

touchpoints

Connecting you to Heritage Provider Network

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FALL 2019
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Crossroads

with Dr. Richard Merkin

The unique perspective of Richard Merkin, M.D., as Innovation, Technology, Legislation and Care Delivery come together to impact the future of population health



Caltech Launches Richard N. Merkin Institute For Translational Research

It is with great pride that we announce the launch of the Richard N. Merkin Institute for Translational Research at Caltech. The institute, created to assist scientists and engineers at Caltech, will further transform their breakthrough discoveries by increasing their access to pertinent resources. Such discoveries are crucial and vital to the field of science and medicine

“It is crucial and vital to the field of science and medicine to encourage not only groundbreaking improvements, but also support those ideas with the greatest potential to create a significant impact on population health.”



to encourage not only groundbreaking improvements, but also support those ideas with the greatest potential to create a significant impact on population health. The quicker we can shift scientific solutions from Caltech laboratories into healthcare delivery, the more efficient our ability is to transition from care to cure.

We also recognize the remarkable efforts and contributions made by the Focused Ultrasound Foundation as we highlight their transformative accomplishments in 2018. The 2018 Year in Review follows the foundation’s continued success in achieving their mission to improve the quality of life for millions living with serious medical disorders. Using noninvasive focused

ultrasound, they continue to revolutionize treatment, reduce costs, and help to increase access to incision-free, surgical alternatives — surgeries for what had formerly been considered inoperable medical procedures. Focused ultrasound will bring new hope to many as well as deliver life-saving technology.

Lastly, as a healthcare organization serving nearly 1 million members, we have an innate responsibility to protect the personal and private information gathered from those who have entrusted us with their care. On June 28, 2018, California enacted the most stringent privacy law in the United States via the California Consumer Privacy Act (CCPA) which will be in effect on January 1, 2020. We

communicate the details of the CCPA and any necessary actions Heritage Provider Network (HPN) and its affiliates must take in the coming months to prepare for this new state law.

Richard Merkin, M.D.
President and CEO of HPN

.....
Richard Merkin, M.D.

Healthcare visionary Richard Merkin, M.D., has spent the last 40 years implementing a successful, workable business model to address the needs and challenges of affordable managed healthcare.



CALTECH ANNOUNCES

MERKIN INSTITUTE

FOR

TRANSLATIONAL RESEARCH

A Gift to Break Through: The Caltech Campaign Accelerates Advances in Health Technology

The new Merkin Institute will help Caltech scientists and engineers transform their breakthroughs into advances in human health. It will enhance resources for every step in translational science, from basic discovery through clinical collaboration and the introduction of new treatments.

“Above all, Richard Merkin believes in people,” says President Thomas F. Rosenbaum, Sonja and William Davidow Presidential Chair and professor of physics. “The Merkin Institute for Translational Research will identify extraordinary researchers and provide them with the tools to realize the potential of their discoveries, amplifying Merkin’s lifelong vision for science and society.”

Richard Merkin, M.D., who is founder and chief executive officer of Heritage Provider Network, focuses his work and the bulk of his philanthropy on new paths to cures and to provide affordable, high-quality healthcare. “We are on the cusp of an incredible new generation of medical science. I am hopeful that this institute will encourage

exponential improvements for society by accelerating the transfer of groundbreaking science from Caltech’s world class laboratories to the patient’s bedside. This may allow every family in America access to affordable healthcare,” Merkin says.

RESEARCH THAT CHANGES MEDICINE

“For a century, discoveries by Caltech faculty, students, and alumni have changed humanity’s understanding of life and illness,” says David Lee, chair of Caltech’s Board of Trustees. “These insights led to 10 Nobel Prizes in Physiology or Medicine. Now, as the Merkin Institute launches, we look forward to great scientific breakthroughs. We anticipate the invention of essential treatments, devices,



Pictured left to right: Thomas F. Rosenbaum, Mikhail Shapiro, Sarah Reisman, Azita Emami, Richard Merkin, Viviana Gradinaru, Rebecca Voorhees, Mitchell Guttman, Sarkis Mazmanian, and Provost David Tirrell

“Above all, Richard Merkin believes in people. The Merkin Institute for Translational Research will identify extraordinary researchers and provide them with the tools to realize the potential of their discoveries.”

~ President Thomas F. Rosenbaum, Sonja and William Davidow Presidential Chair and professor of physics

tests, and approaches to healthcare.”

