

HEALTHCARE

CUSTOM CONTENT • October 21, 2024





A Healthier Tomorrow Starts Today: CoreViva Brings Advanced Preventive Healthcare to Orange County

AI-enhanced whole-body MRI scans helps identify cancer and hundreds of serious conditions earlier

Since 1980, cancer diagnoses in individuals under 50 have risen by more than 80%, affecting a growing number of younger adults across dozens of cancer types. Early detection is critical, yet standard screening tests identify less than 15% of cancer diagnoses, leaving most cases undetected until it's too late. Whole-body MRI scans offer a way to change that.

Cancer is only one part of the story. Modern life, with its stress, pace, and rising rates of chronic disease, makes staying healthy harder than ever. Too often, many conditions go undetected until it's too late.

That's why CoreViva exists.

Founded by UCLA and UCSF trained radiologists, including a former team physician for the LA Lakers and Dodgers, CoreViva was created to help patients catch disease early and optimize their healthspan and lifespan.

CoreViva's whole-body MRI scans offer a head-to-toe view of your health, designed to detect life-threatening conditions like cancer, aneurysms, cardiovascular disease, and more than 500 other health challenges before symptoms occur. Patients also receive personalized CoreViva Scores for brain age, musculoskeletal bulk, joint age, and visceral fat. These actionable insights help guide smarter lifestyle changes and long-term health planning. CoreViva gives patients the knowledge to take control of their health today so they can live healthier tomorrow, guided every step of the way by CoreViva's care team.

CoreViva is raising the bar for preventive healthcare by combining cutting-edge imaging with compassionate, personalized care.

A Proactive Approach to Health

Every detail of the CoreViva experience is designed with patients in mind:

- **Concierge Experience:** From start to finish, patients receive VIP-level service with a focus on comfort and clarity.
- **Physician-Led Care:** Every patient meets 1:1 with a board-certified radiologist who interpreted their scan to review results in detail and discuss next steps.
- **48-Hour Follow-Up:** Every CoreViva patient receives their detailed results report within 48 hours.
- **Safe and Comfortable:** Radiation-free, contrast-free, and needle-free scans performed on the quietest, widest MRI machines available, with the option to listen to music or watch a movie/show during your scan.
- **AI-Enhanced Precision:** Advanced imaging software ensures the highest-quality scans and interpretations.
- **Care Coordination:** Should a patient require follow-up care, the CoreViva team is on-hand to guide the patient with the next steps on the care they may need

Why It Matters

At CoreViva, we take a patient-first, technology forward approach to preventive healthcare to help our patients achieve optimal health and have the knowledge on steps to take charge of their health proactively.

From hidden cancers to silent heart conditions, from accelerated aging to stress-related illness, CoreViva gives patients peace of mind, clear baselines, and the confidence to stay ahead of their health year after year.

Sources: January 2025 American Cancer Society report, NORC at the University of Chicago, 2022



CoreViva's flagship clinic is now open in Orange County. To learn more, visit [coreviva.com](https://www.coreviva.com) or call 949-228-9797.





The older you get, the louder your body whispers.

Your body speaks in quiet cues—subtle signs you might not notice right away.

Our non-invasive, full-body MRI scan gives you a clear picture of what's happening inside—before symptoms appear. In just 30 minutes for your scan, no radiation or recovery time, and results in two days, you get the clarity you need.

Because when you know what's going on, you can stay ahead—with confidence, control, and the freedom to live life your way.

Book your scan today.



MemorialCare Offers Subscription-Free 24/7 Virtual Care Suite In Orange County

MemorialCare's enhanced virtual health suite offers 24/7 access to affordable, HIPAA-compliant care for Californians, featuring QuickCare visits, urgent care, and mental health support, no subscription or MemorialCare affiliation required.

MemorialCare, a leader in virtual care since 2020, has relaunched its virtual health suite to make access simpler, more affordable, and more convenient across Southern California. A recent study by Healthforce Center at the University of California, San Francisco, shows the average primary care wait time in California has risen to 31 days in 2025, up from 26 days in 2022, driven by a growing shortage of physicians. MemorialCare's new "Get Care Now" feature is open to anyone in California, offering the state's lowest-cost virtual care option, whether or not they are MemorialCare patients.

