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From the presenting sponsor



I am delighted to see such a talented group of health care professionals being named 2009 Health Care Headliners award winners. On behalf of Embarq, congratulations on receiving this prestigious and much-deserved award!

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We are honored to be associated with, and serve, such an elite group of health care professionals. Once again, congratulations on receiving an honor you so clearly deserve. Your commitment to the health care profession will continue to be applauded, and I wish you continued success.

Richard G. Twilley
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Sincerely,

Patrick Wisman
Chief Executive Officer
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The Renaissance Las Vegas Hotel is a proud sponsor and host location for *In Business Las Vegas*' 2009 Health Care Headliners award presentations. We would like to take this opportunity to congratulate all of the honorees and salute these organizations and individuals for their extraordinary commitment to this vital industry.

Renaissance Las Vegas believes in supporting the community, and those honored in this program clearly help make the Las Vegas Valley a vibrant and positive place to work, live and raise our families. As we celebrate the accomplishments of those who have made significant contributions to the health services industry, Renaissance Las Vegas is pleased to host the honorees and all of the other distinguished professionals in attendance.

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Congratulations, once again, to the honorees.

Sincerely,

Tom Xavier
General Manager
Renaissance Las Vegas Hotel





Ann Lynch

Vice President, Government Relations, Sunrise Health System

Ann Lynch likes to tell people that when John C. Fremont came to the valley for the first time, she served him coffee. While the joke about her longevity brings its share of laughs, Lynch, who has called the valley home since 1959, has brought through the years much more than simple humor to health care policies and practices in Las Vegas.

Lynch, who serves as the vice president of government relations for Sunrise Health System, is a past president of the Nevada Parent Teacher As-

sociation and the Las Vegas Area Council PTA, a role in which she helped pass legislation mandating immunizations for elementary school children, as well as the helmet law requiring motorcyclists to wear head protection.

Lynch also has served on the board of the The Public Education Foundation, Clark County Family Child Care Association and has been a

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member of the Ronald McDonald House Steering Committee, National Drug and Alcohol Abuse Prevention Commission and the Nevada Commission on Postsecondary Education.

"I was always very interested in medicine but never had the skills (to pursue it)," Lynch said. "It was just a combination of having a great interest in children and being extremely concerned about their health ... which led me to become an advocate for their health."

Lynch volunteered in hospitals as a teenager and even volunteered at Sunrise in the late '60s, before taking a position with the hospital in 1972. She also was a founder of the Sunrise Children's Hospital Foundation. Established in 1993, the foundation offers 12 health education programs for Southern Nevada children. Each year, the group reaches 200,000 children, half of whom are low-income, minority or limited in English proficiency. Some of the programs the Sunrise Foundation offers are: Early Head Start, Baby? Think It Over, Parents as Teachers, Signing for Kids, Women, Infants & Children clinics and more.

"I think if you really believe in something and you're really not selfish, and what you want is for the betterment of others, you can be heard," Lynch continued. "There are too many voices crying for limited interests. ... I think, too often, we forget why we came into the swamp."

Coming from a family of journalists, Lynch, who moved to Las Vegas from Indiana, chose the marketing and public relations fields instead. She counts moving to Southern Nevada at a time when the population was only 300,000 as a personal and professional blessing.

"I happened to fall into things I love, and the best thing is, I found opportunities that allowed me to make things happen," she said. "I'm just very thankful that I came to Nevada and ... was surrounded by many extremely talented people that made me look good. ... If I would have stayed in Indiana, gone to California, New York, I don't think I would have been able to have the influence I've had."

Lynch also has a valley elementary school named after her. <

By Brian Sodoma
 Special Publications writer
brian.sodoma@gmgvegas.com



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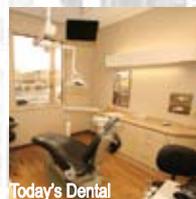
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Dr. Mike Jeong

Medical Director, Las Ventanas Retirement Community

Dr. Mike Jeong remembers watching his grandmother change through the years. The cognitive and physical decline he witnessed led him to pursue a career in geriatric medicine. His drive for this branch of medicine was further sparked by a patient he met during his residency at Yale School of Medicine.



Physician

“I remember sitting in a room with a gentleman dying of prostate cancer. He shared his life story with me,” Jeong said. “It was a busy day. ... Physicians spend so much time looking at numbers and just kind of lose focus of the person that’s being taken care

of. That opportunity just changed my perspective on taking care of patients.”

