



NEWS RELEASE

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PHYSICIAN HOSPITALS OF AMERICA (PHA) 8th ANNUAL CONFERENCE CONFIRMS GROWTH AND UNPRECEDENTED NATIONWIDE SUPPORT

Physicians commit to health care reform leadership.

(Washington, D.C.) – Physicians and their health care colleagues at over 200 of America’s best and safest hospitals will be playing a leading role in advancing health care reform. That’s the consensus to emerge from four days of meetings as Physician Hospitals of America (PHA) concluded its 8th Annual Conference in Palm Springs, California.

“As physician hospitals, we recognize that our country’s health care model is not working for too many Americans and is due for a change,” said Brett Gosney, who was named President of the national organization’s Board of Directors. “There is one change that will result in all other reforms taking place quickly, efficiently and result in better outcomes for patients: Making hospital bureaucrats answer to those who’ve sworn an oath to provide the best care possible for their patients, America’s physicians.”

Participation at the annual conference has grown dramatically in recent years with more than 400 attendees and over 70 corporate sponsors representing a broad range of medical equipment and services, as well as business sectors key to the construction of physician-owned hospitals.

Gosney added that as more American physicians conclude that their patients are better served at hospitals operated under the control of medical

professionals, instead of accountants and attorneys with no medical training, both PHA membership and conference participation is expected to grow.

“In eight short years our organization has grown from a few physicians who knew they had to do something dramatic to truly honor their medical oath,” said Molly Sandvig, JD, PHA’s Executive Director, “to a national voice for health care reform that has demonstrated how putting physicians back in control of hospitals leads to better, safer care for patients.”

The conference featured more than thirty break-out sessions covering topics that ranged from hospital operational issues to implications of various federal regulations, reviews of various statistical studies and a range of clinical presentations.

The keynote address was delivered by Regina E. Herzlinger, PhD of the Harvard Business School. Dr. Herzlinger is widely considered one of the nation’s foremost experts on the economics of health care and hospital utilization, as well as an early advocate for reform and physician-ownership.

Other major speakers included healthcare economist John Schneider, PhD from HECG, LLC and healthcare financial consultant Robert J. Cimasi, MHA, ASA, CBA, AVA, CM&AA, CMP. Both Dr. Schneider and Mr. Cimasi are known for having conducted groundbreaking research and analysis regarding physician-ownership of hospitals.