"In the health care industry, there is a movement toward value-based care, but it's a complex topic and the concept doesn't always make it down to the consumer," says Eugene Kim, M.D., chief medical officer, MemorialCare. "Value-based care is giving the right care, at the right time, for the best and most effective cost — it's a focus on health care, not wealth care. Health care costs continue to rise while access to care declines. This really should be reversed, and we've achieved this with our new, relaunched virtual care services."

With "Get Care Now," Californians can access a range of virtual care options — no MemorialCare affiliation required — all fully HIPAA-compliant to protect patient privacy. Free services include a 24/7 symptom checker and AI-powered chat, or access to a live 24/7 call center for guidance from care associates. Care is provided by MemorialCare clinicians, including nurse practitioners, physician assistants and medical doctors.

For \$20 per 24/7 QuickCare Visit, users can answer questions about their symptoms online and receive a diagnosis and/or prescription within an hour — or a refund if no diagnosis is made. This method can treat more than 40 common conditions, such as colds, flu, urinary tract or sinus infections, eye or skin conditions, stomach issues, and more.

24/7 Virtual Urgent Care is available for an insurance co-pay or \$75 self-pay. It connects users to MemorialCare providers through secure video. For MemorialCare patients, "Get Care Now" also includes a 24/7 nurse advice line staffed by dedicated MemorialCare nurses to guide care decisions.



Eugene Kim, M.D.
Chief Medical Officer,
MemorialCare

"Imagine what this means for a busy mom with a child who has chronic ear infections, who is awakened in the middle of the night — their child can have a prescription ordered within an hour, without going to the impacted ERs," says Anne LaNova, executive director, digital consumer experience, Virtual Health, MemorialCare. "Apart from the convenience factor, it also creates a more affordable option for those who may not have a primary care physician and eliminates the need for the ER to be someone's only choice for medical care."

Every virtual visit is led by MemorialCare physicians or nurses, never contracted third parties, ensuring personalized, high-quality care. The pay-as-you-go program doesn't require monthly or annual subscriptions like other health systems. MemorialCare's virtual health services extend beyond physical care, offering virtual mental health support as well.



Care is available anytime by calling
(877) 653-6860 or by scanning the QR code.



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you can trust.

Access
you'll love.



Click, Call or Visit **24/7**

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✓ QuickCare Visit

✓ Online Chat

✓ Ask a Nurse

✓ Call Us

✓ In-Person Urgent Care*



Available at [memorialcare.org](https://www.memorialcare.org)
and our mobile app, or call us 24/7
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**Hours may vary.*

Instant access to quality health care. Anytime, anywhere, anyone.

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Health care works best when it's personal. We use health data to create care plans tailored to each employee – helping prevent chronic conditions, manage complex needs, and make progress toward better long-term health.

EASY, EVERYWHERE

Care doesn't stop when your employees leave the doctor's office. We make it available when and where they need it:

- Integrated in-person and virtual visits
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- Award-winning app and online tools
- Virtual access to clinicians nationwide



Choose a plan that puts care first.

With Kaiser Permanente, your employees get seamless, personalized support – and your business has an easier time managing it. It's more than insurance. It's health care that works.



CalOptima Health Insures 900,000 OC Residents

CalOptima Health provides health insurance to Orange County's most vulnerable, low-income residents. CalOptima Health serves nearly one in three residents — a major portion of the community.

In operation for the past 30 years, CalOptima Health is now focused on growth and innovation, launching specialized efforts to deepen our commitment to caring. Here are just a few recent examples of impactful activities.

Preventing Cancer

Cancer can be devastating, and CalOptima Health cares about preventing members from facing the worst of the disease. In 2024, we embarked on a \$50.1 million effort aimed at reducing the incidence of late-stage breast, cervical, colon and certain lung cancers. The goal is to have Orange County lead the nation with the lowest rates of these cancers, which are relatively easy to detect and are treatable when found in the early stages.