Today, more than 100 Caltech professors, from all six academic divisions, lead investigations with the potential to improve human health, as do researchers at the Jet Propulsion Laboratory (JPL, which Caltech manages for NASA).

To maximize the clinical impact of this activity, Caltech convened a faculty committee to define a translational sciences and technology initiative in 2014. The Merkin Institute is the centerpiece of that vision, refined through external peer review and dialogue with Merkin. The campus-wide institute will foster collaborations across organizations such as the Tianqiao and Chrissy Chen Institute for Neuroscience, the Beckman Institute at Caltech, and the Andrew and Peggy Cherg Department of Medical Engineering, and will engage colleagues at hospitals and medical schools across the region and the nation.

HOW THE MERKIN INSTITUTE WILL ACCELERATE ADVANCES IN HEALTH TECHNOLOGY

The Merkin Institute will help Caltech researchers realize the full potential of their work to enable longer, healthier lives by offering important new resources:

- Eight Merkin Institute professorships and a leadership chair will nucleate an interactive core group of Caltech leaders in health-related research.
- A grant program will catalyze research that has the potential to impact disease prevention and healthcare. Merkin Institute grants will target high-risk research that offers the promise of advances in our understanding of health and disease, molecular medicine, device engineering, and medical diagnostics.
- Shared instruments and facilities will support and connect research groups throughout campus.

- New positions for physicians-in-residence will help researchers identify and solve pressing clinical problems. Entrepreneurs-in-residence will augment Caltech's technology transfer program, which has helped Caltech entrepreneurs start more than 130 companies and currently supports approximately 1,800 active U.S. patents.
- Support for multicenter collaborations and training programs will enhance Caltech's partnerships with hospitals and medical organizations.
- Workshops and short courses will educate investigators who wish to maximize the clinical impact of their work, helping scholars gain relevant skills, evaluate the translational potential of their research and find essential financial support.

According to Barbara Wold, Ph.D., Bren Professor of Molecular Biology and member of the translational sciences faculty committee, these investments are ideally timed.

"Caltech's great, unchanging strength is our capacity to make fundamental scientific breakthroughs and inventions that flow from them," Wold says.

"Those advances can drive big changes in medicine, but the path from a basic discovery to a treatment or medical device can be long and full of roadblocks. The new Merkin Institute promises to remove roadblocks and catalyze the best at each step: We make a discovery, relate the insight to human biology, develop the medical applications and then mine data from precision medicine to drive new rounds

of discovery. To me, the brilliance of Richard Merkin's investment in Caltech is how it leverages our basic science to make the distance from breakthrough to patient treatment as short as possible."

RICHARD MERKIN'S INSPIRATION

Merkin's love of mathematics, his undergraduate major, has shaped his healthcare career. While still a young emergency room doctor, Merkin founded Heritage Provider Network in the 1970s. The organization integrated all aspects of medical treatment and data management for its members in order to reduce the cost of excellent care, then an untested approach. With almost a million members today, it is the largest network to be physician-owned and led.

Merkin advocates a stronger focus on cures, relative to care, in American medical spending. To that end, his philanthropic and volunteer service have advanced biomedical research. His gifts to institutions across the United States have advanced gene therapy, immunology, neuroscience, regenerative medicine, stem cell research, and emergency and tropical medicine. He is a board member and co-founder of the Milken Institute's FasterCures center, which aims to help medical breakthroughs reach patients faster. At Caltech, he established professorships in mathematical finance and in mathematics, and, with his nonprofit, the Heritage Medical Research Institute, founded the Heritage Research Institute for the Advancement of Medicine and Science at Caltech in 2015, and renewed his support in 2018.

"To me, the brilliance of Richard Merkin's investment in Caltech is how it leverages our basic science to make the distance from breakthrough to patient treatment as short as possible."

~ Barbara Wold, Bren Professor of Molecular Biology

His gifts in support of healthcare take unconventional approaches to spark change. He launched the \$3 million Heritage Health Prize, a global competition that led to dramatic improvements in the ability to predict which patients are likely to be hospitalized and for how long. He also supported the Brookings Institution's Richard Merkin Initiative to Advance Clinical Leadership in Delivery and Payment Reform, and enabled Western Governors University to offer a new bachelor's program in health services coordination.

