



*California Pacific
Medical Center*

A Sutter Health Affiliate

MEDIA RELEASE

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**CALIFORNIA PACIFIC MEDICAL CENTER
WELCOMES NEW BOARD MEMBER**

(San Francisco, October 29, 2007) California Pacific Medical Center is delighted to welcome Ted Deikel as the newest member of its Board of Directors.

“It’s great to have Ted join us,” says Martin Brotman, M.D., President and CEO of California Pacific Medical Center. “He brings a wealth of experience from the business world and a passion for health care. He will be an active Board member and will be invaluable in helping CPMC deliver the best quality care for its patients.”

Mr. Deikel, a Bay area venture capitalist, served as Chairman and CEO of several public companies including Fingerhut Companies Inc., one of the largest direct marketers and online retailers in the nation. He is credited with taking Fingerhut public in 1990, streamlining operations and expanding its telemarketing services, and selling the company to Federated Department Stores in 1999 for \$1.7 billion. In 2001 Minnesota Attorney General Mike Hatch appointed Mr. Deikel to create and select a new independent Board of Directors to govern the one million member Medica health plan (HMO) and to serve as its Chairman. In that role he helped oversee the development of a restructuring plan to deliver high quality health care at an affordable cost.

Mr. Deikel is also a former winner of the “Entrepreneur of the Year ‘Master’ Award”, as well as an Ellis Island Medal of Honor recipient, and was named “Executive of the Year” by Corporate Report Minnesota in 1994.

“California Pacific Medical Center is a hospital that is in the forefront in the U.S. in terms of the quality of its staff and the excellence of its care,” says Mr. Deikel. “CPMC has a promotional campaign called ‘Beyond Medicine’ and I have enough background in healthcare to appreciate that what goes on here everyday lives up to that promise. This is a group that is dedicated to serving the people of the Bay Area, and I look forward to playing a role in their future plans.”

California Pacific Medical Center. Beyond Medicine.

At San Francisco’s California Pacific Medical Center, we believe in the power of medicine. We research the most up-to-date treatments, hire the most qualified individuals, and practice the most modern, innovative medicine available. We deliver the highest quality expert care, with kindness and compassion, in acute, post-acute and outpatient services, as well as preventive and complementary medicine. But we also believe that medicine alone is only part of the solution. That’s why we look intently at each individual case and treat the whole person, not just the illness. It’s why we go beyond medical care and provide our patients with things like disease counseling, family support and wellness treatments. As one

of California's largest private, community-based, not-for-profit, teaching medical centers, and a Sutter Health affiliate, we are able to reach deep into our community provide education, screening and financial support in some of the city's most underserved neighborhoods. Because medicine can transform a body. But going beyond medicine can transform a life. www.cpmc.org

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