Building Food Security

Food is health, and we care that our members have access to healthy choices. For the past few years, CalOptima Health has been working with the County of Orange Social Services



Mission Viejo-based Celebrating Life Community Health Center cares for the underserved.

Boosting Provider Rates

In May 2024, CalOptima Health announced a \$526.2 million provider rate increase for our hospitals, doctors, mental health providers and others. This historic investment will help ensure member access to care and provider financial stability throughout Orange County through December 2026.

Expanding Homeless Health Services

Caring and compassion blend with innovation and determination when it comes to CalOptima Health's efforts in serving our members experiencing homelessness. We offer a variety of services designed to support Medi-Cal members in becoming housed. In April 2023, we rolled out Orange County's first Street Medicine Program in Garden Grove, building trust and delivering care where members are. Based on that success, the program is now operating in Anaheim and Costa Mesa as well. Santa Ana was approved as our fourth city, launching in January 2026.

Strengthening Children's Mental Health

The pandemic took a heavy toll on children's mental health, and CalOptima Health is partnering with all 28 Orange County school districts to boost access to mental health care. Through a state incentive program, \$25 million funded behavioral health system improvements and opened the door for Medi-Cal reimbursement of services delivered at school. This year, there are significant new resources at schools, putting more counselors, wellness programs, telehealth services, crisis screenings and other programs within reach.



CalOptima Health members attend a community event about CalFresh.

Agency to encourage enrollment in CalFresh, California's program offering food assistance to low-income people. A multifaceted outreach effort is building awareness about the importance of food security, and thousands of CalOptima Health members have gained resources to help prevent hunger and maintain reliable access to food.

CalOptima Health Meets Members Where They Are

CalOptima Health is a community-based health plan with members who live in all 34 Orange County cities, so we make it a priority to reach members where they are across Orange County. We connect with local communities by raising awareness about our services, hosting events that provide needed resources and cultivating partnerships with organizations that serve diverse populations.

So far in 2025, we have sponsored 11 major health fairs to welcome members to renew their Medi-Cal, enroll in CalFresh and gather resources for their families. Nearly 9,000 members have attended the festivities. With the help of more than 140 community organizations that participated in the events, we distributed important health information along with thousands of cases of diapers and boxes of food. CalOptima Health also held a special back-to-school event in August 2025 to prepare children for a new year of learning by providing free vision and dental exams, sports physicals, school supplies, bike helmets, haircuts and more.

To fulfill our mission, we are dedicated to being available in all parts of Orange County to serve our vulnerable friends and neighbors.





Your
Health Is
Everything
to Us

Focused on giving health a lift

◆ Access to Care ◆ Mental Health Services ◆ Complex Care Coordination

As the largest health plan in Orange County, we know that access to care is essential. Yet health depends on more than medical care alone. Our team also coordinates care for complex health needs, mental health services and nutrition programs. We even connect members to housing and support services – all to lift everyone’s whole health.

Hoag Orthopedic Institute Poised for Regional Growth by Providing Innovative Care in an Entrepreneurial, Physician Centric Model

Using a business model centered on a unique physician-hospital partnership, Hoag Orthopedic Institute (HOI) provides nationally recognized care to Southern California patients. As the healthcare landscape evolves, particularly around musculoskeletal health, HOI's business model is positioned to meet the demand for high-quality orthopedic and spine care well into the future.

HOI offers the full spectrum of care for orthopedic conditions, including total joint replacements, sports medicine surgeries and treatment of spine conditions. The hospital is equipped with 70 beds and nine operating rooms for both inpatient and outpatient surgeries. HOI surgeons also perform outpatient procedures at five affiliated surgery centers in Orange and Los Angeles counties.

HOI's Beginnings – an Innovative Partnership

Two groups of orthopedic surgeons from Newport Beach-based Newport Orthopedic Institute (NOI) and Orange-based Orthopedic Specialty Institute (OSI), formed a joint venture with Hoag Hospital to establish HOI as a for-profit hospital in 2010. The groups came together to own a significant stake in the hospital and take a leadership role in the complete care continuum for orthopedic and spine surgeries. The founding physicians believed that aligning the interests of the practices and Hoag would position the joint venture for sustainable success in a highly competitive market.

