

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

The CMA Foundation's California Cervical Cancer-Free Campaign Continues



Foundation board member Diana Ramos, MD address participants during the LA Roundtable Discussion

The nationwide Cervical Cancer-Free Campaign has gained full momentum in California. The California Medical Association (CMA) Foundation serves as the lead, coordinating agency for the California campaign and is actively engaging physicians, patients, and community organizations to encourage women to get screened and vaccinated for this preventable form of cancer.

Even though cervical cancer is one of the few preventable cancers that can easily be detected through an inexpensive screening and also prevented through a vaccine, each year, nearly 1,400 California women are diagnosed and 400 die from the disease.



Cervical cancer survivor, Marlene M. von Friederichs-Fitzwater, PhD, MPH, shares her story during the 2010 Cervical Cancer and HPV Vaccine Summit

The Human Papillomavirus, or HPV is responsible for most cases of cervical cancer. While millions of American women are infected with HPV, due to its often symptomless nature, a woman can be unaware of her risk of developing cervical cancer.

"It is exciting to be involved in this nationwide campaign to elevate awareness about this deadly disease. Our hope is to educate more California women about prevention options that are available so that eventually this disease can be eradicated," states CMA Foundation board member, Diana Ramos, MD, MPH.

HPV Vaccination Summit Aimed to Eliminate Preventable Disease

The CMA Foundation launched the California phase of the nationwide Cervical Cancer-Free Campaign during the November 2010 Cervical Cancer and HPV Vaccine Summit, uniting physicians, public health leaders, payors, advocates and survivors to discuss ways to decrease cervical cancer rates and the spread of the Human Papillomavirus. "With proven prevention methods, including the HPV vaccines, regular screenings, and stronger public awareness, we have a tremendous opportunity to do even more to curb the devastating effects of cervical cancer and eliminate this disease entirely," said Carol A. Lee, Esq., President and CEO of the CMA Foundation. To access the 2010 Cervical Cancer and HPV Summit Materials and Presentations, visit the Cervical Cancer and HPV Vaccine Summit section of the Project site, www.thecmafoundation.org/projects/HPV. Funding for the Cervical Cancer and HPV Vaccine Summit was provided by GlaxoSmithKline and Merck.



Sandy Close, Executive Director of New America Media, facilitates the Roundtable Discussion on cervical cancer prevention (Photo courtesy of New America Media)

CMA Foundation Holds Roundtable Discussion in Los Angeles On Cervical Cancer Prevention in Latina Communities

Latinas in California have the highest cervical cancer incidence and mortality rates and Los Angeles County specifically has the highest cervical cancer mortality rates for Latinas in the state. In early December 2010, the Foundation's Cervical Cancer/HPV Project conducted a roundtable discussion about cervical cancer prevention at the Los Angeles County – Department of Public Health.

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Reflections by Carol A. Lee, President & CEO

Thank you to all who responded to our end of year donation solicitation. The donations received from physicians are key to our success and we thank you. The CMA Foundation is 100% self-funded and does not receive dues income or financial assistance from CMA. Most of our funding is the result of grant writing to foundations, corporations and government agencies. However, these grants do not cover our entire core operating costs and the resources to plan new projects or expand our existing projects. Your continuing support of the Foundation throughout the year is always appreciated.

We expect 2011 to be an exciting year for the Foundation. Our Diabetes Project will be implementing a pilot project with the Medi-Cal managed care plans with a focus on assisting solo and small group practices. We will also be addressing patient self-management and adherence issues.

Our Cervical Cancer/HPV Project is busy increasing awareness about the importance of screening. In January, we were successful with placing stories in the media around the state to promote *Cervical Health Awareness Month*.

We are working in Los Angeles to conduct a conference on clinical best practices in Obesity Prevention with the emphasis on working with diverse ethnic communities.

The focus of our Network of Ethnic Physician Organizations (NEPO) Project is on Health Information Technology (HIT). We have been working with CalHIPSO and the CMA to educate solo and small group practices about Electronic Health Records (EHRs).

That is just a short summary of our activities. If you would like more information or would like to become involved in the work of the Foundation, please give us a call!

Cervical Cancer-Free Campaign Continues

Continued from page one

The meeting brought together over 40 key partners in Los Angeles, health care providers, and representatives from Latino ethnic media outlets to discuss the need to promote cervical cancer prevention to the Latina community. The group discussed ongoing efforts around cervical cancer prevention in LA County, identified programmatic and policy-related gaps and also discussed story ideas that ethnic media can distribute to their audiences. Miriam Reyes, a reporter from the Spanish newspaper *Impulso*, stated, "Once you are educated, you don't want to suffer or have a family member die because you know there is a way to prevent it and you will make a better effort to take care of yourself." To view highlights from the meeting, visit the California Cervical Cancer-Free Campaign section of the Project site, www.thecmafoundation.org/projects/HPV.

Startup funding for the California Cervical Cancer-Free Campaign is made possible by a grant from GlaxoSmithKline. For more information about the campaign, please contact Sara Cook, Cervical Cancer/HPV Project Director, CMA Foundation, at scook@thecmafoundation.org.

