

Why Should Patient Satisfaction Surveys Matter to You?



FROM THE DESK OF BILL GIL, CEO
OF FACEY MEDICAL FOUNDATION

THE NEW YEAR HAS COME and all over the world it is time for things to change. There are changes to our economy, our government, and of course changes to things like health insurance plans and co-payments. If you are a senior, you may have joined a Medicare Advantage plan for the first time.

And the changes don't stop there. You could also have an opportunity to participate in our efforts to improve the services we provide to you if you are contacted soon either by phone or letter and asked to complete a Patient Assessment Survey.

Facey strongly supports these surveys as a way of measuring the quality and efficiency of services that we provide. We hope that you will take a few moments to respond to the survey call or complete the survey should you receive it in the mail.

The selection of survey participants is random, but every response we receive is important. We listened to your input from previous surveys.

We do take serious notice of your concerns and strongly value your compliments about our services, office staff and physicians. We've made many positive changes over the last few years as a result of the feedback provided in previous surveys. For example, we hired more physicians and invested heavily in ongoing customer service training programs for our employees.

We also invested in technology that helps to improve care: Digital radiology equipment, an automated appointment reminder system, upgrades to our medical record system, improvements to our web site and more.

Inside this issue of Facey Facts you can learn about the latest changes and improvements designed to make your next Facey experience better. We also have plans to upgrade much of the core technology that powers our electronic health record (EHR) system in 2011, and we will introduce more new features to our web site, www.facey.com.

Our ongoing goal is to be the Provider of Choice for our patients, and we appreciate your input on whether or not we are meeting your expectations.

The best way to provide your feedback to us is by talking with a Patient Liaison at any of Facey's clinical offices. You can also send your feedback via e-mail to our Director of Marketing & Customer Service, Karen Carrol-Kowalski at marketing@facey.com if you prefer.

On behalf of all of us at Facey, thank you for choosing us to provide your health care.

WHAT'S INSIDE:

MEET OUR NEWEST PROVIDERS

IS IT A COLD OR THE FLU?
WE'LL SHOW YOU THE DIFFERENCE

A LOOK AT THE LATEST UPGRADES
TO WWW.FACEY.COM

AND MUCH MORE!

Is it a Cold or The Flu?



THERE ARE MORE than 200 different kinds of viruses that can cause colds or flu— too many to develop a shot for each one. Besides, who wants to get 200 shots? So the hard cold fact is this: Colds and flu are going to be in your future. Be smart. Get ready for the cold and flu season, and take action to minimize your chances of getting sick.

Cold & Flu Prevention

The best way to prevent a cold or the flu is to avoid exposure to viruses that cause them. Those viruses are in microscopic droplets of bodily fluids that we all exhale constantly. Researchers suspect that our hands may be the biggest culprits in spreading colds and flu.

If you shake hands with someone who just coughed into their hands, you will get virus particles on your hand. If you then rub your eyes or touch your nose or mouth, you may introduce the articles into your system where they can thrive, leaving you feeling lousy. Washing your hands regularly, especially after being around cold and flu sufferers, is an excellent preventative measure. So is keeping your hands away from your nose, mouth and eyes.

Although viruses must be inside a body to grow and thrive, they can survive for a short time outside on such things as handkerchiefs, phones, doorknobs, etc. You can easily infect others or re-infect yourself. So use disposable tissues whenever possible, and remember to wash your hands frequently.

Can you do anything for a cold or the flu except suffer?

Yes and no. You can't "cure" a cold or flu with medication but there are many ways to help you feel better. Colds and flu primarily affect your ears, nose, throat and eyes, and several over-the-counter medications may relieve some of your symptoms in a few days. But they don't always work for everybody.

What you mostly need is time for your body's immune system to do battle with the particular virus that's got you down. If you do decide to use medication, read labels carefully and, as with any drug, ask your doctor or pharmacist if you have any questions.

How Can You Battle The Bug?

While your immune system is at work, you can take some steps to relieve the aggravating symptoms you're experiencing. Here are some tips from Michael Castleman, author of *Cold Cures* (New York, Ballantine Books, ©1987):

Get some rest. Your body works hard to throw off a cold or flu, which is why you may feel lethargic.

Drink plenty of fluids. They help relieve sore throats and nasal congestion and prevent dehydration.

Take acetaminophen (such as Tylenol®), ibuprofen (such as Advil®, Medipren®) or buffered aspirin for headaches, body aches or fever. Read labels carefully to guard against side effects. Children under 18 should not take aspirin for colds or flu because of its association with Reye's Syndrome, a serious, often fatal disease.

