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Otolaryngologist, Facial Plastic
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President, Executive Council, SJHAP



continued to serve on the SJHAP executive council and currently serve as its president and as one of the medical directors for SJHAP. I spend about 60 percent of my time in private practice and the other 40 percent on administrative duties.

Tell us about your background.

I've been on staff about 24 years. I trained at UCI in general surgery, otolaryngology, and head and neck surgery, and then completed a fellowship in Facial Plastics and Reconstruction. I joined three other doctors who have since retired when I arrived at St. Joseph. About 12 years ago I left the group, started my own practice and developed the Nasal & Sinus Center, which was the first of its kind in the Western United States. Today every major city has a nasal and sinus center. Our center still performs more nasal and sinus surgeries than any providers in Orange County and, if you do a Google search for nasal and sinus, we usually still come up first.

I served on the California State Medical Board for eight years and at one point as its president. Following the Medical Board, about 11 years ago Dr. Casciari convinced me and a few others to participate in the transition from the hospital's old IPA to St. Joseph Hospital Affiliated Physicians (SJHAP). I've

Why are you involved in the business and politics of medicine?

Sometimes I ask myself that same question. I'm a St. Joseph doctor through and through – I even go to church here on Sundays. I believe what the plaques on the walls say. I believe that SJHAP is important to the success of the institution. And, I want to be engaged in how we're going to practice medicine in the future.

What's your take on healthcare reform?

Since the Brown election in Massachusetts the landscape has changed again – it's a moving target, which is incredibly scary for physicians, hospitals, IPAs and medical groups. But I've always been optimistic about the future of medicine. St. Joseph Hospital is well positioned with its medical group and IPA-like models, which give physicians options. Because we're a hospital of surgical excellence we will continue to attract the best of the best. In terms of how medical care will

be delivered in the future, the economy will be key in determining how it develops and how we pay for it. One of the reforms I feel strongly about is having all children covered.

What's new and exciting in your practice?

Our group, Entrust, began concentrating on developing a Center for Thyroid and Parathyroid Surgery about two years ago for cancerous and noncancerous conditions. We're now doing about 200 cases a year and are the busiest group in the county. We're focused on new, minimally invasive procedures. We attract patients from a large and growing service area for these primarily elective procedures (see also: www.entrustmd.com).

What interests you outside of medicine?

My family definitely keeps me grounded. My wife and I have four boys. The oldest who is 23 is a new graduate of Loyola Marymount University, the 21-year-old is at UC Berkeley, the 18-year-old is a senior in high school headed to Berkeley on a gymnastic scholarship, and the youngest is a high school freshman and gymnast. Weekends are generally spent at meets, which often take us to Nevada, Arizona, Oklahoma, Michigan, Texas and Hawaii, as well as China.



A PUBLICATION FROM THE ST. JOSEPH HOSPITAL MEDICAL STAFF OFFICE



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