Merkin connected with Caltech through his committee involvements with David Baltimore, Caltech president emeritus and the Robert Andrews Millikan Professor of Biology. Merkin was elected to Caltech's Board of Trustees in 2007 and joined the Caltech Associates in 2008.

Source: breakthrough.caltech.edu/caltech

➔ The Focused Ultrasound Foundation (FUSF) has built its reputation on improving the lives of millions of people worldwide by creating innovative methods to help diagnose and treat those living with serious medical conditions.

By utilizing focused ultrasound, a noninvasive revolutionary therapeutic technology, FUSF expands the gateway to improved healthcare outcomes and reduces costs by becoming a viable alternative to surgery, complementing complex surgical procedures, assisting in radiation therapy, drug delivery, and immunotherapy.

A VERY GOOD YEAR

■ **Groundbreaking Alzheimer's disease trial results published in *Nature Communications*, presented at Alzheimer's Association International Conference in Chicago and shared in major news outlets worldwide.**

The initial clinical trial involving the repeated, transient opening of the blood-brain barrier in an Alzheimer's patient was successfully performed by Nir Lipsman, M.D., Ph.D., and his team at Sunnybrook Health Sciences Centre in Toronto, Canada.
Glioblastoma

clinical trials also initiated in the U.S., Korea, and Canada.

■ **Focused ultrasound treatment for tremor-dominant Parkinson's disease approved by the Food and Drug Administration (FDA).** A 10-patient clinical trial using focused ultrasound to alleviate dyskinesia due to Parkinson's or medicines to treat the disease were published in the *Journal of Neurosurgery*. The trial, led by Jin Woo Chang, M.D., Ph.D., at the Yonsei University Medical Center's Brain Research Institute in Seoul, Korea, resulted in a significant improvement

in the patients' movement disorders as well as improved quality of life and no persistent adverse events. Most important, the treatment of tremor-dominant Parkinson's disease has a target and treatment approach identical to that of essential tremor (ET). The ET-approved device approved by the FDA has been given the green light to treat tremor-dominant Parkinson's disease.

■ **Cancer immunotherapy: First co-funded project with Cancer Research Institute selected; Parker Institute partnership established.** FUSF's current portfolio holds more



than 20 preclinical laboratory studies and clinical trials to assess focused ultrasound for immune-based treatment of glioblastoma, melanoma, breast cancer, and pancreatic cancer. Key partnerships with Cancer Research Institute and Parke Institute, both leading organizations in cancer immunotherapy, will explore the full potential of focused ultrasound in combination with other immune-based therapies to treat various forms of cancer.

■ **Neuropathic pain trial initiated in the U.S.** Led by Dheeraj Gandhi, M.B.B.S., researchers at the University of Maryland Medical Center in Baltimore became the first team in the U.S. to treat neuropathic pain using focused ultrasound. The early-stage pilot aims to establish the safety of

Virginia for FUSF's Sixth International Symposium on Focused Ultrasound. It was the largest and most successful symposium to date with more than 450 attendees from 23 countries, 250 scientific presentations, and more than 1,100 livestream viewers. Scientific presentations focused on the latest research in neurological indications such as Alzheimer's and Parkinson's disease, brain tumors, epilepsy, and psychiatric disorders. Cancer immunotherapy, veterinary medicine, and applications for focused ultrasound in the liver, lung, and pancreas were also among the important topics discussed.

■ **Foundation recognized as one of America's 10 Best Medical Research Organizations.** *Charity Navigator*, the nation's largest independent charity

Sciences in Stillwater, Oklahoma, investigates focused ultrasound's ability to speed wound healing in canines. Focused ultrasound is also being assessed as a means of enhancing delivery of an antimicrobial agent, or drug, to treat hygromas, which is significant swelling caused by repeated pressure on a bony joint.

Asia: FUSF formulated a strategy to cultivate relationships with laboratory research sites, clinical research sites, commercial treatment sites, manufacturers, philanthropists, and investors in Asia. Elected board member Syaru Shirley Lin, Ph.D., council members Jessica Che-yi Chao and Bernice Szeto, and consultant Dong-Guk Paeng, Ph.D. each played a role in focused ultrasound research efforts in Taiwan. Foundation Chairman Neal F. Kassell, M.D., engaged more than 100 contacts through six presentations and six meetings in Hong Kong. Media interviews were conducted during the trip and covered in the *South China Morning Post* and *S&P Global*.