Today, Jeong, 42, is the medical director of the skilled nursing facility at Las Ventanas, a continuing care retirement community. He has educated many patients and caregivers on how to live with chronic illness and disabilities, while accessing appropriate medical care, and rehabilitative and support services. Jeong looks at all aspects of a patient’s situation, asking about emotional and spiritual well-being and assessing current and past physical abilities.

Jeong also wholly believes in the connection between a person’s mental and spiritual well-being, and their physical healing.

“(Spirituality) is a part of life that many people push to the end of their life to deal with, when they have to deal with the fear of death and eternity,” the physician added.

Jeong also likes to rekindle a “psychological sense of purpose” in his patients, asking them about their past, what drove them and what they accomplished in their lives.

But while he focuses on the mind-body connection, Jeong still encourages physical activity as often as possible.

“I’m a firm believer in preventative

care, especially for seniors. ... people are 70, 80 or 90 years old, and they’re lifting weights, doing cardio exercise. This lessens their fears of falling, and they are not as dependent on people,” Jeong said.

The physician is a member of The American Geriatric Society, American Academy of Hospice and Palliative Medicine,

American College of Physicians, American College of Physician Executives and American Medical Directors Association.

“I’m doing my passion, and the opportunities that have come up have been a great journey. ... I want to continue to grow to be the best I can be, to be available for this calling,” he added. **< B.S.**

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Joe Schubert

Emergency Medical Technician, American Medical Response

Joe Schubert came to Southern Nevada nearly three years ago to be closer to his family. With most of them moving to the valley from New Jersey more than a decade ago, he was one of the last to come out West. Schubert, an emergency medical technician for American Medical Response, also has his family to thank for indirectly guiding him into a field he enjoys.

Schubert, 25, who sees himself becoming a trauma nurse one day, was recently called to action while driving home from work. He remembers the February 2008 event vividly, as he approached a home in his neighborhood whose garage was ablaze and threatening the rest of the house.

“The only thing keeping it (the fire) from coming into the house was the door (to the inside of the house),” Schubert noted.

After finding out from a girl outside the home that others were inside, Schubert wet his uniform shirt, put it over his face and entered the building after telling the informant to call 911. Inside, he found the girl’s mother, father, older brother and grandmother. As he led them out of the house, the grandmother panicked and froze. Schubert still was able to usher the family out of the house before the staircase he navigated them down collapsed.

Schubert downplays his heroic effort as a simple commit-



Emergency Services

ment to his profession, which he went into after a friend in New Jersey, who was an EMT, recommended he try it. Schubert was a lifeguard before he went to EMT school, then spent a year and a half as an EMT in the Garden State before moving to Las Vegas.

“I fell in love with it immediately,” Schubert said. “I enjoy making a difference in people’s lives and brightening their days as much as I can, even in their time of need.”

For his efforts in the rescue, Schubert will receive the Star of Life Award from the American Ambulance Association. The award goes to EMTs who go above and beyond the call of duty; it is only given to about 100 recipients a year. There are more than 200,000 EMTs in the United States today. Schubert will be honored in Washington, D.C., in May, along with other fellow heroes from around the nation. < B.S.

Congratulations! Dr. Mike Jeong

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Dr. Eric Moskow

Chairman & CEO, Canyon Gate Medical Group

Dr. Eric Moskow will admit he's a bit old-fashioned. But his old-school approach to running a medical group may be just what Las Vegas needs.

Moskow is chairman and CEO of Canyon Gate Medical Group, an affiliate of the Florida-based Outcome Based Delivery System, a health care delivery system he



founded about 10 years ago. The chief executive officer believes that the quicker a patient can get to a primary care physician, who takes the time to listen to the patient's needs, the quicker the patient can be on the path to better health. This prevents unnecessary health care

Innovation

costs to everyone involved.

“What makes us unique is that we remember old-fashioned medicine,” said Moskow. “If the physician listens to the patient, then the diagnosis, at least 90 percent of the time, is immediately available, and you can avoid a whole lot of costly things.”