HOI formally opened in November 2010, with the purchase of a defaulted hospital building on Sand Canyon Avenue in Irvine. As part of the formation of HOI, Hoag contributed to 51% ownership while the two physician groups created a holding company where they contributed equity from the affiliated surgery centers for 49% ownership. The governing board was formed with an equal number of hospital and physician members.

Superior Outcomes at the Forefront

Superior outcomes, including readmission and complication rates, were – and remain – a top goal for HOI's leadership. By controlling and integrating all aspects of a patient's treatment plan, HOI's physicians remain focused on delivering superior outcomes, which are communicated annually in HOI's outcomes report (hoioutcomes.com).



Steven Barnett, MD

"The goal of our annual outcomes report is to present data that not only exemplifies HOI's leadership in delivering superior patient value, but also demonstrates how the organization's core entrepreneurial drive is utilized for the public good," says Steven Barnett, MD, Chief Medical Officer.

**Hoag
Orthopedic
Institute.**

To learn more, visit HOIexperts.com

Proudly founded by our premier physicians in partnership with Hoag.

Continued Growth and Renowned Expertise

HOI's total volume continues to grow. As of December 2024, 275,000 patients have been treated since the hospital opened its doors in November 2010. As an enterprise, HOI is the West Coast's leader for joint replacement surgeries, including hip, knee and shoulder replacement.



Nader Nassif, MD

HOI is also the highest-volume anterior hip replacement center in California and a visitation site for outside surgeons seeking to learn the procedure. Anterior hip replacement is a minimally invasive hip surgery that replaces the hip joint without cutting through any muscles, meaning reduced pain and a faster healing time.

"Our institution has set the standard as the West Coast's leader in joint replacement surgery, combining advanced techniques, innovative research and compassionate care," says Nader Nassif, MD, Division Chief of Joint Replacement. "Our expertise is quite literally shaping the future of orthopedic care through surgical techniques and outcomes that influence national best practices."

HOI surgeons perform the highest volume of spine surgeries in Orange County and are renowned for their expertise in complex surgeries that treat conditions like severe deformities and correction of previous, failed surgeries. Surgeons also perform minimally invasive surgery that include advanced, image-guided navigation and robotics. HOI currently offers 10 robots throughout its enterprise.



Jeremy Smith, MD

"At Hoag Orthopedic Institute, our surgeons are renowned for their comprehensive treatment of spinal conditions," says Jeremy Smith, MD, Division Chief of Spine Surgery. "From innovative, minimally invasive procedures to the most complex surgical cases, our team offers patients comprehensive care using the highest standards of treatment."

With expansion beyond the hospital walls to five total surgery centers, HOI continues to meet the needs of patients across Southern California in a personalized way unique to their condition. Nationwide, there is a continued shift to more complex procedures being conducted in the outpatient setting. HOI has grown regionally to meet this demand while retaining high quality outcomes.

