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## EPMG Leadership

### Leadership



#### **Norman Label, MD President**

Dr. Norman Label, FACEP, has served as president of Emergency Physicians' Medical Group (EPMG) since 1998. Prior to the merger of EPMG and Sierra Pacific Emergency Medical Group (SPEMG) in 1995, he served as president of SPEMG from 1990 to the merger date. Dr. Label has served as a board member with both groups since 1984.

Dr. Label graduated from Jefferson Medical College of Philadelphia and completed his post-graduate studies in the United States Air Force. He served as flight surgeon in Southeast Asia in 1970. Dr. Label is board certified in both emergency medicine and family practice. He served as the 1998 president of the Sacramento El Dorado Medical Society.

Dr. Label resides in the Sierra Nevada foothills with his wife and three children.

### Leadership Philosophy

**EPMG believes that its success and the success of the group in partnership with hospitals begins with its physician leadership.**

### **The EPMG Difference**

#### **Democratic governance. Equitable oversight.**

Each physician has an equal voice. The elected EPMG Board of Directors has oversight over day-to-day operations. Each physician can expect the same scheduling parameters, distribution of shifts, and salary and benefits as his/her partners.

#### **Every EPMG physician is encouraged to take an active role.**

EPMG prides itself on its "open door" and "open book" approach when it comes to accessing physician leadership and information. Career growth is based on merit rather than seniority.

#### **EPMG recognizes that professional and personal needs change during the course of your career.**

We offer excellent opportunities for every professional and personal lifestyle through a wide spectrum of geographic practice locations, high and low intensity clinical settings, and clinical and administrative leadership positions.

### **Contact**



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Each geographic region is headed by a Regional Medical Director. This individual is responsible for ensuring that performance standards set by EPMG and a particular area's hospitals are upheld.

Each hospital facility is headed by an ED Medical Director. This individual is responsible for the day-to-day supervision of the ED and the physician staff. He/she acts as a liaison between the hospital administration, the ED physician staff and the hospital medical staff. He/she is expected to take the lead in improving customer satisfaction.

### **A Step Ahead: Championing Emergency Medicine Improvements**

The group encourages and supports the ongoing efforts to positively influence emergency medicine at all levels -- local, regional, state and national. EPMG also actively monitors emergency medicine issues and trends and commits staff and resources to developing internal policies and solutions. The group's physicians are committed to providing both exceptional patient care and emergency department management.

### **EPMG Leadership Roles:**

- Hospital Chiefs of Staff
- Presidents of local medical societies
- Presidents and Board members of state and national emergency medicine associations
- Committee members on a wide variety of state wide emergency medicine initiatives
- Liaisons to state medical societies
- EPMG's representation within these "inner circles" allows the group to influence important patient care policies and rapidly respond to key clinical and business-related issues.

### **Innovative - Cutting Edge Solutions**

EPMG continues to develop new and revolutionary programs to improve emergency medicine. The group's resources are available to all partner hospitals and affiliate physicians, and are specifically designed to expand and improve the quality and efficiency of emergency medicine services.

## **Resource Management/Utilization Review Programs**

The changing climate of health care requires that clinicians practice in a cost-conscious manner. EPMG was one of the first emergency medicine groups in the country to develop specific tools and guidelines to support cost-effective clinical practice. EPMG specifically provides:

- A manual of clinical guidelines for all physicians that codify their practice patterns in a cost-effective manner based on established community standard practice patterns and expected cost by diagnosis.
- A comprehensive manual for proper and cost-effective initiation of pharmaceuticals.
- Continuing education of physicians on the basic tenets of cost containment using current, well-researched clinical guidelines and indicators.