The group offers same-day appointments with minimal wait times. Physicians follow up with patients regarding lab results the same day results are received. Appointment length is based entirely on patient need and usually ranges between 10 and 30 minutes, depending on the diagnosis. If a specialist or surgeon is required, Canyon Gate's primary care physician helps coordinate care for the patient. Network specialists meet patients at the primary care doctor's office to keep them from having to meet with multiple doctors in different areas of town.

Moskow's medical group also is extremely conscious of wait times.

“My goal is to get you out of the waiting room as quickly as possible and get you adequate face time with doctors,” Moskow said.

Additionally, Moskow hires American-trained physicians from premier residency programs. New graduates are paired with physicians who have practiced for at least 10 years.

Opening in 2008, Canyon Gate has four offices in the valley and a partnership with MGM Mirage, for whom

it runs an employee health clinic. Moskow hopes to have 12 clinics in the valley within a year.

Committed to taking away the cost barrier to quality health care, Moskow hopes to open an inner-city clinic to “bring the highest quality care to those who need it most.” **< B.S.**

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Dr. Yupo Ma

Chief of Hematopathology, Nevada Cancer Institute

Dr. Yupo Ma, chief of hematopathology at the Nevada Cancer Institute, is helping clear up the mystery of two baffling diseases and also is bringing hope to hemophilia patients. But Ma hopes his

Research

research will help in bringing solutions to even more complicated health disorders in the future.

Ma, whose subspecialty is lymphoma, saw his mother lose her battle to colon cancer. The experience was enough to make him want to go into medicine, then more specifically, into research.

“I was always thinking I wanted to go into medicine. I also like to do research, because if you become a doctor and don’t do research, you don’t know how much you can (help) the patient,” he said.

Born in China, Ma’s educational and research path has taken him to numerous universities around the world. He first entered medi-

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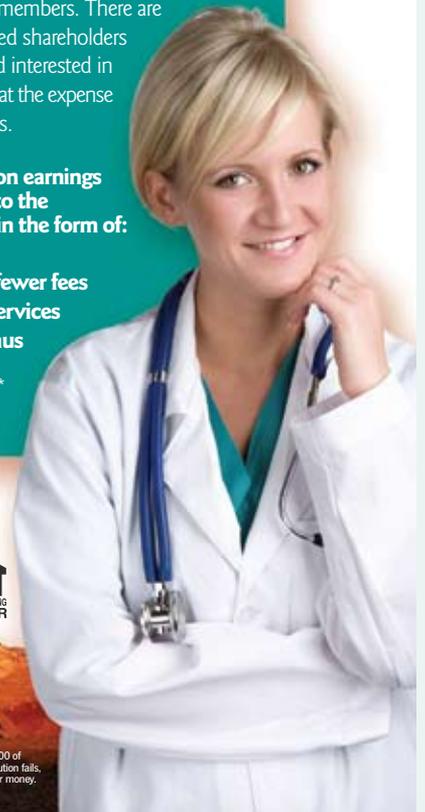
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Nevada Cancer Institute

cal school in China at age 19 and has been in the United States since 1987. Since then, Ma attended Brown University, Harvard Medical School, the University of Washington and other schools. Ma, 46, has been at Nevada Cancer Institute since 2005.

Through his research, Ma discovered a protein called SALL4. He categorizes the protein as a “master regulator” of genes, which means when “over-expressed” it could encourage tumor growth. Ma has been awarded numerous research grants for SALL4, including a \$2 million Research Project Grant from the National Institute of Health.

The researcher believes that a 50 percent reduction of SALL4 in myelodysplastic syndrome and acute myeloid leukemia patients could help reverse the very complex conditions. Now, Ma is looking for a drug company willing to develop a drug that would reduce SALL4 levels in MDS and AML patients in clinical trials.

Ma also has identified a stem cell therapy by using adult somatic cells and turning back their developmental clock, so that they behave like embryonic stem cells. This process, called retrodifferentiation, produces induced pluripotent stem (iPS) cells. By using these cells with other growth factors, Ma was able to create the Factor VIII protein (a clotting factor) that can reverse the excessive bleeding found in hemophilia patients. The therapy has not been tried on humans yet, and Ma said two to three years of human testing is required.

The researcher also believes iPs, if there are no immunological responses from humans, can possibly go into insulin-secreting transfer mode, which could help Type II diabetes patients. He also believes there may be other conditions that could benefit from the therapy.

“Hopefully, some day in the future, we can get rid of Type II diabetes,” Ma said.

