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### **Dr. Alan Lazaroff named Physician Champion by the *Denver Business Journal's* Champions in Health Care Awards**

Denver, Colorado September 12, 2007 — Alan Lazaroff, M.D., has been named Physician Champion for his excellence in the field of elder care and lasting contribution to the health of Denver area senior citizens by the *Denver Business Journal's* Champion in Health Care Awards.

In the late 1970s, Dr. Lazaroff dedicated his career to the then new medical field of geriatrics and is now considered one of Colorado's leading experts in geriatrics and comprehensive elder care. He is president of the Geriatric Medicine Associates practice in Denver, serves on the board of Primary Physician Partners and Physician Health Partners, and is chairman of Total Longterm Care, a nonprofit elder services provider that he helped establish in the early 1990s.

"This is not a lucrative branch of medicine, believe me, but it's totally rewarding for me," said Dr. Lazaroff. "When you start working with elderly patients, you quickly learn that they aren't concerned with living indefinitely. What they want is their independence, their self-image. Our job is to find a way to give that to them."

As chairman of Total Longterm Care, Dr. Lazaroff has designed a program that organizes specialists, therapists, doctors and other providers under one roof. "We supervise all of the patient's care – their medications, dental, vision, home health, whatever you could imagine. It's the most comprehensive package of services anywhere," Dr. Lazaroff said. "Our goal is to accomplish these things in such a way that they don't interfere with a person's life. It's all about coordinating care and achieving goals that are relevant to the patient."

"Physician Health Partners is proud to aid Dr. Lazaroff's work through our support of Primary Physician Partners," said Jay Want, M.D., and CEO of PHP. "He is an

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inspiration to all of us and a reminder that our daily work directly benefits patients and improves their quality of life.”

*Founded in 1996, **Physician Health Partners (PHP)** is a management services organization that believes physicians and other providers have the capability and responsibility to drive high quality, cost-effective healthcare for patients.*

*Our innovative services create solutions for the healthcare market by delivering, performance tools and expertise to improve healthcare quality, reduce overall system costs and increase the clients’ business success.*

***Primary Physician Partners, LLC (PPP)** is a Primary Care Independent Practice Association (IPA) comprised of Family Practice, Internal Medicine, and Geriatric physicians. These physicians are located throughout the Denver metro area. This IPA, in existence since 1996, is a physician partnership dedicated to providing quality healthcare through integrity, caring and innovation.*

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