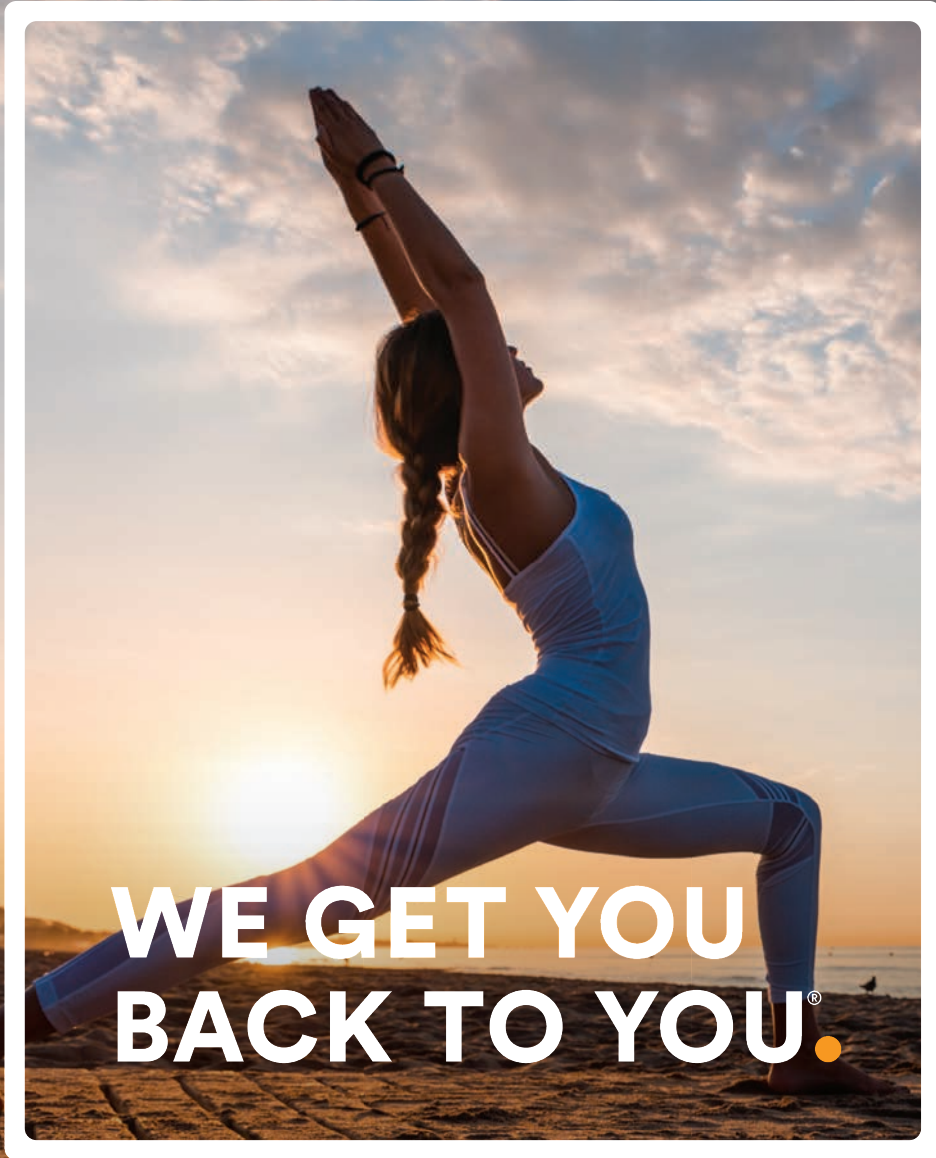
HOI is committed to getting patients back to what they love by providing an exceptional patient experience with superior outcomes.

Nationally Recognized Orthopedic Care

- Top 5th percentile for Patient Experience
- Ranked nationally by US News since 2012
- Only 5-star rated hospital in O.C. for patient experience and cleanliness

To learn more, visit hoagorthopedicinstitute.com

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ALIGNMENT HEALTH WELCOMES YOU TO A NEW ERA OF AGING WELL!

Think about yourself or a loved one in your life, age 65 or older. What hopes and aspirations come to mind? Is your experience engaging with the health care system one that honors you as an individual with distinct hopes, wants, and needs when it comes to how you age?



At Alignment Health, we have a vision of a world in which your age is a source of confidence, where it is celebrated and respected. Why? Because we want that for our loved ones, for our parents and our grandparents, too. We strive every day to change Medicare and Medicare Advantage plans for the better.

In our years of working in Medicare and Medicare Advantage in Orange County, and across the country, our team has spent countless hours listening to seniors' concerns and their stories. Because of this, we know that each person is unique – in health status, in culture, and in how and where they want to receive care.

That's why the health coverage Alignment Health designed makes choice, value, and compassion a reality. We believe it is possible to age well with:

VALUE - From **\$0 premium** plans to low-cost prescription drug benefits, we know the value will only become more critical as senior communities take on the economic uncertainty that lies ahead.



