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Procopio adds Hsieh, Martinez as associates



Law Briefs

By Doug Sherwin

Procopio, Cory, Hargreaves & Savitch has added Timothy Hsieh and Adrian Martinez as associates. Hsieh will practice on the intellectual property team and Martinez will be a member of the litigation team.

"These are two exceptional young attorneys who have already distinguished themselves in the early stage of their careers," said Tom Turner, Procopio's managing partner.

Hsieh joins the firm from the Irvine office of Greenberg Traurig. His practice focuses on a variety of intellectual property matters, including patent litigation and patent prosecution and procurement, with an emphasis in the electrical and software-based arts.

Martinez joins Procopio from Branton & Wilson and is experienced in advising clients in their cross-border litigation matters, including cross-border family disputes, financial torts and personal injury matters. He is currently a legal consultant to the Mexican Consulate in San Diego. **Source Code: 20110222tja**

The Thomas Jefferson School of Law Tax Society is offering free income tax preparation services to qualified individuals in the San Diego community through its annual Volunteer Income Tax Assistance (VITA) clinic. The VITA clinic at the new Thomas Jefferson building in the East Village of downtown

San Diego will run through April 15. It is open Mondays, Wednesdays and Fridays from 3-7 p.m., and Saturdays from 10 a.m.-3 p.m.

This marks the 14th consecutive year that the IRS-certified law students have operated the free clinic, which is open to walk-in clients only. The clinic is offering assistance to low-income families, senior citizens and San Diego residents who can't afford or are unable to do their own tax return preparation.

Individuals who wish to have their tax returns prepared must bring proof of identification, social security cards or a social security number verification issued by the Social Security Administration, wage and earning statement forms, interest and dividend statements from banks, and a copy of last year's federal and state returns, if available.

For more information, call 619-297-9700, extension 4362. **Source Code: 20110222tjb**

Latham & Watkins litigation partner Katherine A. Lauer has been recognized for her superior client service in the 2011 "Client Service All-Star Team" named by **BTI Consulting Group**. BTI surveyed corporate counsel and executives at Fortune 1000 companies and large financial institutions.

Lauer focuses her practice on healthcare litigation, with emphasis on healthcare fraud defense. She has defended some of the country's largest and most high-profile civil and criminal government healthcare fraud investigations and qui tam cases. She is a global co-chair of the firm's healthcare and life sciences

practice group. **Source Code: 20110222tjc**

Foley & Lardner LLP has been ranked in the top three on Computerworld's list of "Best Privacy Advisers in 2010." The firm tied for first in the "Best Privacy Advisers" industry rankings in healthcare and pharmaceuticals & medical devices.

Computerworld also recognized San Diego's Andrew B. Serwin, founding chair of Foley's privacy, security & information management practice, as one of the top "Best Individual Privacy Advisers." He is ranked second out of 50 individuals on the 2010 list, which marks his second time in the top 15.

Serwin is well known for his work in the privacy, security and information management industry. One of his books is currently 15th on the list of best selling new titles for publisher Thomson-West. **Source Code: 20110222tjd**

California Western's Laura M. Padilla was appointed by the Association of American Law Schools as the representative to the Consortium of Social Science Associations board of directors. She is the associate dean for administration at California Western School of Law.

"This role provides me an opportunity to associate with top national social and behavioral sciences organizations and provide them with a broad legal perspective," she said.

The Association of American Law Schools (AALS) is the principal representative of legal education to the federal government, other national higher education associations, learned

societies and international law schools.

It also serves as a resource for improving the quality of legal education by connecting law school faculty, professional staff and deans to information and resources.

The Consortium of Social Science Associations (COSSA) is an advocacy organization that promotes attention to, and federal funding for, the social and behavioral sciences.

Padilla joined the California Western faculty in 1992 with a scholarly program focused on property rights, race, gender and spirituality. **Source Code: 20110222tje**

The annual LAF-Off (Lawyers are Funny) comedy competition and fundraiser will be held March 24 at the House of Blues in downtown San Diego. Proceeds from the event will benefit the nonprofit San Diego Volunteer Lawyer Program Inc., which has provided free civil legal assistance for more than 25 years to vulnerable San Diegans, including children, domestic violence victims, and those living with HIV/AIDS.

One student from each local law school will compete for the title of "Funniest Law Student." To purchase tickets

See **Law Briefs** on 10A

LAW CALENDAR

FEATURED EVENTS

MONDAY, MAR 21 - DISCUSSION

PROPOSITION 8: THE HOT DEBATE

From the ballot to the Ninth Circuit to the California Supreme Court, the Proposition 8 controversy continues to be one of the most publicized political, moral and legal dilemmas of our time. In Nov. 2008, California voters approved a constitutional amendment providing that "only marriage between a man and a woman is valid or recognized in California." Brian Raum of the Alliance Defense Fund defends the voter's choice while Christopher D. Dusseault of Gibson Dunn & Crutcher argues its unconstitutionality. Join ABTL for an inside look and discussion about the case that, once finally decided, will most certainly make history. **Organization:** Association of Business Trial Lawyers of San Diego (ABTL) **Information:** Pat Schmidt abtl-sandiego@yahoo.com **Cost:** \$50.00-\$85.00 **When:** Hours: 5:30 PM - 7:45 PM **Where:** Westin San Diego, 400 W. Broadway, San Diego, 92101