FUS Partners: FUS Partners is a new program aimed at fostering relationships among focused ultrasound manufacturers who seek assistance with FUS-related activities, including financing, partnerships, technology transfer, and academic research opportunities. The program focuses on systemizing and formulizing activities in which FUSF has already been engaging, on an increasingly ad hoc basis, related to connecting the focused ultrasound commercial sector with investors and collaborators around the world.



In September 2018, the Focused Ultrasound Foundation was recognized by Charity Navigator for being one of America's 10 Best Medical Research Organizations.

destroying a small targeted area of the brain to treat chronic neuropathic pain, which is defined as pain caused by damage or disease affecting a part of the sensory nervous system.

■ **Sixth International Symposium on Focused Ultrasound attracts record number of attendees and presentations.** In October 2018, a record number of clinicians, scientists, and industry representatives from around the globe convened in

evaluator and leading donor advocate, and FUSF earned four stars, the highest rating awarded by the site.

■ **Expanded veterinary, Asia and FUS Partners programs.**

Veterinary: Five canine patients with soft tissue tumors were treated using focused ultrasound at Virginia-Maryland College of Veterinary Medicine in Blacksburg, Virginia. A separate study at the Oklahoma State University Center for Veterinary Health

Completed External Projects (cumulative)



■ **Board strengthened with additions of Syaru Shirley Lin and Wick Moorman.** The FUSF Board of Directors proudly welcomed new members, Syaru Shirley Lin, Ph.D., and Charles W. “Wick” Moorman, IV.

Lin, previously a partner at Goldman Sachs, led the firm’s efforts in private equity and venue capital in Asia. She was also a founding board member of both Alibaba Group and Semiconductor Manufacturing International Corporation. She will leverage her experience in finance to help further progress for FUSF.

Moorman, former CEO of Norfolk Southern and Amtrak, joined the board in June 2018. He also serves on the board of directors at Chevron Corporation, Duke Energy, the Georgia Tech Foundation, the Nature Conservancy of Virginia and Oracle.

■ **\$10 million matching pledge is met, thanks to donors.** A special thanks to the exceptionally generous anonymous donor pledge of \$10 million unrestricted funds to be matched 1-for-1 by 2022. This gift inspired donors to recognize the opportunity to more quickly fund additional focused ultrasound research. Realizing their efforts would be doubled, donor support was met with enthusiasm and the \$10 million pledge was met in November 2018.

■ **Reimbursement for essential tremor expands within the U.S.**



Medicare expanded coverage of focused ultrasound to treat essential tremor using Insightec’s Exablate Neuro device in an additional nine states (Alabama, Georgia, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, Kentucky and Ohio), bringing the total number of states covered to 25.

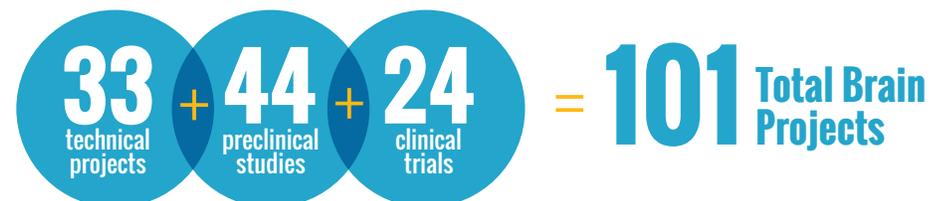
■ **Media placements and social media coverage reaches new audiences.** Thanks in large part to the Foundation’s presence at the Consumer Electronics Show in Las Vegas, media coverage for focused ultrasound has skyrocketed in 2018. With nearly 500 new stories (compared to 380 in 2017), its increase in consumer media coverage helps to raise awareness among a much broader audience. Media highlights include Associated Press, *Forbes*, *Huffington Post*, *Wired*, *Tech Nation*, NBC News, CNBC, *Boston Globe*, *Miami Herald*, *South China*

Morning Post, NPR, *Virginia Business*, *Toronto Star* and *Scientific American*. Newsletter subscribers reached more than 10,000, featuring 210 stories and profiles that focused on donors, researchers, companies, and patients.

“We hope to see a time in history where incision surgery will be a thing of the past,” adds Richard Merkin, M.D., president and CEO of Heritage Provider Network (HPN). “HPN will continue to support the practice of providing noninvasive solutions with focused ultrasound to treat cancer and other illnesses. Focused ultrasound technology will redefine the way we deliver better healthcare outcomes to improve the quality of life.”

