



Contact: Cindy Ernst
510-208-1740
cernst@iha.org

July 2, 2002

FOR IMMEDIATE RELEASE

IHA NAMES ADDITIONAL PHYSICIAN ORGANIZATIONS TO PAY FOR PERFORMANCE GOVERNANCE GROUP

WALNUT CREEK, CA - The Integrated Healthcare Association (IHA), a statewide leadership group active in health care policy and managed care issues, has named two additional physician group members to the Steering Committee that will guide the implementation of its Pay for Performance initiative. The two are **Alan Glaseroff**, MD, chief medical officer of the Humboldt Del-Norte Independent Practice Association (IPA), based in Eureka, and **Jose Gonzalez**, president and CEO of Long-Beach-based Latino Health Care.

"These two appointments bring to six the number of physician organizations represented on the Pay for Performance Steering Committee and, more important, bring us important new perspectives," said **Tom Davies**, regional healthcare manager for Verizon and chair of the Steering Committee for the statewide initiative in which six major HMOs will reward physician groups for performance on a common set of clinical and patient satisfaction measures. "We need a sense of how the initiative will play out in rural areas and in physician groups serving culturally diverse populations. We got that and more in these two key physician group leaders."

Alan Glaseroff, MD moved to Humboldt County with his wife and practice partner, Dr. Ann Lindsay, in 1983 and established a small-town family practice, which they have maintained ever since. He has served as chief medical officer for the Humboldt-Del Norte IPA since its inception in 1995. The IPA is economically strong and has received the highest quality award on the Blue Cross CaliforniaCare Quality Scorecard for the past four years. Dr.

Glaseroff received his BA degree from Swarthmore College and his medical degree from Case Western Reserve University. He completed his internship and residency in Family Practice at the University of California San Francisco. He was recently selected for the initial group of fellows of the California Health Care Foundation Leadership Program, which began in January of 2002.

Jose Gonzalez has 30 years of health care experience, including hospital administration, medical group and IPA development, managed care contracting, and community clinic management in Los Angeles and Orange Counties. For the past six years he has been president and CEO of Latino Health Care, a Long Beach-based management services organization (MSO) for two medical networks serving managed care enrollees in Medicare, Medi-Cal, Healthy Families, and commercial health plans. Prior to that, he worked at UC Irvine Medical Center and St. Francis Medical Center in Lynwood, started White Medical Group, and founded and served as CEO of Universal Med-Co. Born in Mexico, he came to the United States in 1954, attended school in East Los Angeles, and received his BA degree from California State University, Long Beach and master's degree from Pepperdine University. In addition to extensive volunteer service for the developmentally disabled, he chairs the public policy committee for the California Association of Physician Organizations and serves on the Advisory Committee to the State Department of Managed Health Care.

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IHA (www.iha.org) is a California leadership group of health plans, physician groups, and health care systems, plus at large academic, purchaser, consumer, and pharmaceutical industry representatives, committed to policy development, public dialogue, and special projects associated with the continuing evolution of managed health care.