That’s something even cancer patients would likely applaud. < B.S.

“

If you become a doctor and don't do research, you don't know how much you can (help) the patient.

Dr. Yupo Ma

”



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Sister Michael Thomas Watson

Joseph Nika

Director, Preprofessional Advising Program, UNLV College of Sciences

Joseph Nika plays an important role in getting University of Nevada, Las Vegas students into top medical programs, while elevating the university's status as a premed destination.

As the director of UNLV's preprofessional advising program, Nika helps students navigate their premed academic, volunteer and professional experiences to put together the best medical school application possible. A biology major in college, he also teaches a variety of premed courses, usually two each semester.

"I'm spoiled at UNLV. My classes are all senior level courses, and students that make it this far are really enriched and highly passionate about learning," he said.

In 2005, Nika came to Las Vegas from the University of Dallas, a small Texas liberal arts college known for preparing students for medical school. He wasted little



Education

time in making an impression on the UNLV staff and the heads of the pre-medical and pharmaceutical programs. When Nika arrived, only 33 percent of students classified as premed went on to medical school. Within two years, that number jumped to 51 percent, bettering the national average of 43 percent at the time.

But those figures underscore the program's other successes, said Nika. Upon arriving at UNLV, he helped establish the

nationally chartered prehealth honor society, Alpha Epsilon Delta. Nika also identified a student who could serve as the local chapter's first president, and helped draft a constitution and file an application with the national charter. By the fall of 2005, the local chapter was started, and today, it has 172 students. But most importantly, its distinguished membership enjoys an 87 percent medical school acceptance rate.

"Once the students started to see the results, the chapter grew like wildfire," Nika said.

Additionally, UNLV is seeing more students gain acceptance to more prestigious programs at schools such as Penn State, University at Albany, Temple University, University of Pennsylvania and University of California, Los Angeles, to name just a few.

Nika helps coordinate student clinical experience, community service and noncurricular requirements. For physician shadowing experiences, many students tend to tap into local physicians or their own doctors, Nika said. The group also relies heavily on Sunrise and Summerlin hospitals.

But in the area of community service, UNLV's premed students are great assets to the valley. Because the group has a young and driven student population, humanitarian projects can be completed in a fraction of the time it takes many other groups, Nika said.

Aside from helping students move forward with successful medical careers, Nika offers two annual presentations that highlight the UNLV premed offerings for Clark County School District students.

"Many students are unaware of the fact that there are tremendous resources available at UNLV to allow them to build a competitive application for any health science program," Nika said. "We have a comprehensive program — not only in terms of a science curriculum, but appropriate clinical experiences — engaging humanitarian service experience and research opportunities. ... You're not going to find another university in the country with better resources to help students build competitive applications than UNLV." < B.S.



Rebecca Neaman

President, Southwest Healthcare Management

Far too many examples abound of well-intentioned businesses or nonprofits that run into financial hardship, ultimately wasting valuable talents and skills. Rebecca Neaman, president and founder of Southwest Healthcare Management, is here



**Manager/
Administrator**

to make sure this doesn't happen for the many valley doctors and medical groups.

After 25 years experience, Neaman started her own medical practice consulting company two years ago. She refers to herself more as an outside practice administrator, since the term better represents a very hands-on

approach she takes helping start-up doctors' offices or those needing help turning their business around.

"The ultimate goal is to set them up for prosperity. We're not there for the short term," Neaman said of her philosophy. "What we look to do is to help a doctor run a healthy practice in order to give patients a better delivery of health care as well."

The expert says too many consultants walk into an office, do some analysis, then hand a report to the doctor with recommendations. With Southwest Health Care Management, Neaman implements changes and measures their success.

"Most of my clients are in crisis mode, where they've been open a couple of years, billing hasn't gone well, (there's been) a revolving door of employees, and the doctor doesn't understand why he's seeing so many patients and the reimbursements are so low," Neaman added. "I love going into an office where doctors call me for one thing, then I'm looking at so many different things. ... I really like finding out what's not working and turning it around. ... It's very rewarding."

Neaman first started working in a medi-

cal setting when she was 16 years old. The experience that started as a part-time position blossomed into different positions, such as billing, front and back office management, among others. Meanwhile, she took college classes in business and health care administration. Today, Neaman is a certified administrator in physician prac-

tice management and an executive fellow in practice management. She also authors a column for *M.D. News* magazine.

