

CMA Foundation News

The California Medical Association Foundation (CMAF) is an independent non-profit, tax exempt research and educational foundation and a subsidiary of the California Medical Association

A CHALLENGE FROM OUR CHAIR



Rolland C. Lowe, MD

This year we have set a fundraising goal of an additional \$100,000 for operational support and we need your help.

Last year the Foundation raised approximately \$1,000,000 to support our program and operational activities thanks in a large part to state agencies, foundations, and the corporate world. However, our program dollars do not cover the core administrative expenses.

What are these expenses? A large part is attributed to staff time that is not related to direct program expense. For example, our CEO's time working with the Board, networking with potential funding sources and local medical society leadership are not covered activities. Even researching grant-funding possibilities are not included in revenue raised to support specific projects. Last year we raised

\$35,000 through corporate sponsorship toward this end. This year, we hope to reach the \$100,000 mark so that Carol and her staff can spend more time developing a stronger infrastructure for the Foundation into the future.

Your individual support – in terms of \$50, \$100, \$250 or whatever you can contribute would be appreciated. If you sit on the board of any corporation, urge them to join our Corporate Advisory Committee.

We need your support! We will be conducting a "Donor Challenge" at the House of Delegates – the leadership of both the CMA and CMA Foundation will challenge every attendee to donate at least \$50 to the Foundation. All donors will receive a pin with the Foundation's logo. By wearing this pin you are showing your commitment to physicians working with other health professionals and organizations to improve individual and community health.

CMA Foundation's Bright Future Shines On

The CMA Annual Session March 10-14 has traditionally been rooted in policy debates of organized medicine.

However, the CMA Foundation for the past four years has taken a moment out of this hectic schedule to honor an individual or organization that has shown outstanding concern for the health of communities. This year's recipient of the *Robert D. Sparks Community Health Leadership Achievement Award* is the Ethnic Health Institute, chaired by Frank Staggers, MD. The presentation of the Award will be made at our Annual Leadership Dinner on Saturday, March 11, at the Gold Mountain Restaurant in the renowned San Francisco Chinatown district. For additional dinner registration information call 916/551-2550 or stop by the CMA Foundation booth at the House of Delegates.

Other Rays of Light for the Foundation during the Annual Session include:

- Rolland C. Lowe, MD, CMA Foundation Chair will address the House on Sunday, March 12th.
- CMA Foundation Donor Challenge where supporters are urged to contribute at least \$50 to further the mission of the Foundation. Every donor will receive a CMA Foundation pin.
- Marjorie H. Shaeviz, MA, MFCC, CMA Foundation Board member will discuss her new book titled, "The Confident Woman." Her book is the current #1 Health hardcover pick of amazon.com. She will also be available for book signing and proceeds from sales will be used for the Foundation's domestic violence project.
- CMA Foundation exhibit table where staff will be on hand to discuss and answer any questions you may have about the activities of the Foundation.

Become a Part of the Lifeblood of the CMA Foundation

Hear what they're saying about the foundation! "Thank you for addressing this topic;" "Excellent program;" "Improved my understanding of a complex problem that is under-treated;" "Better understanding of the needs and behavior of my patients;" "Affirmed that my practice is in keeping with the guidelines of treatment." We would not have been able to provide such great programs and have such a positive impact on medicine if it wasn't for the following individual donors, please continue your support!

(Note: donations from November 1999 through February 2000)

- Roger Eng, Jr., MD (In honor of Dr. and Mrs. Rolland C. Lowe)
- Marjorie H. Shaeviz, MA, MFCC
- Dr. and Mrs. Gladden V. Elliott
- Edward A. Chow, MD (In honor of Dr. Rolland C. Lowe)
- Susan F. Reynolds, MD, Ph.D.
- John T. Chiu, MD
- Charles LePere
- Robert D. Sparks, MD
- Ralph R. Ocampo, MD
- Carol A. Lee, Esq.
- Permanente Medical Group
- Liana Puscas, MD
- Ted Mazer, MD (In honor Elizabeth McNeil)
- Bonnie Borenstein
- Evelyn Diorio
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- Dr. and Mrs. Stanley Kanter
- Dr. and Mrs. Mussa Banisadreh
- Hibbard E. Williams, MD
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CMA Foundation Welcomes New Board Members

The Foundation would like to welcome and introduce to you four new members of our Board of Directors:

- *E. Richard Brown, Ph.D.* – Doctor Brown is the Director of the UCLA Center for Health Policy Research, which he founded, in the UCLA School of Public Health. He served as a full-time senior consultant to the President's Task Force on National Health Care Reform, where he developed health care reform legislation. He is a Past President of the American Public Health Association. Doctor Brown received his doctoral degree in sociology of education from UC Berkeley.