Source: Focused Ultrasound Foundation, 2018 Year in Review

FUSF Brain Program projects, internal and external (cumulative)



Bakersfield Family Medical Center Responds to Members During Ridgecrest Quakes

On July 4 and 5, 2019, the town of Ridgecrest, California, and surrounding areas were hit by a series of earthquakes measuring 6.4, 5.4 and 7.1.

The main 7.1 quake was the most powerful earthquake to occur in the state in 20 years. Structural damage and fires occurred, gas lines broke, power was lost, and the roads sustained significant structural damage. Rockslides covered major roads that forced the Ridgecrest Regional Hospital to be evacuated. Ridgecrest lies in a remote part of east Kern County, the third largest county in California, where Bakersfield Family Medical Center (BFMC) has more than 300 members residing.



Pictured left to right: Melissa Zavaleta (director of Utilization Management and Customer Service, BFMC/HPN and CCPN), Maria Espinosa, Araceli Zambrano, Patty Calderon, Ady Sierra, Jose Moreno, Corina Orozco, Anthony Lopez Del Toro, Ty Parish, and Caley Mayhall

Following the July 4 earthquake, a state and federal state of emergency were declared for the areas affected by the earthquakes. Assembly Bill 2941 was initiated based on the declaration. Most of AB 2941 applies to health plans, but because BFMC is delegated to utilization management and claims payment, we are required to comply with this assembly bill. This may require BFMC to take actions, including, but not limited to, the following:

- 1 Relax time limits for prior authorization, precertification, or referrals.
- 2 Extend filing deadlines for claims.
- 3 Suspend prescription refill limitations and allow an impacted insured to refill his or her prescriptions at an out-of-network pharmacy.

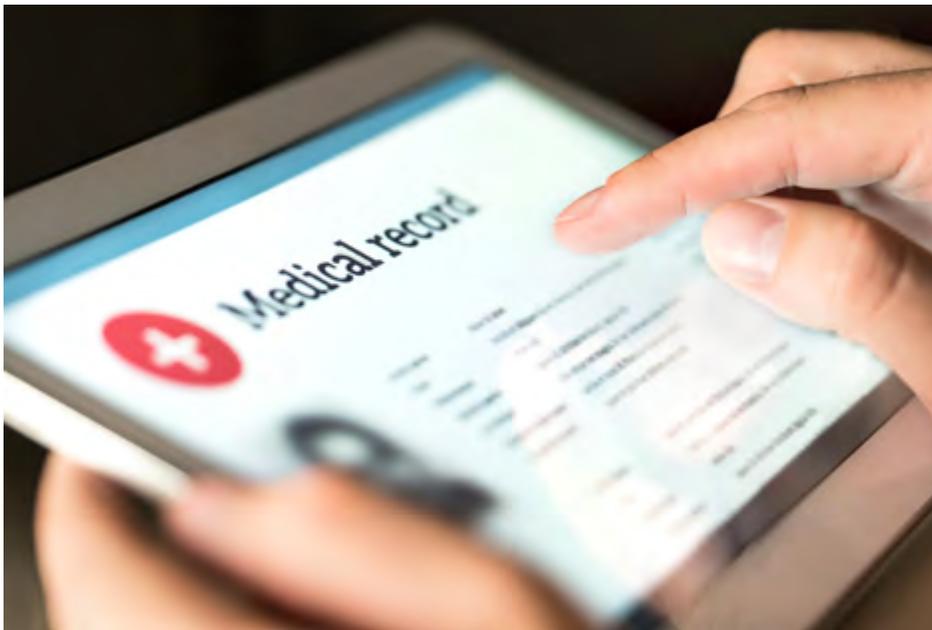
- 4 Authorize an insured to replace medical equipment or supplies.
- 5 Allow an insured to access an appropriate out-of-network provider if an in-network provider is unavailable due to the state of emergency or if the insured is out of the area due to displacement.
- 6 Have a toll-free telephone number that an affected insured may call for answers to questions, including questions about the loss of health insurance identification cards, access to prescription refills or how to access healthcare.

At the request of Carol Sorrell, COO, the customer service department initiated a call campaign to connect

personally with every one of our members in the affected area. Within one week following the earthquake, customer service staff had managed to contact or leave messages with two thirds of our Ridgecrest area members. They took the opportunity to assist with medical needs and equipment, and reminded members to use the new Virtual Urgent Care service. When they had difficulty reaching members due to insufficient information, they contacted their primary care provider office to get current phone numbers. Within two weeks, they had managed to connect with all our Ridgecrest area members.