Don't suppress productive coughs; they can help clear the respiratory system. To soothe dry coughs, suck on hard candies. Over-the-counter cough medicines containing dextromethorphan can be effective against both kinds of coughs.

Be considerate. Avoid other people for the first few days when your illness is in its most contagious stage. This is to benefit you as well as others, as it may be possible to "re-catch" the bug from those you have infected. Additionally, recent reports suggest that zinc lozenges, available over-the-counter, will reduce viral symptoms.

Should You See Your Doctor?

Not immediately, many experts advise. All a doctor may be able to offer you is sympathy. But if you have a fever over 101° that lasts beyond two or three days, a cough that lasts for more than 10 days, or an extremely sore, bright red or spotty throat, you should see a doctor. Call your doctor for advice if other symptoms cause you concern. If you are providing care for an infant, elderly person or someone with a chronic illness who has a cold or flu, seek medical advice promptly.

Meet Our Newest MDs

MISSION HILLS FELIZARDO GAXIOLA-MACIAS, MD FAMILY MEDICINE



Dr. Gaxiola-Macias served as Inpatient Medicine Chief Resident twice during his Residency at the Northridge Hospital Medical Center. His past responsibilities and contributions include Health Outreach on Diabetes Management at the MEND clinic in Pacoima, pediatric care at Northeast Valley Clinic, and serving as both a general health physician and educator in Jalisco, Mexico. Dr. Gaxiola-Macias served as advisor while in the International Medical Graduate Program at UCLA. He is fluent in English and Spanish.

PORTER RANCH PLAZA SUSAN KRANZPILLER, MD FAMILY MEDICINE



Dr. Kranzpiller comes to Facey from Seaside, Oregon where she worked at the Providence Medical Group. She received her initial medical education from Ruprecht-Karls-Universitate, in Heidelberg, Germany and completed her Internship and Residency in Family Medicine at Southwest Washington Medical Center.

Dr. Kranzpiller's clinical experience and interests cover pediatric, adult and geriatric care. She is Board Certified in family medicine and is fluent in English and German.

CANYON COUNTRY SHAY PARTOVI, MD FAMILY MEDICINE STARTS MARCH 2, 2011



Dr. Partovi recently returned to Southern California in 2009 after completing a three-year residency at Saint Joseph Hospital in Syracuse, NY. Prior to his time there, he performed a one-year residency with the Kaiser Family Medicine program in Woodland Hills.

Dr. Partovi is a graduate of the Rosalind Franklin University of Medicine and Science in Chicago. He is Board Certified in family medicine and speaks English, Spanish and Hebrew fluently.



FACEY'S NEW OFFICE in Simi Valley is now open! Our team began seeing patients on January 17, 2011. The office will initially be staffed by two family medicine physicians on the third floor of a new office building at 2655 First Street. The clinic features thirteen exam rooms and on-site laboratory services.

Facey's Simi Valley office will host a community health fair on Saturday, April 30 that will give attendees the chance to meet our team and partake in several free health screenings. We are also a major sponsor of this year's annual Gator Run in April and will be providing health screenings at the two-day health expo.

Dr. Donald Downs, who currently practices at our Porter Ranch Plaza clinic, will split his time between Simi Valley & Porter Ranch this year. Joining him in Simi is Dr. Suneeta Choudhary, a new Facey physician who recently relocated from Loma Linda, CA.



JOIN US FOR A COMMUNITY HEALTH FAIR!
APRIL 30, 2011 • 9:00 A.M. - 12:00 P.M.



Meet Your Brand-New Resource For Unbiased Health Information

Access directly on our homepage

WE INVITE YOU to discover the Healthwise Knowledgebase, a new health education section on Facey.com that replaces MyHealthZone. The service is well organized and provides a wealth of research tools, including a virtual medical encyclopedia.

The Healthwise Knowledgebase is a comprehensive resource of decision-aiding information. This extensive library of content is evidence-based, unbiased, and up to-date.

You can research diagnosed conditions, medical tests, anatomy, medications and treatment options. The content is organized as Topics, which cover medical issues such as asthma in children, coronary artery disease, pregnancy and much more.

Many Topics contain multiple sections and include Learning Centers comprised of searchable documents and Flash-based Interactive tools designed to educate and help you make decisions.

Decision Points provide facts, treatment options and stories by people who have faced this situation before. And most of the content is printer-friendly so you can print out information you find and use it as a reference at home or when you visit your doctor.

Please note that the Healthwise Knowledgebase is an independent service that we work with and is not written by Facey employees or physicians. The information provided does not replace the advice of a doctor, who can help you make the best decision.

Parents, Be Sure To Visit:



We are proud to introduce a whole new section of Facey.com that is dedicated to our pediatric teams and teaching everyone the basics of well-child care!