- *Rosemarie M. Johnson, MD* – Doctor Johnson is a practicing anesthesiologist at Scripps Clinic in La Jolla with twenty years of leadership and advocacy experience in various medical organizations. She was the 1994 President of the San Diego County Medical Society, the 1995-96 President of the California Society of Anesthesiologists and the Vice Speaker of the CMA from 1997-99.

Doctor Johnson received her medical degree from Georgetown University School of Medicine.

- *Naheed Rehman* – Ms. Rehman is a medical student at UC San Francisco and is concurrently receiving her graduate degree in International and Area Studies from UC Berkeley. She is Chair of the Medical Students Section – California Medical Association and class delegate to the American Medical Association. Ms. Rehman graduated *magna cum laude* from Harvard University and has held positions with the Rockefeller Foundation in New York, and US Department of State in Washington, DC.

- *Patricia R. Salber, MD, MBA* – Doctor Salber is the co-founder and *President of Physicians for a Violence-free Society*. She is a Permanente Medical Group emergency physician and is currently serving as the Medical Director, Managed Care, Health Care Initiatives, for General Motors Corporation. Doctor Salber received her medical degree from UC San Francisco.

Physician Education: Pain Management, External Review and Mental Health Parity

- *Pain Management:* As part of an effort to educate California healthcare professionals about advances in pain management, CMA Foundation and the CMA in cooperation with the California Hospice Foundation, California Pharmacists Association Educational Foundation and the American Cancer society is presenting *Pain Management: New Attitudes, New Strategies*, April 11, 2000 at the Riverview Golf and Country Club in Redding. The seminars will be held in the evening of May 24, 2000 at the Sacramento-El Dorado Medical Society in Sacramento and on June 28, 2000 at the Santa Clara County Medical Association in San Jose, California. The seminars will provide an overview of the latest pain management therapies and legal and ethical issues involved in the use of opioids and other treatments. Faculty includes: *Richard Payne, MD, Chief of Pain and Palliative Care - Memorial Sloan - Kettering Cancer Center, New York; Philipp M. Lippe, MD, Clinical Professor, Department of Neurological Surgery - Stanford University and Executive Medical Director - American Academy of Pain Medicine; Lee T. Snook, Jr., MD, Medical Director - Metropolitan Pain Management Consultants and William Marcus, Deputy Attorney General, California Department of Justice.* This cost is \$40. For

express registration or additional information, please contact Bryce W. A. Docherty, at 916/551-2573, or by e-mail at bdoche@calmed.org. *NOTE: Continuing Medical Education:* CMA is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. CMA designates this continuing medical education activity for 4 credit hours; it may be applied toward the CMA Certification in Continuing Medical Education and the AMA Physician's Recognition Award.

- *External Review:* With the increasing focus by health plans, patients, and regulators on external review, it is important to understand the process. "*Working Together: For Patients' Sake*" will be held on June 9 and 10 at the Claremont Resort & Spa in Berkeley to provide current information and first hand accounts designed to assist healthcare providers and patients using the external review process. CME credit will be available. Faculty includes: Alice G. Gosfield, JD, NCQA Board Chair. For further registration information, please contact Susan Romig McKee, at 916/551-2550, or by e-mail at srmcke@calmed.org.

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California Antibiotic Resistance Project

Described in the Contra Costa Times in December as the first concerted statewide effort to combat the rising threat of resistance to antibiotics, the five-year project is supported by a broad-based coalition. This project has the support and participation of consumer organizations such as the PTA and AARP. Also included are physician and health provider organizations, the State Department of Health and local health departments, health systems such as Catholic Healthcare West and Sharp Healthcare, health plans including HealthNet, Blue Shield, Kaiser Permanente, CIGNA and PacifiCare, the childcare community and the pharmaceutical industry.

This year plans are underway to initiate a statewide media campaign to raise public awareness, train spokespersons around the state to work with local media and community organizations, establish a project website and information clearinghouse and complete a plan for health provider education that involves physicians, nurses and pharmacists.

Kick off for the project is scheduled to take place in August with a back-to-school theme to draw attention to the impact of ear infections and other respiratory illnesses on children and their families. The project has also begun working with HCFA as a pilot to increase the number of seniors who are vaccinated against community acquired pneumonia, one of the most significant health problems for older adults.

If you would like more information about the project and how to get involved in this critical health issue, contact Elissa Maas, at 805/549-9981 or by email at ekmaas@thegrid.net.