Fortunately, BFMC received no reports of any issues. The customer service team was excited to be able to contact our members and offer help at this critical time and it was gratifying to be part of a “goodwill mission.” When asked about the response from our members, Caley Mayhall, customer service lead, said, “The response has been very positive with many members being appreciative that we made the effort to reach out.” We are thankful that the communities in and around Ridgecrest are currently out of present danger and we will continue to assist our members in the east Kern region as they recover from the effects of this quake.

Desert Oasis Healthcare Prepares for the California Consumer Privacy Act



Desert Oasis Healthcare (DOHC) takes patient privacy seriously and will be in full compliance with the California Consumer Privacy Act (CCPA) when it becomes law on January 1, 2020. CCPA intends to provide comprehensive consumer privacy and data protection in accordance with this state law.

However, the CCPA provides an exemption – at Section 798.145(c) – for health information collected by a covered entity, such as the medical groups of Heritage Provider

Network of which DOHC is a member. This exemption means CCPA does not apply to the patients' medical information and protected health information (PHI) DOHC is already protecting in accordance with existing state and federal laws and regulations. Specifically, these are the Confidentiality of Medical Information Act (CMIA) and Health Insurance Portability and Accountability Act (HIPAA).

Accordingly, DOHC has begun to analyze its patient data to determine what existing CMIA and HIPAA guidelines actually cover based on this

clause of the CCPA. While this data analysis is ongoing, DOHC patients have the right to know and access data collected on them, and to be aware of third parties with whom DOHC might share their data.

Here are just a few of the rights DOHC patients can currently exercise:

- Acquire an electronic or paper copy of their medical record.
- Request confidential communications.
- Limit what DOHC can use or share.
- Obtain a list of those with whom DOHC has shared health information.

DOHC is aware the CCPA applies to other types of information not considered medical or PHI. This includes online activity of a consumer, such as their IP addresses, internet activity geolocation, or drawing inferences from any personal information (PI, as opposed to PHI) used to create a profile reflecting consumers' preferences or characteristics.

As new information becomes available, DOHC will await further clarification and instruction from Heritage Provider Network. Meanwhile, DOHC Management Information Systems personnel will ensure that adherence to all compliance regulations and procedures will be thoroughly followed and implemented successfully.



HERITAGE SIERRA MEDICAL GROUP LAUNCHES EDUCATIONAL INSTITUTE

The leadership of Heritage Sierra Medical Group (HSMG), has committed to elevate its member services satisfaction scores to the next level. We want to evolve into a world-class primary care practice of choice for our three clinic locations in Lancaster, Palmdale, and Santa Clarita.

To support this effort, Marketing Manager Ina Gelfound developed a comprehensive training curriculum which will be mandatory for all clinical and nonclinical staff. The Heritage Sierra Medical Group Educational Institute launched this new initiative on July 25, 2019, during a company-wide training event presented at the University of Antelope Valley.

Gelfound presented the 6 Steps to Best Practices for Member Satisfaction. Steve Roberts, Operations director for

HSMG Santa Clarita Valley, helped to present segments of the training.

More than 60 HSMG managers along with clinical and nonclinical staff engaged in a lively discussion and committed to supporting all HSMG colleagues by implementing the "6 Steps to Best Practices" in their daily routines to achieve better member satisfaction scores.

The evening concluded with laughter when role playing commenced. Amber Martinez, Member Services manager,

who played the role of a front office staff member, Ina Gelfound, and other staff members who played the part of frustrated members who required assistance, demonstrated how to best resolve often difficult issues when they arise. Their notable and enjoyable performances were both entertaining and educational. Providers and managers will be attending similar sessions in the future as part of the new mandatory training.



WHAT YOU NEED TO KNOW: California Consumer Privacy Act of 2018

The Right to Protect Consumer Information and Privacy



The California Consumer Privacy Act of 2018 (CCPA) was signed into law on June 28, 2018, and will take effect on January 1, 2020. It requires

that a consumer's private and personal information be strictly protected. Personal information (PI) is defined as any information that could reasonably be linked to a consumer, including but not limited to personal identifiers, commercial information, biometric information, Internet activity information and employment information.