USE TECHNOLOGY to power a “**doctor in the family**” experience for everyone we serve. Our proprietary technology backbone, called **AVA®**, allows us to deliver personalized care to all our members and to help identify issues before they become problematic.

CHOICE – That means being able to choose from a variety of plans catered to your health status, your ethnicity, and your location. That's why Alignment offers numerous plan options, created several plans that cater to cultures from Asian American to Latino, and partnered with the very best provider groups, here in Orange County.

Beyond our personal mission to create a better health care experience for seniors, we operate with hundreds of years of collective experience in the health care space. That's why we:

Use our own high-tech, high-touch care model to help treat our members with multiple chronic conditions, driving down hospitalization and ER admissions.

COMPASSION - Our care teams proactively reach out and check in on our members' well-being, asking about missed appointments or prescriptions. They check on other possible issues impacting health, such as California wildfires or extreme heat. We also welcome members to call our 24/7 On-Demand Concierge Care line with questions as specific as coverage details to broader ones that may need to be answered by an after-hours nurse. We call this our Serving Heart culture.

DELIVER BENEFITS beyond just the clinical. We have invested in one of the category's most robust rosters of social benefits, such as pet sitting, grocery allowance, companion care, and non-emergency transportation. Research has shown that these factors impact patient health, as well.

We are leaders in modern care, creating senior health solutions by aligning the forces of intelligent technology with a serving heart to deliver expert care and service. We want to provide a real path toward aging well for those 65 and older – regardless of their health and wealth – and more peace of mind for their caregivers.

The goal of Alignment Health's work every day is to ensure that our seniors get the attention, respect, and service they deserve and to help raise expectations of what health care can be. Every day, we serve, and we listen. We're honored to be recognized on Newsweek's World's Most Trustworthy Companies 2025 list for the third consecutive year. We are committed to caring for seniors like our family and being trusted advocates for senior health. We are redefining aging.

For more information on Alignment Health please visit [ALIGNMENTHEALTH.COM](https://www.alignmenthealth.com)

Alignment Health Plan is an HMO, HMO POS, HMO C-SNP, HMO D-SNP and PPO plan with a Medicare contract and a contract with the California, Florida, Nevada and North Carolina Medicaid programs. Enrollment in Alignment Health Plan depends on contract renewal. Alignment Health Plan complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

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Alignment
Health™

A NEW ERA OF AGING.

DAWN MARONEY

President, Alignment Health

We're Alignment Health, and senior health care is all we do. We believe seniors deserve better health care, and we empower seniors to take control of their health so they can spend time doing what they love.

Alignment Health is dedicated to inspiring and serving seniors, fueled by technology and empathy. We strive every day to change Medicare and Medicare Advantage plans for the better.

At Alignment Health, we are champions of aging well.

[AlignmentHealth.com](https://www.AlignmentHealth.com)





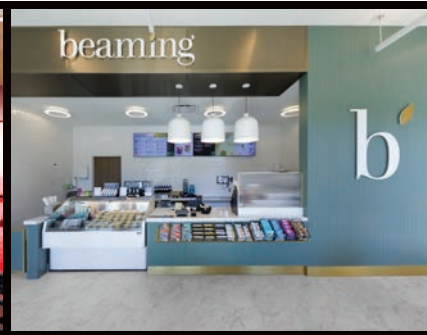
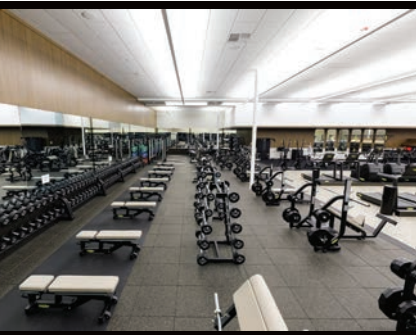
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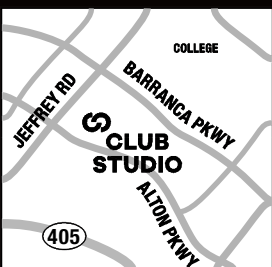


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