Save the Date!

Network of Ethnic Physician Organizations (NEPO)
Ethnic Physician Leadership Summit, September 17 - 18, 2011
Contact agutierrez@thecmafoundation.org for more information

**New Online
Project Resources**

The **Alliance Working for Antibiotic Resistance Education (AWARE)** Project's Provider Toolkit for the 2010/2011 cold and flu season are posted on the AWARE website, www.aware.md.

The **Diabetes and Cardiovascular Disease Provider Reference Guide (PRG) 2009-2010** was developed with the support and expertise of 33 physicians and health care leaders from a variety of physician associations, medical groups, health plans and other organizations dedicated to the prevention and management of diabetes and its complications. This comprehensive set of clinical guidelines can be accessed by visiting, the *What's New* section of www.thecmafoundation.org

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**CMA Foundation
Welcomes New Board Members!**

Raquel D. Arias, MD is the Associate Dean for Educational Affairs (Special Projects), University of Southern California, Keck School of Medicine. She graduated with a Bachelor of Arts degree in Psychology from University of California, Santa Cruz and graduated a Doctor of Medicine from University of Southern California School of Medicine. Dr. Arias is currently the Clinical Associate Professor of Gerontology, Andrus Gerontology Center, University of Southern California.



Paul Carroll graduated from Michigan State University with a degree in communications and received a master's in journalism from Northwestern University. He also does consulting work based on the principles in his book, "Billion-Dollar Lessons: What You Can Learn From the Most Inexcusable Business Failures of the Last 25 Years." Paul and his co-author, Chunka Mui, founded a consulting firm, The Devil's Advocate Group, which is dedicated to helping business leaders improve the robustness of their strategies and increase the odds of success.



Michael Steenburgh is the Executive Director of the San Joaquin Medical Society. He oversees the strategic planning of the society, provides direct leadership for many of their community programs, and also serves as the Executive Director of several subsidiary corporations of the medical society, including the Bureau of Economic Services, the San Joaquin Scholarship Loan Fund and their own political action fund, the League for Good Government.



Robert E. Wailes, MD is a graduate of Wake Forest University School of Medicine Winston-Salem, North Carolina. Dr. Wailes is the Pain Management Consultant for Tri-City Med Center and Scripps Memorial Hospital, Encinitas. He is the Medical Director of Pacific Pain Medicine Program and Pacific Surgery Center. He currently serves as Trustee, representing San Diego, for the Board of Trustees for the California Medical Association.



**Network of
Ethnic Physician
Organizations (NEPO)
Partnerships:
Health Information
Technology (HIT)
Outreach to
Ethnic Physicians in
Transitioning to EHR**

Upcoming HIT-focused events:

Feb. 26, 2011 9AM-12PM,
Central Valley Regional
Meeting on HIT and Local
Infrastructure

Feb. 26, 2011, 9AM-12PM,
Los Angeles/Orange
Regional Meeting on HIT
and Local Infrastructure

East Bay Regional Meeting: TBD

NEPO has taken an active role in HIT outreach by partnering with all three California Regional Extension Centers (RECs); California Health Information Partnership and Services Organization (CALHIPSO), HITEC-LA and Cal-Optima Regional Extension Center (COREC) to provide the most up to date educational information and outreach to ethnic solo/small group physicians throughout California.

NEPO is excited to announce that we have officially signed an agreement with CALHIPSO as an "Outreach Partner" and will coordinate efforts with our Ethnic Physician Organizations (EPO) to participate in meetings with the RECs to learn about their services and resources for electronic health record (EHR) adoption and implementation. NEPO will also be providing communications and tip sheets through our website and monthly e-newsletters.

CALHIPSO was founded by California Medical Association (CMA), the California Primary Care Association (CPCA) and the California Association of Public Hospitals & Health Systems (CAPH). CALHIPSO is a nonprofit, vendor-neutral organization that offers a variety of programs and services designed to help clinical providers transition from a paper-based practice to one that successfully uses electronic health records. CALHIPSO's extensive products and services are designed to help physicians navigate through the complicated world of EHR implementation.

Beginning in 2011, Medicare and Medi-Cal will make payments between \$44,000 and \$63,750 per provider to those who can demonstrate that they are "meaningfully using" EHRs. The sooner you can demonstrate "meaningful use," the more funding you will receive since EHR incentive payments will end in 2014. If you are interested in participating in informational meetings and/or wish to coordinate a meeting with your EPO, please contact Anna Gutiérrez, Project Assistant at (916) 779- 6627 or agutierrez@thecmafoundation.org.

Physician Wellness Program

By Nicolaas-John van Nieuwenhuysen, MD, Chair,
Physician Wellness Committee,
Orange County Medical Association

The Orange County Medical Association and the Cooperative of American Physicians have partnered to create a Physician Wellness Program. The guiding principle is to provide a broad set of resources:

- for physicians to thrive and grow in their professional and personal lives
- which reduce risk of physician burnout
- which will have a positive impact on patients, colleagues and the community at large.
- for physicians to participate on a voluntary basis.