OTHER EVENTS

WEDNESDAY, FEB 23 - PANEL DISCUSSION

BEYOND THE LAW: PUTTING YOUR J.D. DEGREE TO WORK IN NON-LEGAL CAREERS

Join us for a panel and reception with USD alumni who are engaged in a wide variety of alternative legal careers. **Information:** (619) 260-4819 www.sandiego.edu/alumni/alumnirelations **Cost:** \$10.00 **When:** Hours: 6:00 PM - 8:00 PM **Where:** University of San Diego - Dagheri Alumni Center, 5998 Alcalá Park, San Diego

THURSDAY, FEB 24 - COURSE

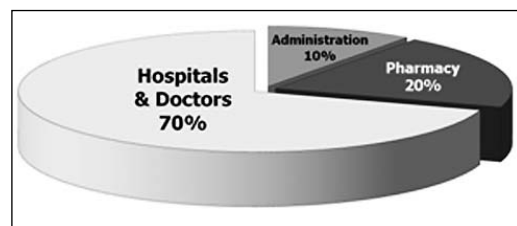
NEGOTIATION SKILLS

The objectives of this course are to develop negotiation skills experientially and to learn useful analytical frameworks for understanding negotiations. Emphasis is placed on realistic negotiation exercises and role playing. **Organization:** UCSD Rady School of Management **Information:** www.rady.ucsd.edu/exec/learn/negotiation-skills/ **Cost:** \$250.00 **When:** Hours: 7:45 AM - 12:00 PM **Where:** UCSD Rady School of Management, 9500 Gilman Drive, San Diego, 92093

The Projected Financial Impact of Health Care Reform

Medical Plans explained,
significant savings gained through
'Directly Contracted Networks'

SAN DIEGO — Health care reform (ie, the "Affordable Care Act") mandates that most plans provide benefits not previously offered. These are expensive benefits and we project a \$300-500 per employee per year increase in the "grandfathered" health plans we manage. Those plans that are not grandfathered will see even higher costs. Medical services are the obvious drivers of increasing health plan costs, and for self-funded health plans usually represent 70% of the total plan costs. Thus, if a plan is to control its cost, the major emphasis must be on the medical services.



In all health plans, medical services are provided via networks. There are 4 basic types of medical networks:

1. **Fully Insured** — Networks are usually comprehensive, although can change suddenly. The risk of overutilization is borne solely by the insurer and is built into the premium. This is the most expensive way to get care. The insurer can profit greatly by aggressive contracting with providers of medical care and by encouraging decreased utilization through benefit design. Whether claims are paid accurately is not usually a concern of the insured employer, although indirectly, high claim costs will negatively impact future premiums.

2. **Self Funded — Administrative Services Only (ASO)** — Networks are sold mostly by large carriers as "Turn Key", as the medical networks are packaged with claims administration, utilization review, stop-loss coverage and pharmacy benefits. The risk is solely borne by the insured employer; the networks are comprehensive and similar to the fully insured networks. The administration costs are higher than if you contract for all the pieces separately. The employer benefits if utilization decreases, but the costs are much higher and may exceed fully insured if the utilization is high. The employer normally has no access to detailed paid claims data or provider contracts so verification of accuracy of paid claims is not possible (there is no transparency).

3. **Self Funded — PPO Network "rental"** — Networks are usually provided by the claims administrator and the discounts vary greatly, most are a percent off billed charges. This makes for the highest cost for self funded health plans. Remember, the claims are 70% of the total costs. Again, the risk is borne solely by the employer and the costs can be disastrous if utilization is high. The claims administrator has no financial incentive to pay claims accurately; the incentive is to pay them quickly. There is no transparency as the provider contracts are not available, so even if there is a detailed paid claims report available, there is no way to assure the claims are being paid correctly.

4. **Self Funded — Direct Contracts with Medical Providers** — Networks are completely transparent, and even though the risk is borne solely by the employer, there is total transparency. The employer knows what the rates are and if they are being paid correctly. This model gives you the lowest cost for medical claims and plan costs should be at least 15% less than any other model.

Submitted by GM&A.



"GM&A is a team of medical insiders. We have over 100 years of experience in the areas of hospital administration, medicine, nursing, member services, quality assurance and medical insurance."

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We are all seeking a better and more cost-effective approach to managing rising health plan costs. Have you tired of the annual cycle of marketing your plan to the few insurance carriers that remain — often with unsatisfactory results?

GM&A has a solution that goes beyond the norm. We specialize in developing custom medical networks that are uniquely suited to your geographic region and specific needs.

By partnering with GM&A, you can take advantage of a proven model that reduces employer health plan costs by 15-30% without changing employee benefits.

Our clients have already saved millions of dollars — and since our compensation is based on cost reduction, you have nothing to lose... but millions to gain.