

The CMA Foundation champions improved individual and community health through a partnership of leaders in medicine, related health professions, and the community.

A Grand Time at the CMA Foundation's

President's Reception & Awards Dinner

Music, good food, and the company of friends and colleagues! The Foundation hosted another successful President's Reception and Awards Dinner on October 3rd at the Hyatt Regency Sacramento. The event is the Foundation's largest fundraiser that helps support its many public health initiatives.

Meredith Slater was the lucky winner of the fabulous raffle prize of a round trip airfare for two courtesy of Southwest Airlines. The Foundation welcomed CMA President James G. Hinsdale and honored Robert D. Sparks, MD Leadership Achievement Award recipient, David E. Smith, MD and the Haight-Ashbury Free Clinic, and Adarsh S. Mahal, MD Access to Health Care and Disparities Award recipient, Mayer B. Davidson, MD and the Venice Family Clinic.

Southern California Permanente Medical Group, The Permanente Medical Group, and NORCAL Mutual Insurance Company were the event's Presenting Sponsors. The CMA Foundation would like to thank our Dessert Sponsor, Molina HealthCare and our Print Sponsor, Commerce Printing Services. The Foundation's appreciation also goes to Barefoot Winery for their wine contribution to the reception and awards dinner.

Visit the Events section of www.thecmafoundation.org for photo highlights from the dinner. For information on advertising and sponsorship opportunities for the 2011 President's Reception and Awards Dinner, please contact Maria Moran at (916) 779-6620.



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Health Leaders Come Together to Support Diabetes QI Project

On Friday, September 17, the Diabetes QI Project (DQIP) convened its first Advisory Committee meeting of the year. This all-day meeting afforded the opportunity for stakeholders to strategize around the shared goal of improving the health and well-being of patients with diabetes. In attendance were physicians, pharmacists, health plan QI directors, medical malpractice carriers, representatives from the California Diabetes Program and the Diabetes Coalition of California, and pharmaceutical sponsors. This multidisciplinary group was able to provide direction to each of the three main project components. These components are Health Plan Partnership, Clinician Education and Leadership and Patient Engagement and Self Management. The key takeaways from the meeting were:

- Improved patient health will only come from a broad collaboration of many partners, including physicians, pharmacists, health plans, medical societies, and patients themselves, among others.
- The message is just as important as the messenger, i.e. clinicians will respond best when clinical improvement messages are given by clinicians, and practice improvement messages are given by QI or other practice improvement experts.
- CMA Foundation's strength is in connecting key resources, and should continue this work particularly concerning community resources.

Staff wishes to extend a big "thank you" to all those in attendance. If you would like to participate in future Advisory Committee meetings, or lend your expertise in the development of any of the three project component areas, please contact Senely Navarrete, Diabetes QI Project Director at (916) 779-6638.

Inspiring Physicians to Create Community Partnerships

The CMA Foundation's Obesity Prevention Project is proud to present a new resource to raise childhood obesity awareness. Titled "Inspiring Change in our Communities: Physician Champions Making a Difference", the monograph is now available on the Project's website and provides a snapshot of the innovative programs implemented by Physician Champions throughout California. "Community involvement reminds us that we are not alone in the fight against obesity, and together we will achieve success," stated CMA Foundation Board Chair and Physician Champion, Dexter Louie, MD, who is also one of the physicians featured in the monograph.



The monograph also highlights the efforts of Robert Christopher Searles, MD, a family practitioner and psychiatrist from Chula Vista, California. Dr. Searles stated, "More doctors need to view community involvement as part of their professional identity so they can gain a critical perspective and truly provide patient-centered care."

"Inspiring Change in our Communities: Physician Champions Making a Difference" and additional resources can be accessed by visiting the Obesity Prevention Project website at www.thecmafoundation.org/projects/obesityProject.aspx. For more information, please contact cmf@thecmafoundation.org or 916.779.6620.

Getting Ready for the Cold and Flu Season

What do sinusitis, most sore throats, bronchitis, runny noses, and regular colds have in common? They are respiratory tract infections usually caused by viruses that can't be cured with antibiotics. Yet, each year, health care providers in the U.S. prescribe tens of millions of antibiotics for viral infections.

The Alliance Working for Antibiotic Resistance Education (AWARE) Project encourages you to take the time to educate your patients about antibiotic resistance. Antibiotic resistance in outpatient settings can be reduced dramatically, without adversely affecting patient health, by not prescribing antibiotics for viral illnesses such as colds, most sore throats, coughs, bronchitis, and the flu.

Because we cannot eliminate respiratory conditions, including seasonal flu, recognizing appropriate treatment and managing such illness are equally important. To aid in prevention efforts, the AWARE Project has developed its fourth annual AWARE Provider Toolkit for the 2010 - 2011 cold and flu season. The toolkit materials for physicians and their patients can be accessed by visiting the AWARE website, www.aware.md.

Get Smart About Antibiotics Week is November 15 – 21, 2010. During this week, the CDC states, non-profit partners, such as the CMA Foundation's AWARE Project, and for-profit partners will bring attention to the problem of antibiotic resistance and the importance of appropriate antibiotic use. For more information about Get Smart About Antibiotics Week, please visit <http://www.cdc.gov/getsmart/index.html>.