At www.facey.com/peds you can meet our teams, get general office information and find tips on a wealth of subjects related to raising a happy, healthy child.



Announcing a New Way to Recognize Outstanding Care

DID SOMEONE AT FACEY provide you with great service or go above and beyond the call of duty for you recently? Perhaps someone in the Billing Department was exceptionally helpful or a member of our clinical staff showed you extra care and support.

We believe that it is important to acknowledge our team members who go out of their way to provide outstanding care and service, which is why we have introduced our Service Superstar program.

If there is someone you would like to recognize, simply fill out the attached form and send it to us using one of these methods:

- **E-mail it** to: superstar@facey.com

- **Mail it** to:

Facey Medical Foundation
Marketing & Customer Service
15451 San Fernando Mission Blvd #200
Mission Hills, CA 91345

- **Bring it** in to a Patient Liaison at any Facey office

Please feel free to make as many copies of the nomination form as you need. We also have them available at our clinics, and an online form will be available on www.facey.com later this Spring.

We will make sure that the Service Superstar knows how happy you were with the way they took care of you, thank them for carrying on our 88-year legacy of innovative care, and encourage them to keep shining!



DID YOU SPOT A Service Superstar

AT FACEY TODAY?

Please tell us about the Facey team member you wish to recognize as a Service Superstar:

Name: _____

Today's date: ____/____/____

Department: _____

Office Location: _____

Please tell us how this employee gave exceptional care or service. You can use the back of this card if you need more space.

Your name: _____

Phone number or e-mail address (*optional*):

Are you a (*please check one*):

Patient Caregiver/Guardian of Patient

E-Mail your nomination to superstar@facey.com

Mail your nomination to:
Facey Medical Foundation
Marketing & Customer Service
15451 San Fernando Mission Blvd #200
Mission Hills, CA 91345

Drop off your nomination at any Facey office



Do You Know How To Dispose of Expired Medications?

ARE THERE OLD or expired medicines languishing in your medicine cabinet? If so, you're not the only one. The problem is we don't know what to do with them. Should we flush them down the toilet? Throw them in the garbage? What is the safest option?

Disposing of them improperly can potentially contaminate our environment. We now know that medicines can actually get into our soil, creating an environmental hazard. Wastewater treatment plants aren't able to test or treat for pharmaceuticals, so the drugs end up in our rivers, streams, lakes, groundwater systems and oceans.

Saving unused or expired medicines is not a good idea, either. Children and others may take them from medicine cabinets and either use them inappropriately, sell them or give to others for illegal and unintended uses.

So, if we can't throw away expired medicine and we can't flush them, what can we do to ensure they're properly disposed of?

A safer solution for your family and the environment is to bring your old medications to the designated drug drop-off boxes available at most L.A. County Sheriff stations.



Twenty Sheriff stations participate in this program 24 hours a day, seven days a week, to ensure that residents have a safe way to dispose of these items. The other stations participate in special collection days held throughout the year.

If you don't live near a Sheriff station, you still have options. The first is to contact your pharmacy. Many pharmacies now have drug recycling programs in place. Some take it back at any time, others hold periodic drives to collect expired medicine. Either way, they'll take back your expired medication and see to it that they're disposed of in the proper manner.

If your pharmacist doesn't take back your old drugs, he or she may have an alternate recommendation. It's quite possible that another pharmacy in your area will accept the expired medications.

Looking to Add a Little Class to Your Life?

LOOK NO FURTHER than Facey's Patient Education Team! Here is just a sample of available programs:

HEALTHY HEART

Patients will learn about risk factors and lifestyle changes. The use of medications, including their benefits and side effects, will be discussed. This program is taught by a RN and Registered Dietitian.

CHOLESTEROL

Our Registered Dietitians will explain the differences between "good" and "bad" cholesterol and teach you ways to adopt healthier lifestyle habits, such as eating right and exercising regularly.

FOOT PROBLEMS

This class is designed for people with diabetes, other circulatory problems, or anyone with aches and pains in their feet. Attendees will have their feet examined by a Facey podiatrist.

PRE-DIABETES

A recent study showed healthy eating, moderate exercise, and a 5 - 7 % weight loss could delay or possibly prevent Type 2 diabetes in people who are at risk. This two-part program taught by a Registered Dietitian or RN provides the tools to make lifestyle changes including how to improve diet, increase physical activity, lose weight, and reduce stress.



Discover all of our education programs!