In the future, Neaman sees her company evolving into a medical development firm, where she also can be a vendor for products and services that she currently has to contract out. < **B.S.**



Researcher Dr. Yupo Ma and Oncology Nurse Susan Caramico are not only Healthcare Headliners they are helping win the fight against cancer.

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Drs. Randy Bryson & Toni Margio

Dentists, Co-Owners, Las Vegas Beautiful Smiles

Dentists shouldn't offer free Wi-Fi. But Pennsylvania transplants Drs. Randy Bryson and Toni Margio don't see a problem with it. After 20 years running a successful cosmetic and general dental practice in Pennsylvania, the husband and wife team recently opened their dream practice in Summerlin.

Las Vegas Beautiful Smiles is all about the patient experience instead of a dental experience. Whether it's a chipped tooth being repaired, filling, restoration or cosmetic work, the pair are clearly committed to the comfort of the patient, something felt immediately when walking into the office waiting area, which is complete

with a tranquility fountain, café chairs, complimentary coffee, snacks and the ever-impressive free Wi-Fi.

"We didn't want this to look like a dentist's office at all," Bryson said of the waiting area.

Beyond the waiting room, the couple's new practice isn't short on perks or the best in dental technology, such as digital x-rays, a painless Novocain delivery system, Zoom!2 Chairside Whitening System and more. The pair also use a CEREC system, which allows customers who have custom fabricated crowns and veneers to have them done in-office, the same day, instead of wearing a temporary crown and enduring a second round of anesthesia.



Dentistry

Before springing for the \$120,000 technology, Bryson and Margio researched and trained with the product for a few years.

"We held off for a few years, while the technology was being perfected," Margio added. "They (crowns) fit so much better, because they are made with an image of the actual tooth, not just a (traditional) mold."

The 2,400-square-foot office has three dental suites but easily could be expanded to twice the capacity. Meanwhile, exam areas have ample sitting space for visitors, and patients are offered movies, massages and paraffin wax therapy during lengthier stays.

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They (crowns) fit so much better, because they are made with an image of the actual tooth, not just a (traditional) mold.

Dr. Toni Margio

”

chairs for people, but it was so tight,” added Bryson about the Pennsylvania practice, which swelled to 3,000 patients at one point. The husband and wife team is targeting between 500 and 1,000 patients for the new office, which will help them maintain a high standard of care.

With Bryson and Margio engaging in 100 hours per year of continuing education, as well as being involved in educating other dentists, the site has a room dedicated to patient education and other meetings.

Bryson and Margio — who have been listed in the peer-reviewed *The Best Dentists in America* publication — also recently joined the Crown Council, a national association of independent dental practices, whose members are nominated by peers. The group has raised \$20 million for charities around the country. Through Margio and Bryson’s practice, money collected for teeth whitening in the months of March, April, May and June are split between the Nevada Childhood Cancer Foundation and Teammates for Kids, a national program that contributes financial resources to children’s charities. < B.S.



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Dr. James Beckwith

Optometrist, Owner, Vision Source — Summerlin-Lakes Office

Dr. James Beckwith became interested in an optometry career in the fifth grade, when, he said, he visited an eye care center that “had a lot of fun toys.” Today, after almost two decades as a private practice optometrist, Beckwith feels the same satisfaction from his chosen profession that he did when he first started.

“The thing I’m proudest of is just seeing people smile. ... it’s an awesome experience to help someone,” he said.

Beckwith has taken his desire to help people see the world more clearly to a higher level, locally and beyond. The fun-loving optometrist and owner of the Vision Source franchise Summerlin-Lakes office offers his support for issues such as higher education funding, diabetes prevention, and glaucoma treatment and prevention.

In 2006, Beckwith took his family on a trip to an impoverished area of Mexico. In three days, Beckwith and a group of doctors volunteering with Volunteer Optometric Services to Humanity saw to the medical needs of more than 1,000 patients. He also coordinates twice a year with Vision Source’s 11 valley offices to offer free glaucoma and diabetes (eye-related) exams.

Beckwith also is doing his part to address the rising cost of higher education. With other Vision Source optometrists, he helps fund



Community Outreach

and coordinate the dispersal of three \$1,000 college scholarships per year for valley high-school students looking at careers in health-related fields.

