

Dear patient,

Dr. Hedman and Dr. Lichti are excited to announce the opening of Placer Private Physicians in October 2014. We will be leaving Turnure Medical Group and opening a new office just a few blocks from our current location. At Placer Private Physicians, we will be offering a new and exciting approach to family and sports medicine.

Our goal has always been to offer you and your family personal and comprehensive primary care medicine. However, this is increasingly difficult in today's healthcare environment. Insurance plan reimbursement limitations and regulations greatly restrict the time we can dedicate to any one individual patient or family and how we practice medicine. We want the freedom to spend more time with our patients, but that requires us to use a different practice model.

More Personalized Care for You

We are proud to announce that our new private medical practice will be based on the "direct-care" membership model. This approach to medical care has proven successful across the country as doctors wishing to offer a more patient centered experience eliminate the rush of a packed schedule in favor of personal, dedicated time with their patients. This practice model will not only provide extended and more relaxed office visits, but will enable us to dedicate more time to your unique health needs. Direct care membership will also enable us to spend more time reviewing current research, deliver the most up-to-date primary care with hands-on coordination with other medical providers, and focus more thoroughly on disease prevention - a cornerstone of primary care.

Of course, we understand illness cannot always be prevented. That is why our new practice is also ideally suited for patients with chronic or complex diseases requiring extra time and attention. We will be directly involved in every level of your care, including emergency room and hospital admissions. We believe this level of personal interaction is a key component of the doctor-patient relationship.

Improved Access and Communication

As a patient of Placer Private Physicians you will have unprecedented access to our staff, including 24-hour communication directly with the physicians through phone, text messaging, email, and smartphone applications. We are also very excited to offer the future of health care - telemedicine. We know our patients are busy with family, work, and life. Video conferencing allows us to address many of your healthcare needs face to face without the inconvenience of a trip to our office. We can also make home visits when appropriate. In addition, you will have online access to schedule appointments, communicate with our staff, and review labs with our electronic medical records system. Our new office will redefine your expectations for medical care.

Become a Member for All-Inclusive Care

To provide this level of personalized and comprehensive primary care, we must limit the size of our practice and will no longer depend on health insurance to pay for our services. Instead, our patients will be a part of our affordable and valuable membership program. By joining, you will receive all-inclusive care including extended physician visits and all procedures, medications, and diagnostic tests we perform in the office. Routine adult immunizations are included (please see our website for information about pediatric immunizations). Most blood work will be drawn right here in the office by our medical assistants, Kimberly and Kayla.

Although your membership fee will cover the vast majority of your primary care needs, it is important that you and your family maintain a medical insurance policy to cover those medical fees not included in your membership (examples: hospitalizations, prescription drugs, certain labs, radiology testing, services provided by other medical providers, etc.). We can assist you in choosing the best PPO insurance plan for you and your family. Memberships are open for new and existing Medicare patients as well. Please visit our website for more information specific to our Medicare members.

We understand that not all our patients will wish to invest in this level of primary care. Please note that as of October 24th, we will no longer be able to serve as your physician if you are not a member of Placer Private Physicians. For those of you who choose not to join, you are welcome to transition to another physician at Turnure Medical Group.

If you are interested in joining or would just like more information, you can reach our office at 916-624-1777, visit our website at www.placermd.com, or attend one of our informational sessions. Please see the attached sheet to register or feel free to give us a call. Please do not call Turnure Medical Group as the staff can only direct you to the above number or website. Membership space is limited—once all available slots are filled, you will be added to our waiting list until a slot is available, so we encourage you to act quickly.

It has been our privilege to serve as your doctor and to care for you and your family. We truly value the professional and personal relationships we have built together and we sincerely hope you will join us at Placer Private Physicians.

Sincerely,

Brön Hedman, MD and Rich Lichti, MD

