

Vanguard Medical Group at Cranford
570 South Ave., Building G, Unit A
Cranford, NJ 07016

Media Contact: Sergeant Marketing
Nancy Sergeant, 973-568-0001, nsergeant@sergeantmarketing.com

VANGUARD MEDICAL GROUP RECOGNIZED BY UNITEDHEALTHCARE FOR IMPROVING SERVICE TO MEDICARE ADVANTAGE MEMBERS

Goals: Reduce Hospitalization, Emergency Room Visits, Health Care Costs

CRANFORD, N.J. — Nov. 9, 2015 — Vanguard Medical Group is proud to announce that it has recently earned the 2014 UnitedHealthcare PATH Excellence in Patient Service Award.

The PATH program was developed by UnitedHealthcare to help improve outcomes for its Medicare Advantage members by encouraging greater use of preventive health care services. The PATH Excellence in Service Award is based on clinical results that measure how successfully practices have closed gaps in patient care.

“According to the Centers for Disease Control and Prevention, fewer than half of adults 65 and older are up to date with their core preventive services, despite the fact that nearly all of these services are covered by Medicare and Medicaid,” notes Sam Ho, M.D., Chief Medical Officer of UnitedHealthcare. “We’re grateful for Vanguard Medical Group’s efforts to close gaps in care for our Medicare Advantage members by encouraging them to come in for their annual visits and to get their recommended screenings. We appreciate Vanguard Medical Group’s collaboration in helping our members become engaged with their preventive health care.”

Through the PATH program physicians track and identify gaps in patients’ care with the goal of improving health outcomes. Physicians who meet the PATH program’s clinical and quality goals for patient health outcomes are recognized annually for their efforts. In 2014, Vanguard Medical Group was among approximately 1,000 practices nationwide that successfully met the program’s goals.

“At the end of the day, the only thing that really matters is patient outcomes,” says Robert Eidus, M.D., president of Vanguard Medical Group. “PATH does require extra steps, but the results make it worth it. We get to know our Medicare Advantage patients better, and our relationships with them are stronger. And that makes for a better experience for these patients.”

This is the first PATH Excellence in Patient Service Award for Vanguard Medical Group.

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. UnitedHealthcare serves 45 million people globally through a full spectrum of health benefit programs.

About Vanguard Medical Group

Vanguard Medical Group P.C. is a regional primary care practice now serving more than 48,000 active patients in five locations:

- 570 South Ave., Building G, Unit A, Cranford, NJ 07016, Phone: 908-272-7990
- 61 Beaverbrook Road, Suite 301, Lincoln Park, NJ 07035, Phone: 973-696-6687
- 170 Changebridge Road, Suite C-3, Montville, NJ 07045, Phone: 973-575-5540
- 535 High Mountain Road, Suite 111, North Haledon, NJ 07508, Phone: 973-636-9000
- 271 Grove Ave., Suite A, Verona, NJ 07044, Phone: 973-239-2600

The motivation to develop a larger, regional primary care practice was the recognition that the health care system was rapidly changing in ways that did not support small or solo independent physician practices. The founding physicians in Vanguard believe that a strong culture of locally led practices, guided by a shared vision and governed by shared values, must be at the core of this new organization.

Many of the founding physicians have practiced for more than 20 years in their respective communities and are leaders in their local health care delivery systems. Vanguard physicians have been at the forefront of primary care in New Jersey, and our staff includes past presidents of the New Jersey Academy of Family Physicians, residency directors, family practice department chairmen at our hospitals and faculty at our New Jersey medical schools.

Hospital affiliations include Chilton Memorial Hospital, Jersey City Medical Center, Morristown Medical Center, Mountainside/UHMC Hospital, Overlook Medical Center, Saint Clare's Hospital, Saint Barnabas Medical Center, St. Joseph's Paterson and St. Joseph's Wayne. Vanguard Medical Group accepts most major insurance plans. For more information, visit the company's website at vanguardmedgroup.com.

###