft surgical patients; 43 percent greater for coronary angioplasties, 244 percent for pancreatic cancer surgery, 245 percent for esophageal cancer surgery

and 155 percent greater for cerebral aneurysm surgery.

The *Journal of the National Cancer Institute* reports that prostate cancer surgery patients are three times more likely to suffer a recurrence – and death – if their surgeon had performed 50 or fewer procedures.

Experience is one of the key elements used by Private Health to identify best-in-class specialist and sub-specialist physicians and facilities for our patients.

“My father’s illness was devastating not only to him, but also to my mother and our entire family. Your ability to identify and provide access to specialists who were focusing on his specific condition and investigating the most advanced treatment regimens was invaluable... as witnessed by his quality of life these past two years.”

*Michelle Robson
Investment Analyst
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