The optometrist provides free exams to the valley’s homeless and partners with the American Optometric Association to provide complimentary eye exams for the working poor, children and families during Save Your Vision Month in March. He also is involved with Optometry Giving Sight, a national nonprofit that supports men, women and children who are blind or vision impaired, because of the lack of access to eye care. The group builds infrastructure for vision care in countries that don’t

have it. This year, on Oct. 11, Beckwith and the doctors in other Vision Source offices will donate revenues from service fees for the day to help fund the group. **< B.S.**

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Sister Michael Thomas Watson

Volunteer Supervisor, St. Rose Dominican Hospitals, de Lima Campus

An Adrian Dominican Sister since 1949, Sister Michael Thomas Watson has spent time as a school-teacher and administrator. She also served



Volunteer

for 20 years as a pastoral care minister in Heet, Calif. In 1998, after retiring, she came to Southern Nevada. Sister Watson saw the move to St. Rose's de Lima campus, near the corner of Lake Mead Parkway and Boulder Highway, as a blessing in her life. In about 10

years, she has logged more than 23,000 volunteer hours with the hospital.

"I've loved every minute of it. There hasn't been one day that I could say that I didn't want to get up and come to this hospital," she said.

Sister Watson typically works from about 8 in the morning until 4 or 5 o'clock in the afternoon each day as a volunteer supervisor for the hospital. She even pops in for visits on Sundays, as well, and is known for walking the hospital halls and giving hardy "hellos," handshakes and hugs.

"If we don't let them (patients and employees) know we care ... then what's the sense of us being here?" she added.

Sister Watson also works with local church groups of all religions to establish food service days for the area's homeless and has coordinated the delivery of usable, but obsolete, medical supplies to regions of need in Mexico.

Additionally, she volunteers for nearby McCaw Elementary School's Positive Impact Reading Program, has worked in the hospital gift shop and held positions on the volunteer advisory board for St. Rose and its mission integration committee. But Sister Watson's drive for her volunteer work lies in simply being a comforting presence for hospital patients and staff.

"To me, it's about sharing God's gifts that

have been given to me with others. Right now in my life, it's about being present to those who are ill," Sister Watson said.

Sister Watson is on the board of directors of the Poverello House, an area nonprofit that offers hot meals, personal hygiene items, showers, beds for naps, television, games and an overall respite for spiritual

and emotional rebuilding to the homeless.

At 82, Sister Watson has no plans of stopping her volunteer work.

"I just enjoy what I do. ... I want to do what I can, while I can," she added. "My philosophy today is to take each day as it's God-given and to use it to the best of my ability." < B.S.

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Susan Caramico

Clinical Nurse, Nevada Cancer Institute

Nevada Cancer Institute doctors sometimes call Susan Caramico the cruise director. The title may seem odd in such a setting, but after awhile, one sees why it's appropriate.

The clinical oncology nurse has held supervisory positions in her past jobs in medical oncology departments at University Medical Center at The University of Arizona in Tucson; a bone marrow transplant physician's practice in Berkeley, Calif.; and at the Nevada Cancer Institute, where she briefly served as manager of its medical oncology unit.

But just because today Caramico simply goes by the title of clinical nurse doesn't mean her impact is any less meaningful at the Nevada Cancer Institute. The 19-year nursing veteran is happy to do plenty of behind-the-scenes work to help doctors stay focused on patients and research.



Nursing

"I try to take away the bumps in the road to make things move smoothly. I want to make sure there are no delays," she said. "I can get on the phone with a medical director at the insurance company and tell them what (our doctors) would

say. In those situations, just the slightest thing can be off, and you can get denied."

In the case of aggressive cancers like lymphoma, the time savings her behind-the-scenes work can provide is crucial for patient care.

Caramico also is highly valued for her ability to train other nurses. When she arrived in Southern Nevada three years ago, she partnered with human resources staff to write job descriptions for the hematology team of Nevada Cancer Institute's medical oncology clinic. Today, Caramico enjoys training new nurses, putting them through her three-month orientation program and also teaching the 13.5-hour chemotherapy classes as well.

"I always gravitated toward teaching and mentoring new nurses, even when I was young," she said. "All nurses don't have the patience to teach. But with the high turnover, we should be nursing our new graduates along."