Speakers Donald L. Sharps, MD and Donald Maurer, MD, greet each other just before the seminar begins.

Components of the Wellness Program will include:

- Physical Health
- Psychological/Mental Health
- Work/Life Balance
- Financial Health
- Risk Management
- Spiritual Health

The first Physician Wellness seminar held in October 2010 at the Newport Beach Marriott Bayview was a huge success, with the room being filled to capacity. We were honored to have two experts in the field of stress reduction for our inaugural event. Donald Sharps, MD, is a board-certified psychiatrist and is the associate medical director of the County of Orange Health Care Agency Behavioral Health Services. His presentation, titled *Recognizing and Dealing with Feeling Stressed in Your Practice and in Your Life*, reinforced the recognition of healthy and unhealthy stress. Dr. Sharps discussed a comprehensive three-fold approach that included steps to managing stress. Donald E. Maurer, MD, a board-certified emergency room physician, has been trained in Mindfulness Based Stress Reduction (MBSR). His presentation, *Mindfulness Based Stress Reduction: What Is It and How Do I Start a Practice of Mindfulness?*,

Corporate
Advisory
Spotlight

CVS
CAREMARK

As the largest pharmacy health care provider in the United States, CVS Caremark is proud to support the work of the CMA Foundation.

Through our integrated offerings across the entire spectrum of pharmacy care, we are uniquely positioned to provide greater access, to engage plan members in behaviors that improve their health, and to lower overall health care costs for health plans, plan sponsors, and their members.

At CVS Caremark, meeting the health and wellness needs of families and children plays a central role in our efforts to improve the quality of our customers' lives. With health care costs on the rise, prescription drugs remain one of the most effective ways to keep health care spending under control. CVS Caremark pharmacists work closely with customers to get them more involved in their health care decisions and to be sure that they understand the importance of their prescriptions. Taken as directed, prescription drugs form a potent first line of defense against diabetes, heart disease and dozens of other chronic and acute medical conditions.

Whether it's assisting a busy mom or dad in finding just the right medicine to soothe an ailing child, providing greater opportunities for kids with disabilities or contributing tens of millions of dollars each year to worthy causes, CVS Caremark is making a meaningful difference in the lives of families and children each day.

General information about CVS Caremark is available through the company's website at <http://info.cvscaremark.com>.

included a very specific and effective program of stress reduction. The overview included a brief description of MBSR, as well as introducing the essentials of mindfulness, its basic neurobiology, and evidence for mindfulness-based interventions in medical practice.

The Physician Wellness Committee has begun working on organizing and scheduling its next seminar, which likely will be held in the spring of 2011. We hope to see you there!

The CMA Foundation Board *extends its sincere appreciation.* to our generous contributors!

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The Leadership Circle recognizes individuals who contributed \$1,000 or more to the CMA Foundation during the past year.

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1. Annual Dinner
2. Annual Report
3. General Contribution
4. Leadership Circle
5. Monthly Giving Club
6. Newsletter
7. Holiday Solicitation
8. Medical Society/Association Dues
9. Hoops for Health

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- A. Cervical Cancer & HPV Project

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- B. Steven M. Thompson Memorial Fund
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by Steven Fugaro, MD

Having been involved in organized medicine for 15 years, I have always applauded the efforts of the CMA as an advocate for the physician community. Several years ago, however, I became aware of the CMA Foundation and its extraordinary efforts to improve the health of our patients and the community - specifically, Dr. Frank Stagers gave an inspiring presentation on improving cultural proficiency at the Network of Ethnic Physicians (NEPO) conference.

I became a physician in order to help others by promoting health and fighting disease. I suspect that this was the motivating factor for many of us. What excited me about the Foundation was that their mission is also synonymous with the reasons why we chose this profession. By developing programs to fight obesity, to improve diabetes care, and to foster awareness of chronic obstructive pulmonary disease, the Foundation links physicians with their patients in a joint effort to improve their health. In addition, the Foundation leverages its impact by engaging numerous Corporate Partners to further the scope of its outreach programs.

The CMA Foundation also recognizes that our future is the medical student and young physician community. By giving grants to medical student-run clinics throughout the state, young medical professionals are grounded in the reality of patient care and inspired at an early phase of their training to devote time to promoting the health of their own communities.

Please consider joining me and contributing to the CMA Foundation, either through your donations or by volunteering your time. The donations can be either on an annual basis or even quarterly. The physicians and staff of the CMA Foundation are absolutely worth supporting, as they represent everything positive about health care and medicine in general. Plus, they are truly wonderful people!

New Online Project Resources

Continued from page 3

The Diabetes and Nerve Damage handout aims to educate patients to recognize symptoms of Diabetic Peripheral Neuropathy (DPN) and other forms of neuropathy, seek professional help, and take action to prevent further nerve damage. Available in both English and Spanish, the handout can be accessed by visiting the *What's New* section of www.thecmafoundation.org

Safe Routes to School (SRTS) resources for health care professionals and volunteers interested participating in the program are now posted on the Obesity Prevention Project section of the CMA Foundation's website. Visit <http://www.thecmafoundation.org/projects/saferoutestoschool-resources.html> for more information.



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