THE CCPA CONSUMER PRIVACY AND DATA PROTECTION MEASURES INCLUDE:

- **Right of Access.** Consumers may request disclosure of the specific PI that a business has collected about them.
- **Right of Deletion.** Consumers may request that a business delete any PI it has collected from the consumer and may direct any service providers to do the same, subject to several exceptions, such as when PI is needed to complete requested transactions or services.
- **Right to Know.** Consumers may request disclosure of the categories and specific pieces of PI collected about them, the sources from which the PI was collected, the purpose for such collection, and the categories of third parties the PI is shared with or sold to.
- **Right to Opt Out or Opt In.** Consumers may opt out of any sale of their PI to third parties, and consumers under the age of 16 must opt-in to any such sales.
- **Right of Equal Service.** Covered businesses must not discriminate against consumers exercising any of the above rights, including through pricing and quality of goods or services, unless different treatment is reasonably related to the value provided to the consumer by his or her data.

The law applies to for-profit businesses that 1) have at least \$25 million in gross annual revenue, or 2) annually collect personal information for more than 50,000 consumers or households.

Specific to healthcare organizations, CCPA states that it “shall not apply to protected or health information that is collected by a covered entity governed by the California Confidentiality of Medical Information Act (the CMIA), or governed by the privacy, security, and breach notification protections established pursuant to the Health Insurance Portability and Accountability Act of 1996.”

- For purposes of the CCPA, “the definition of ‘medical information’ in the CMIA shall apply and the definitions of ‘protected health information’ and ‘covered entity’ from the federal privacy rule shall apply.”
- This means that companies already regulated under either the CMIA or HIPAA should continue to comply with those rules when handling medical information, as defined by the CMIA (relative to California law) or protected health information (PHI) as defined by HIPAA. The CCPA does not presently supersede those regulations or laws with respect to PHI.

IMPLEMENTATION AND ADHERENCE

Despite the exceptions, healthcare organizations such as Heritage Provider Network (HPN) or its affiliated groups and contracted healthcare providers located in California (or interacting online with California residents) may also fall under CCPA requirements. To the extent they gather or process PI (such as IP addresses, social or lifestyle characteristics, internet activity, geolocation, employment-related information, education



There is a perception that a consumer’s private information is being vacuumed up and cross-indexed commercially, without the consumer’s knowledge, and without the consumer having the right to refuse to have their information collected, tracked, and/or sold without their permission.

information and “inferences” drawn from any such information to create a profile reflecting consumer characteristics), the CCPA provisions may apply to non-PHI data collected.

CCPA PROs and CONS: From a consumer and patient standpoint, the CCPA seeks to address the relatively unregulated world of private entities’ collection and sale of an individual’s private information. There is a perception that a consumer’s private information is being vacuumed up and cross-indexed commercially, without the consumer’s knowledge, and without the consumer having the right to refuse to have their information collected, tracked, and/or sold without their permission.

While the rationale behind the CCPA’s

... even those healthcare entities that diligently follow HIPAA and CMIA could foreseeably face consumer or governmental action for violation of the CCPA requirements ... if not compliant with CCPA provisions.



consumer protection is commendable, even those healthcare entities that diligently follow HIPAA and CMIA could foreseeably face consumer or governmental action for violation of the CCPA requirements, where information or data collected on patients or members go beyond PHI and could arguably be considered as PI (as opposed to PHI) if not compliant with CCPA provisions.

CCPA'S IMPACT ON HPN AND AFFILIATED MEDICAL GROUPS

While PHI is carved out of the CCPA, other data, such as demographics, lifestyle, web browsing histories, geo-tracking, email, and or financial data, arguably could fall under CCPA.

HPN and all of its groups and affiliated entities (in California or with any California residents), will take appropriate action on or before, including the date of the CPPA:

- Reviewing (“mapping”) potential data archives of covered CCPA data collected, stored, and/or disseminated across all HPN and affiliated group systems and organizations to provide

information that may be necessary to respond to consumer requests based on this act;

- Develop policies, processes, and staff structures to support the following:
 - Update and delineate online CCPA privacy and data collection policies, protections, and notice of privacy policies (e.g., update website privacy policies and follow them diligently).
 - Develop processes, policies, and procedures to respond to consumer opt out requests.
 - Develop processes, policies, and procedures to process and respond to consumer requests to “Forget Me.”
 - Developing processes, policies, and procedures to process and respond to consumer requests for accountings of what PI is maintained on the consumer. (Note that consumers are entitled to accounting going back to 1/1/2019.)
 - Develop processes, policies, and procedures to process and respond to consumer requests for accountings as to whom and where information has been disseminated.