PLEASE VISIT US ONLINE FOR A COMPLETE LIST OF UPCOMING CLASSES ALONG WITH THE MOST CURRENT LOCATION, DATE AND TIME INFORMATION AT: WWW.FACEY.COM/EDUCATION

CANYON COUNTRY
17909 W. Soledad Canyon Rd.
Canyon Country, CA 91351
(661) 250-5200

COPPER HILL
27924 Seco Canyon Rd.
Santa Clarita, CA 91350
(661) 513-2100

MISSION HILLS
Primary, Specialty and
Urgent Care:
11211 Sepulveda Blvd.
Mission Hills, CA 91345
(818) 365-9531

Mission Hills Urgent Care Hours:
Monday - Friday
8:00 a.m. - 9:00 p.m.
Saturday, Sunday & Holidays
8:00 a.m. - 7:00 p.m.

The Women's Center,
Physical Therapy,
Behavioral Medicine and
Patient Education:
11165 Sepulveda Blvd.
Mission Hills, CA 91345

NORTHRIDGE
18460 Roscoe Blvd.
Northridge, CA 91324
(818) 734-3600

PORTER RANCH PLAZA
19950 Rinaldi St.
Northridge, CA 91326
(818) 403-2400

SAN GABRIEL
207 S. Santa Anita St.
San Gabriel, CA 91776
(626) 576-0800

SIMI VALLEY
2655 First St.
Simi Valley, CA 93065
(805) 226-2000

VALENCIA I
26357 McBean Pkwy.
Valencia, CA 91355
(661) 222-2600

Valencia I Urgent Care Hours:
Monday - Friday
8:00 a.m. - 9:00 p.m.
Saturday, Sunday & Holidays
8:00 a.m. - 6:00 p.m.

VALENCIA II
25775 McBean Pkwy.
Valencia, CA 91355
(661) 255-6802

VALENCIA III
23929 McBean Pkwy, #200
Valencia, CA 91355
(661) 255-6802

For specific services and
physicians at each location visit:
WWW.FACEY.COM



Mission Hills Construction Update

OUT WITH THE OLD AS WE PREPARE FOR THE NEW!

THE FIRST PHASE of construction work on our new Mission Hills office is underway! Demolition at 11333 Sepulveda Blvd began in January 2011 and is planned to continue through mid-March. Because this is entirely new construction, there is absolutely no disruption to any of the services currently provided at Facey's existing Mission Hills offices.

Special attention is being paid to this part of the process so that we can be certified as the first LEED® (Leadership in Energy and Environmental Design) Silver medical office over 100,000 square feet in Los Angeles County. Our planning and construction team is actively monitoring the work so they can determine which materials can be recovered for use as part of the new building's construction.

"We're looking at this demolition process in a very unique way," says Facey Admin. Director of Strategy & Planning, Prub Khurana. "Each time a section of the building is removed, we strive to recover as much material as possible to reuse in the new facility. Facey hopes to use some of the wood and brick to stabilize the soil when we grade the area. And we'll recycle anything we can."



JANUARY 13, 2011

"We hope to recycle at least 80% of the old structure," says Project Manager Tracy Takeyama. Takeyama is a LEED® Accredited Professional with certification in Building Design & Construction.

"While not everything can be reused in the new building, most of it will definitely find new life somewhere. Because of this, we can't just bulldoze the building all at once. We're using careful demolition techniques, which also have the smallest possible impact on our neighbors."



JANUARY 25, 2011

You can see more photos of the demolition progress on our Mission Hills construction web page at:
<http://www.facey.com/Mission2012>

Live Healthy! Go Green!

Facey gives you the option to receive your copy of our patient newsletter by e-mail instead of in your mailbox! Sign up online at: <http://facey.com/faceyfacts>

Facey *facts*

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Annual Physical? Think Again.

Age may be the most important factor of them all.

Do you really need an annual physical exam to ensure you are healthy? This depends mostly upon your age and your medical history. Studies show that 80% of needed preventive services (such as mammograms, colonoscopies and certain lab tests) are provided not at the "annual physical," but during other types of visits during the year.

For our patients over age 65, we feel that a full assessment once a year is essential for keeping our patients healthy and detecting medical problems as early as possible. We want to make sure that any chronic conditions (i.e. hypertension, high cholesterol, osteoporosis) are controlled.

You will be seen by either your primary care physician or one of our nurse practitioners that specialize in preventive assessments.

If you are under age 65 and do not have symptoms of disease or illness, do you need a "complete" annual physical exam as a source of reassurance that you are as healthy as you feel? There is very little evidence to support that idea.

Regular health maintenance evaluations (HMEs) which include the recommended preventive services (based on your age, sex, family and personal history), needed screening tests and a focused exam are more appropriate than physical exams for people in this age group.

Our Facey physicians see every visit as an opportunity to promote wellness and preventive care. Talk to your physician about prevention and wellness at every visit! That is what matters!