Caramico gravitated toward oncology because of some of the unique differences in care for cancer patients.

"When you're an oncology nurse, you really get to see the whole patient and whole family through the continuum of care," she said. "They come in, most of the time, with their bone marrow fairly healthy and strong. Then, for the treatment, they kind of deteriorate and come back up because their care is so involved with all the systems. You really get to bond with the patients, and the family becomes a care team. Those patients really need you all the way through." < B.S.

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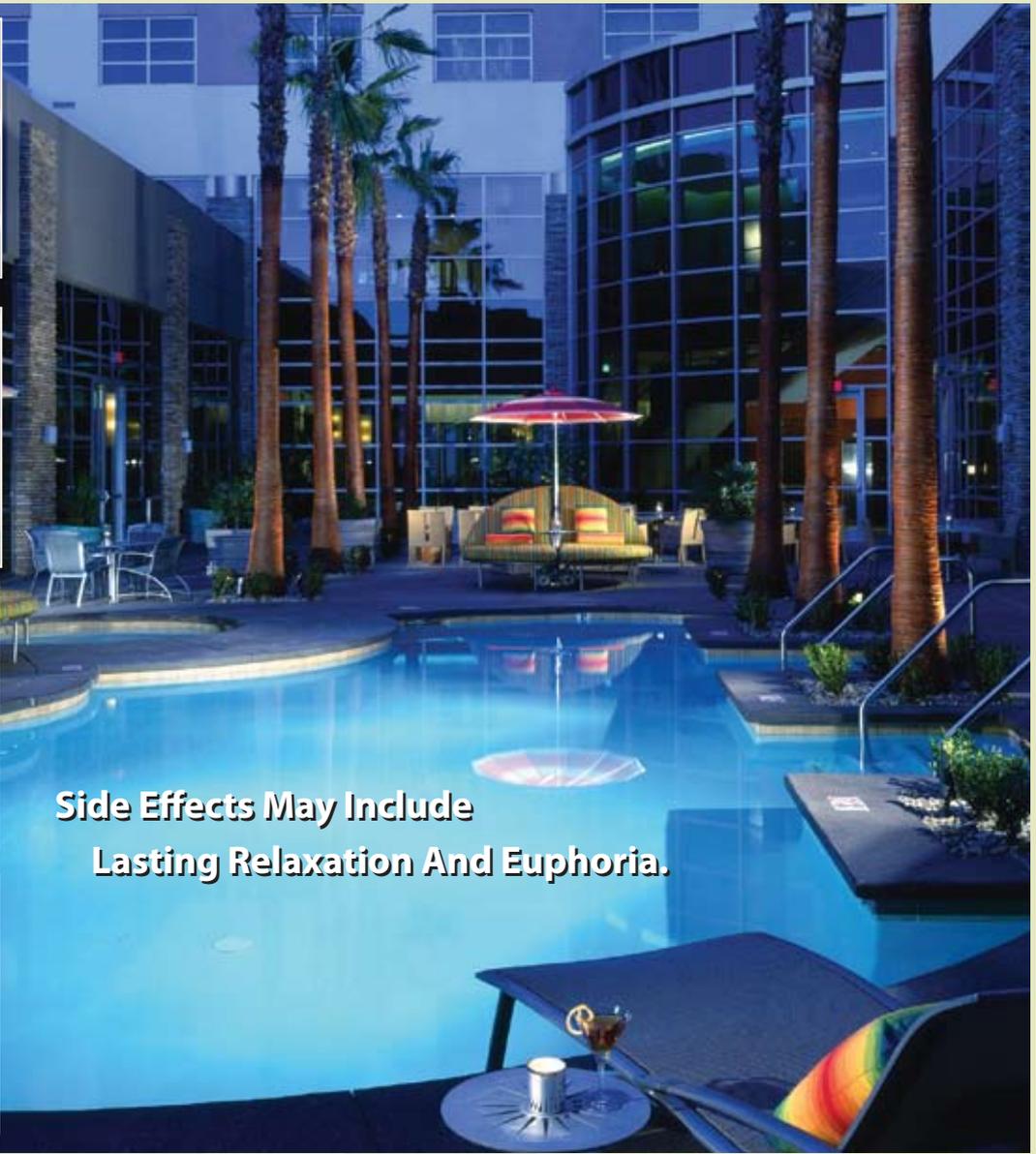


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