“The key to controlling resistance is to make sure that where antibiotics are used, they are used appropriately – the right drug for the right bug.”

Joe Silva, MD, Dean of the School of Medicine at UC Davis

County Corner

Adopt-A-School Program in the SPIRIT of Community Outreach

Within the Sacramento – El Dorado Medical Society (SEDMS), two community outreach programs address the medical needs of Sacramento. These programs, the Sacramento Physicians’ Initiative to Reach Out Innovate and Teach (SPIRIT) Project and the Adopt-A-School Program are collaborative efforts between the SEDMS, four private health care institutions, the county and a local medical school. In the midst of a heavily managed care arena physicians and nurses fuel these programs with their desire to give back to the community.

The goal of the SPIRIT Project is to enhance healthcare services to the medically underserved through the involvement of volunteer physicians and nurses. SPIRIT volunteers provide primary care services as well as 10 different areas of specialty care not readily available to the uninsured throughout Sacramento County. Four SPIRIT surgeons provide free hernia repairs to qualifying county patients, enabling 66% of these patients to return to work. To date, SPIRIT volunteers have provided care to over 6,000 patients and donated \$1.8 million in services.

Every year Adopt-A-School volunteers, active in 35 schools throughout the Sacramento region, provide over 7,000 children with a better chance to make informed positive choices that affect their well being. Adopt-A-School places volunteer physicians and nurses in classrooms to assist with student health education and moreover provide positive role models. This outreach also goes beyond the classroom. Many Adopt-A-School volunteers speak to school staff and parent groups on a regular basis about important health topics.

If you would like to learn more about these programs, please contact Melissa Parlee-Hirth at, 916/453-0254.

Physician Education *continued from page 2*

• *Mental Health Parity:* On June 23, 2000, the CMA Foundation will co-host with the California Psychiatric Association and the California Chapter of the National Alliance for the Mentally Ill a conference on the implementation of the recently enacted mental health parity legislation. This daylong event will begin with comments from Assemblywoman Helen Thompson and Senator Don Perata followed by morning panel discussions from

provider, plan and patient representatives. The afternoon will consist of a series of breakout sessions on topics including regulations, clinical issues, capitation, children’s issues and employer perspectives. Mary Jane England, MD, President of the Washington Business Group on Health will be the keynote speaker. For further registration information, please contact Susan Romig McKee, at 916/551-2550, or by e-mail at srmcke@calmed.org.

Corporate Advisory Committee Furthers Our Mission

The CMA Foundation thanks its Corporate Advisory Committee members for their generous support, which enables us to grow and expand our programs in physician and patient education, community health and quality of care initiatives. We salute:

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California Medical
Association Foundation

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CMA Foundation News is a periodic publication distributed to our supporters to inform communities throughout the state of California on the activities and projects that build new collaborative efforts that address critical health care issues. If you would like a special activity mentioned, please send information to CMA Foundation News Editor-in-Chief, Bryce W. A. Docherty.

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Calendar of Events

March 11	“The Confident Woman” – Book Signing Majorie H. Shaevitz, CMA Foundation Board member - 4:00-5:30 p.m. Hilton Hotel - San Francisco	May 24 (cont’d)	Registration/Refreshments 5:30-6:00 p.m. Program 6:00-10:00 p.m. – CME provided
March 11	CMA Foundation Annual Dinner Gold Mountain Restaurant – San Francisco 6:00-10:00 p.m.	June 9 and 10	“Working Together: For Patients’ Sake” External Review Seminar Claremont Resort & Spa – Berkeley Jointly sponsored by CMA/IMQ – CME provided
April 11	“Pain Management: New Attitudes; New Strategies” Riverview Golf & Country Club – Redding Registration/Refreshments 5:30-6:00 p.m. Program 6:00-10:00 p.m. – CME provided	June 23	Mental Health Parity Conference Hyatt Regency – Sacramento Registration 8:00-9:00 a.m. Program 9:00 a.m.-4:15 p.m.
April 17	CMA Foundation Board of Directors Meeting CMA Foundation Headquarters – Sacramento 11:00 a.m.-4:00 p.m. (New board member orientation 9:30 a.m.-11:00 a.m.)	June 28	“Pain Management: New Attitudes; New Strategies” Santa Clara County Medical Association – San Jose Registration/Refreshments 5:30-6:00 p.m. Program 6:00-10:00 p.m. – CME provided
May 24	“Pain Management: New Attitudes; New Strategies” Sacramento-El Dorado Medical Society – Sacramento	August 18	CMA Foundation Board of Directors Meeting CMA Foundation Headquarters – Sacramento 11:00 a.m.-4:00 p.m.