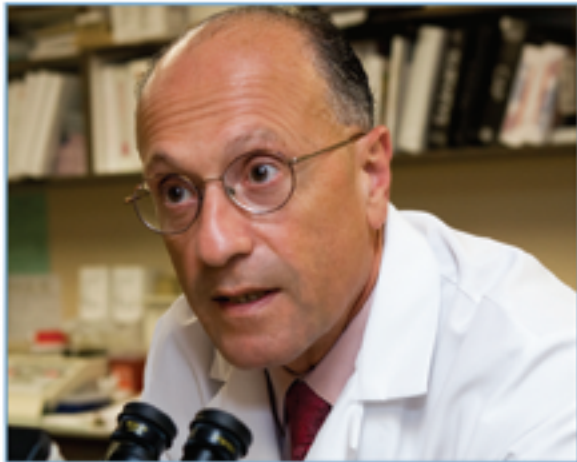


THE DOCTORS AT PACIFIC SHORES MEDICAL GROUP



N. Simon Tchekmedyian, MD



Kalust Ucar, MD



Eleonor Quan, MD



Sassan Farjami, MD



Amy Wang, MD, PhD



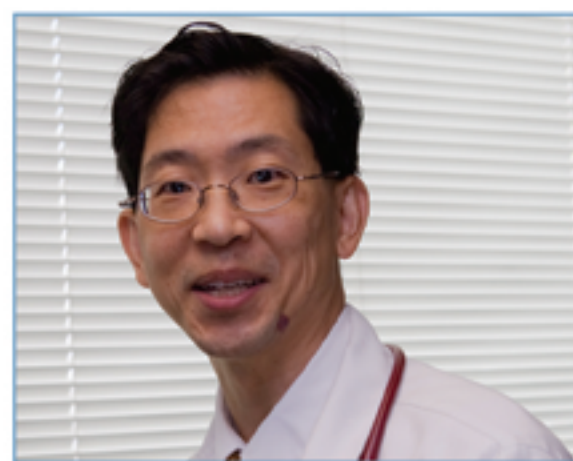
Lihong Wu, MD



WHAT'S NEW AT PACIFIC SHORES MEDICAL GROUP?



Luke Chen, MD



André K.D. Liem, MD



Mark M. Ngo, MD



David M. Burtzo, MD

What's up with Dr. T?

Dr. Tchekmedyian, also known as Dr. T, hasn't been seeing as many patients since he began his "sabbatical" a year ago, but that doesn't mean he's been resting.

"Before my sabbatical, I was spending most of my time with patients. It was difficult to change because my patients are so very important to me," Dr. T says. "Patient care means that you have to be there for patients and families all the time. Yet, there are so many new developments in oncology that need to be brought to our practice. As I consulted with my associates, we realized that I could not accomplish that if I spent all of my time at the clinic. Therefore, after taking care of patients for over 25 years, it was time to apply my experience for everyone's benefit across our practice."

"I am steadily moving from being a player of the game to being a coach; from being in the front line of patient care to being behind the scenes; helping everyone to be in top-notch shape," Dr. Tchekmedyian says. "My goal is that the 150 professionals who work in our five offices have the comprehensive resources needed to provide the best care possible to the over 4,000 new patients – and many thousands of current patients – whom we follow every year," he says.

"I am spending structured, intense and focused time on projects that are very important to our patients and staff," explains Dr. T. "I had to stop attending to daily patient care to pursue these projects, and that ended up being called a sabbatical."

The change is far from a slowdown for Dr. T. He is busy implementing new programs to give Pacific Shores' patients access to more treatment options today and over the years to come.

PET Scanning

Those projects have included a new PET scanning program. PET scans image the body's cellular functions and metabolic activity to help physicians diagnose and treat cancer.

The PET team includes Chief PET Technologist Jonathan Rigutto and Nuclear Medicine/PET Physician Dr. Daniel Cham, who interprets the results.

"We have an extraordinarily-talented team," says Dr. Tchekmedyian. He proudly points out that Dr. Cham is co-author of a desktop reference medical book on PET scanning.

Top Doctors

Dr. Tchekmedyian is very proud of the doctors at Pacific Shores. He felt very comfortable transferring his own patients to his associates when he began his sabbatical.

"I am very fortunate, because our first order of priority is to recruit top clinicians from all over the country – the best talent available," Dr. Tchekmedyian says. "We have magnificent oncologists from top university oncology programs on the West and East Coasts."

Dispensing Health

Patients don't have to stray from those doctors to receive their medicines, now that Pacific Shores has a physician dispensing program that stocks newer oral cancer medications.

"Patients can avoid some of the inconveniences they might face, now that they can obtain their medications, information, and instructions at one location," Dr. Tchekmedyian says. "It's more convenient, and the education and quality control are exceptionally good."

Expanding Clinical Research

Dr. Tchekmedyian and Dr. Liem have worked to expand Pacific Shores' clinical research program, including "some of the most amazing, cutting-edge new cancer treatment programs available in the world," Dr. Tchekmedyian says.

"Among them are new medications that are being tested together with colleagues in New Zealand and Australia for the treatment of various cancers," Dr. Tchekmedyian says. "These are specially designed chemotherapy molecules that get activated when exposed to low-oxygen tension that is particular to cancer sites. We are testing them for cancers of the lung, prostate, breast, and pancreas, as well as melanomas, lymphomas, and various other solid tumors."

"We are also conducting ground-breaking research into new molecular imaging modalities with PET scanning technology," Dr. Tchekmedyian says.

Weekly Conference

"I am very proud of our weekly oncology conference," Dr. T adds. "We now have the set up to convene weekly so that all

physicians participate in presentations and discussions of patients and complex medical problems. We combine the expertise of over 10 oncologists to reach the best diagnostic and treatment program for a specific patient."

"We also have invited experts from leading universities who make presentations and join the discussion," Dr. T says. "This program helps us gather the latest, finest, and very best that medicine has to offer to bring it to each of our patients. It is very comforting for patients to know that their doctors have these resources to make the best decisions and provide the best advice."

Portable Pump

Pacific Shores' doctors now provide a smaller, lighter portable pump for patients who need continuous intravenous infusion. "Patients and nurses are very happy with the improved convenience," Dr. Tchekmedyian notes.

Year-Round Education

Pacific Shores has expanded its oncology nursing, physicians assistant, and nurse practitioner educational programs, which

include "a phenomenal curriculum of oncology education all year round," Dr. Tchekmedyian says. The program "has also become a resource for nurses across the community" in Los Angeles and Orange counties, he says.

Electronic Medical Records

A new electronic medical records system is being implemented across Pacific Shores' five offices. The new system gives instant wireless access to a patient's entire medical record by doctors and staff using portable computers. Dr. Tchekmedyian says the system will be used for all of the patients within a year.

Speaking Your Language

Our brochures have been translated to Spanish, Armenian, Chinese, and additional translations are planned.

Web Site

We continue to provide updated information at www.pacshoresoncology.com

All of these endeavors are to serve Pacific Shores Medical Group's mission of high-quality service for all of our patients.