Meeting the Challenge of the Future:

NEPO's 2010 Ethnic Physician Leadership Summit



More than 160 physicians, medical students, community health advocates, and health care professionals were in attendance during the 10th Ethnic Physician Leadership Summit hosted by the Network of Ethnic Physician Organizations (NEPO) on September 25, 2010 at the Hilton LAX Hotel in Los Angeles.

This 2010 Summit focused on health care reform and health information technology (HIT). Solo and small group physician, Sandra L. Perez, MD, reminded everyone that there are still many ethnic physicians providing for the safety-net and the uninsured who will be challenged with transitioning to electronic health records and that continual and persistent outreach to those physicians will be needed.

Panelists on health disparities and vaccines educated attendees about the importance of vaccination as preventative care for many potential deadly diseases that have disproportionately affected our communities of color. "A choice not to get the vaccine is a choice to be at risk for the disease," stated Oliver T. Brooks, MD, Assistant Clinical Professor at Western



University of Health Sciences. He also stated that improving rates will require strategies that overcome societal, patient-related, and provider-related barriers.

A special highlight of the Summit was the presentation of the 2010 Ethnic Physician Leadership Award to Ben Medina, MD for his outstanding leadership and passion in improving access to healthcare for the underserved communities in San Diego County. The conference ended with final comments from medical students in attendance. "I was inspired by Dr. Medina's non-traditional path to medicine and his work in my childhood home of National City," stated Carolyn Candido, UC Davis School of Medicine Class of 2013. "I feel more informed and concerned about issues that will affect how I will practice medicine in the future."

Summit Presentations can be accessed by visiting the Leadership Summit section of www.ethnicphysicians.org. For more information, please contact Anna Gutiérrez, NEPO Project Assistant at agutierrez@thecmafoundation.org or 916.779.6627.

CMA Foundation's Carol A. Lee, Esq. Receives Hispanic Health Leadership Award

Carol A. Lee, Esq., CMA Foundation's President and CEO, was named one of the recipients of the 2010 Hispanic Health Leadership Award. The award was presented by the National Hispanic Medical Association (NHMA) during their Resident Leadership Program Reception held in August at the Sheraton Grand Hotel in Sacramento.

Ms. Lee received the award for her active role in improving health care issues for the Hispanic community. NHMA President & CEO, Elena Rios, MD, MSPH stated, "Carol received the award for her vision and leadership in developing the Network of Ethnic Physician Organizations (NEPO), a unique network whose goal is to advance the leadership of minority physician associations in California and to ultimately decrease health disparities in the state."

Mark Diaz, MD, Chairman of the National Hispanic Health Foundation and Laura Hardcastle, Chief of the California Office of Multicultural Health were also presented with the 2010 Hispanic Health Leadership Award.

Established in 1994 in Washington, DC, the NHMA represents licensed Hispanic physicians. Its mission is to improve the health status of Hispanics and other medically underserved populations in the United States. For more information about NHMA, visit www.nhmamd.org.



(Top photo L-R: CMA Foundation staff members Joe Mette, Elissa K. Maas, MPH, Carol A. Lee and CMA Foundation Board Chair, Dexter Louie, MD; Bottom photo: Carol A. Lee with Jose Arevalo, MD)

Corporate Advisory Spotlight:



GlaxoSmithKline (GSK) supports the work of the CMA Foundation because our mission "to help people to do more, feel better and live longer" is fully aligned with the CMA Foundation's goal of "improved individual and community health."

GSK is a research-based pharmaceutical company whose 99,000 employees work in over 100 countries discovering, developing and bringing innovative medicines and vaccines to millions of people. In pursuit of that goal, we spend more than \$500,000 every hour on research and screen about 65 million compounds annually.

We're proud that our efforts have produced medicines for asthma, virus control, infections, mental health, diabetes, digestive conditions and cancer, as well as vaccines for disease prevention.

Our mission brings with it responsibility. One way we meet that responsibility is through our research into medicines and vaccines for the World Health Organization's three priority diseases – HIV/AIDS, tuberculosis and malaria. Fortunately, we have been able to develop a number of important medicines for these conditions.

We also meet our responsibility by supporting our communities. We encourage our employees to get involved through our "Orange Day" initiative, which gives every GSK employee a day off from work each year to volunteer. At one of our manufacturing facilities recently, more than 600 employees made a difference in their community by serving nearly 30 charities, ranging from food banks to homeless shelters on their Orange Day.

For more information about GlaxoSmithKline, visit www.gsk.com.

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Every effort was made to ensure the accuracy of the CMA Foundation contributors whose donations were received from August 1, 2010 through October 4, 2010. If you discover an error, please accept our sincere apology and contact us.

Reconnect with your passion

for your patients and your profession

Your donation to the CMA Foundation will help support the community health projects of medical students, lead the nation in slowing the growth of antibiotic resistance, improve the quality of care provided to diverse diabetes patient populations, mobilize physicians to reduce the prevalence of obesity among children and their families, and to increase education and outreach efforts to reduce and eliminate cervical cancer.

Give what you can. Give what your heart tells you to give because each dollar we receive we will turn around to help improve the health of California.

Donate online today by visiting the CMA Foundation web site at www.thecmafoundation.org. Or, use the enclosed donation envelope and mail to the CMA Foundation office:

3835 North Freeway Boulevard, Suite 100,
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For information on how you can support the work of the CMA Foundation, please contact Carol A. Lee, Esq., (916) 779-6622 or clee@thecmafoundation.org.

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