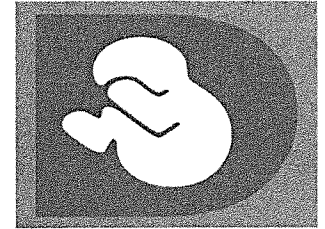


# Diamond Institute for Infertility and Menopause

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## Medicine in Modern Times



### "Hand in Hand with Patients" The Assistance You Require With The Care You Desire,

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The weather forecast for medicine looks gloomy. The new healthcare reform, the slow process of the recovering economy and government shut down, leads us not to know what to expect.

Is the new healthcare reform benefiting us or are we paying more for insurance and receiving fewer services?

When the government shuts down what will happen to Medicare?

With the slow recovering economy how we deal with the concern of having a child?

These changes make dealing with infertility even more stressful. Our patients feel that the clock is ticking and time is of the essence. The job and economy insecurities, rising insurance costs and out of pocket expenses does not make things any easier.

With the economy crash in 2008, we have learned and many of the OB/GYN's have reported a drop in patients looking for help starting a family.

As of last year, we are seeing positive changes with steady increase in new patients. Nevertheless, there is a concern with changes in insurance coverage for infertility.

The new affordable healthcare reform does not address the needs of infertility. It seems as if the new insurance option created by the government does not offer infertility coverage. The good

news is the existing New Jersey Infertility Mandate has not changed. The law still requires New Jersey employers to provide diagnosis and treatment of infertility with the only exception being small businesses.

The changes in the medical field are constantly happening and effecting the future of our care. All this resulting from the new government regulation and the affordable healthcare law. We are seeing physicians leave their private practices to become hospital employees.

Many new "solutions" are coming up :

- Affordable health organization: a form of affiliated hospital physicians that will contract with providers.
- Medical home : A combination of multiple primary care physicians and specialists
- Formation of large multi-specialty groups:

The goal is to consolidate resources and to be more effective in negotiating with the government or insurance companies.

Nevertheless, with all this happening no one knows what the face of medicine in our country will be in upcoming years. We should ask ourselves what will become of our patient doctor relationship?

When hospitals and insurance companies are controlling the

time physicians spend with their patients, the "efficiency" of our care and measuring the result by cost effectiveness. How can we still keep a close caring patient physician relation that we once had in private practices. It takes a lot of effort to do this and maybe impossible when the patient no longer has one or a small group of physicians taking care of them. In some situations, even with large groups, medicine can maintain individual care, however, many times patients report that they are missing the personal contact they used to have.

Through the years, we at the Diamond Institute, succeeded to create the right balance between growing in size and maintaining individual patient care. We understand the need of our patients. Our physicians want to maintain close contact and care. Our goal is to continue growing without becoming too large that our patients will maintain a close relation with all of our team from the receptions, to the nurses, lab personnel and our physicians.

We strive to walk hand in hand with our patients through their difficult and happy moments keeping our mission for excellent patient care.

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