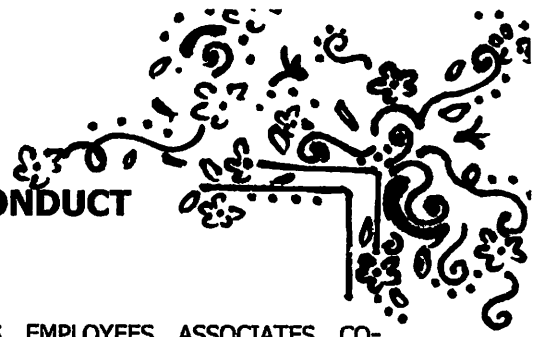


GERIATRIC & ASSOCIATES CODE OF CONDUCT



TO ALL OUR PATIENTS, PATIENT FAMILIES, PATIENT REPRESENTATIVES, EMPLOYEES, ASSOCIATES, CO-WORKERS, OWNERS, OFFICERS, DIRECTORS; TO ALL OF OUR CONTRACTORS, AGENTS, OR OTHER PERSONS WHO PROVIDE PATIENT CARE, ITEMS OR SERVICES, OR WHO PERFORM BILLING OR CODING FUNCTIONS ON OUR BEHALF:

WE TAKE GREAT PLEASURE IN ASSERTING HERE OUR CONSTANT COMMITMENT TO HONESTY, ETHICAL BEHAVIOR AND INTEGRITY IN EVERYTHING WE DO IN THE PRACTICE OF MEDICINE.

WE STRIVE TO PROMOTE THE KINDS OF BEHAVIOR IN OURSELVES, OUR CO-WORKERS, AND OUR PROFESSIONAL CORPORATION THAT REPRESENT THE SIX "C'S".

1. COMPETENCE IN MAKING A DIAGNOSIS AND OUTLINING TREATMENT;
2. CARING FOR OUR PATIENTS AND THEIR FAMILIES AND REPRESENTATIVES THAT SHOWS EMPATHY AND "OLD-FASHIONED" BEDSIDE MANNER;
3. COMMUNICATION THAT SEES TO IT THAT EVERYTHING IS UNDERSTOOD;
4. COST-CONTAINMENT THAT IS EVER WATCHFUL OF HOW EXPENSIVE EVERYTHING IS IN MEDICINE AND HOW MUCH WE NEED TO CONSERVE RESOURCES.

THUS, GOOD MEDICAL CARE INVOLVES COMPETENCE, CARING, COMMUNICATION, AND COST CONTAINMENT—AND IN CARRYING OUT EACH OF THE FOUR C'S, TWO MORE C'S, CODE OF CONDUCT ARE INVOLVED EVERY STEP OF THE WAY: HONESTY, ETHICS AND INTEGRITY.

HENCE, WE ALWAYS SEEK TO COMPLY WITH ALL LOCAL, STATE, AND FEDERAL HEALTH CARE PROGRAM REQUIREMENTS IN THE CONDUCT OF OUR BUSINESS. AND, WE WILL ALWAYS SEEK TO COMPLY WITH ACCEPTABLE STANDARDS OF BEHAVIOR AND MEDICAL CARE.

IF YOU ENCOUNTER ANY SITUATION THAT YOU BELIEVE VIOLATES THE PROVISIONS OF OUR CODE OF CONDUCT OR SUSPECT SOMETHING IS WRONG, PLEASE CONTACT US AT ONCE. ANY ISSUE, INCLUDING BILLING CONCERNS, CAN BE REPORTED ANONYMOUSLY TO 303-742-0108, OPTION 2, 24 HOURS/DAY/365 DAYS/YEAR. DRs. GELLER AND FISHMAN ARE COMMITTED TO MAINTAIN THE CONFIDENTIALITY OF YOUR REPORT. AND, THE CONCERNS AND ISSUES THAT YOU RAISE WILL NEVER RESULT IN RETRIBUTION OR RETALIATION BY DR. GELLER OR DR. FISHMAN.

IF YOU SUSPECT FRAUD OR ABUSE IN THE FEDERAL HEALTH CARE PROGRAMS, YOU MAY REPORT THIS CONFIDENTIALLY TO THE HEALTH AND HUMAN SERVICES OFFICE OF THE INSPECTOR GENERAL FRAUD HOTLINE, TELEPHONE #1-800-HHS-TIPS.

THANK YOU FOR YOUR CONFIDENCE IN AND SUPPORT OF OUR HEALTH CARE PROVIDERS AND OF OUR CODE OF CONDUCT.

SINCERELY,

IVAN B. GELLER, M.D.

PAUL J. FISHMAN, M.D.