While specific regulations fully implementing the CPPA have not yet been issued or released by California regulators (release date expected “Fall 2019”), HPN and affiliated groups will continue to work with their respective Marketing/Communication, Compliance, MIS, and legal teams to create necessary changes to websites, policies, and procedures.

Heritage Provider Network Affiliated Medical Groups

THE LARGEST INTEGRATED PHYSICIAN-LED MEDICAL GROUP NATIONALLY

For more than 40 years, HPN has provided quality, cost-effective healthcare to the communities we serve. Today, HPN and its affiliates manage the healthcare of more than 1 million individuals. Our network has thousands of primary care physicians and specialists and hundreds of hospitals.

ADOC Medical Group

adoc.us

Phone: (800) 747-2362
600 City Parkway West, Suite 400
Orange, CA 92868
Counties Served: Central and
North Orange County

Arizona Priority Care (AZPC)

azprioritycare.com

Phone: (480) 499-8700
585 N. Juniper Drive, Suite 200
Chandler, AZ 85226
Counties Served: Maricopa County
and areas of Pinal County
(Casa Grande Area)

Bakersfield Family Medical Center

bfmc.com

Phone: (661) 327-4411
4580 California Ave.
Bakersfield, CA 93309
Counties Served: Kern

Coastal Communities Physician Network

ccpnhpn.com

Phone: (800) 604-8752
1305 Marsh St.
San Luis Obispo, CA 93401
Counties Served: Arroyo Grande,
Atascadero, Los Osos, Morro Bay,
Paso Robles, Pismo Beach, San Luis
Obispo, Templeton and Tulare

Desert Oasis Healthcare

mydohc.com

Phone: (760) 320-5134
275 N. El Cielo Road
Palm Springs, CA 92262
Counties Served: Riverside and
San Bernardino

HealthCare Partners, IPA

hcpipa.com

Phone: (516) 746-2200
501 Franklin Ave.
Garden City, NY 11530
Counties Served: Bronx, Brooklyn,
Manhattan, Nassau, Queens,
Suffolk, Westchester

Heritage Colorado Care

heritagecolorado.com

Phone: (970) 704-5368
2020 North 12th St.
Grand Junction, CO 81501
Counties Served: Mesa County

Heritage New York Medical, P.C.

Phone: (516) 531-2001
1225 Franklin Ave., Suite 100
Garden City, NY 11530
Counties Served: Bronx, Brooklyn,
Manhattan, Nassau, Queens,
Suffolk, Westchester

Heritage Sierra Medical Group

sierramedicalgroup.com

Phone: (661) 945-9411
44469 N. 10th St.
West Lancaster, CA 93534
Counties Served: Kern, Los Angeles,
and San Bernardino

Heritage Victor Valley Medical Group

hvvvmg.com

Phone: (760) 245-4747
12370 Hesperia Road, Suite 6
Victorville, CA 92395
Counties Served: Los Angeles
and San Bernardino

High Desert Medical Group

hdmg.net

Phone: (661) 945-5984
43839 N. 15th St. West
Lancaster, CA 93534
Counties Served: Kern and
Los Angeles

Lakeside Community Healthcare

lakesidemed.com

Phone: (818) 637-2000
8510 Balboa Blvd., Suite 150
Northridge, CA 91325
Counties Served: Los Angeles,
Riverside, San Bernardino
and Ventura

Regal Medical Group

regalmed.com

Phone: (866) 654-3471
8510 Balboa Blvd., Suite 150
Northridge, CA 91325
Counties Served: Los Angeles,
Orange, Riverside, San Bernardino,
San Diego and Ventura

touchpoints

Heritage Provider Network

8510 Balboa Blvd., Suite 150
Northridge, CA 91325-5810

Our Awards

Recognition of Commitment and Excellence

The recognition we have received demonstrates our practices in excellence. We're proud to be awarded for our commitment to our members and our community.



Wellness Excellence Award in Health Education – Southern California Foundation for Health Care



Top Ten Physician Medical Networks in California by America's Physician Groups



NCQA Certification for Utilization Management and Credentialing



Elite Status of Excellence for the Standards of Medical Care by America's Physician Groups



Recognized by the Integrated Healthcare Association for our diabetic registries