



SCMA News Briefs

THE MONTHLY NEWSLETTER OF THE SONOMA COUNTY MEDICAL ASSOCIATION

Newsletter Editor: Steve Osborn | Executive Director: Cynthia Melody

707-525-4325 | sosborn@scma.org | scma.org/news

November 2009

- **RSVP now for SCMA Awards Dinner on Dec. 2**
- **Reminder: Directory Verification forms due Nov. 2**
- **CMA working with Congress to shape health reform bills**
- **CMA survey: Do you need HIT assistance?**
- **Alliance Medical Center receives \$385,000 for e-prescribing system**
- **Four District 10 resolutions adopted at CMA House**
- **Orange County physician named CMA president**
- **CMA sues state to end medical board furloughs**
- **Possible data breach for Anthem and Blue Shield physicians**
- **Webinar on Medicare RAC audits on Nov. 19**
- **SCMA Alliance seeks help for foster children and medical scholarships**
- **Funds needed for ultrasound machine in Tanzania**
- **Nov. 22 run on Mare Island to benefit local nonprofits**
- **Dr. James Campisano dies at 59**
- **APPLICANTS**
- **CLASSIFIEDS**
- **ABOUT SCMA**
- **TO UNSUBSCRIBE**

RSVP now for SCMA Awards Dinner on Dec. 2

Right now, this very minute, is the best time to RSVP for the SCMA Awards Dinner at the Vintner's Inn on Wednesday evening, Dec. 2. Tickets are **free** for SCMA members, but RSVPs are required. Tickets for spouses, guests and nonmembers are \$50 each. To RSVP and/or purchase tickets, contact Rachel Pandolfi at 525-4375 or rachel@scma.org.

When obtaining tickets, please indicate your dinner choice(s) from the following options: "duet" (chicken breast and pork tenderloin), chicken breast only, pork tenderloin only, or vegetarian.

The event begins with a social hour at 6 p.m., followed by dinner and the awards presentations. Outstanding Contribution awards will be given to Drs. Walt Mills, Jeff Sugarman and Brad Drexler. In addition, Dr. Mark Netherda will receive the Article of the Year award for "Sonoma County's Lagging Immunization Rates," which appeared in the Winter 2009 issue of [Sonoma Medicine](#). Finally, the Santa Rosa Family Medicine Residency Consortium will receive a special award for recognition of achievement.

The Awards Dinner is SCMA's most popular event, with upwards of 200 people attending each year. It's a great way to get together with friends and honor your colleagues. All you have to do is RSVP to Rachel at 525-4375 or rachel@scma.org. See you there!

Reminder: Directory Verification forms due Nov. 2

All local physicians are reminded to return their 2010 Sonoma County Physician Directory verification forms by Monday, Nov. 2. The forms were mailed in September. If you need a copy, contact Rachel Pandolfi at rachel@scma.org or 525-4375.

Along with their verification forms, SCMA members received dues invoices for next year. Members who pay their dues by Dec. 31 qualify for a 5% discount. Payments need to be at SCMA by Dec. 31; **there is no grace period**. Installment payments can be arranged.

Nonmember physicians can complete a simple online application for SCMA and CMA at www.scma.org/join.asp.

CMA working with Congress to shape health reform bills

House Democratic leaders have unveiled their latest version of health reform in HR 3962, "America's Affordable Health Choices Act of 2009" and HR 3961, "Medicare Physician Payment Reform Act of 2009." A summary and timeline for HR 3962, along with an update by CMA Vice President Elizabeth McNeil, have been posted at www.scma.org/resources.

In her update, McNeil states: "CMA is still reviewing the bills, but will likely continue to support some provisions and oppose others. CMA is continuously working to improve the bill and indeed, several improvements were made to HR 3962. However, there are two enormously important reforms that are vital to physicians and their patients. Those reforms include 1) the SGR repeal and the \$400 billion in Medicare and Medicaid physician payment fixes; and 2) the insurance industry reforms and a repeal of health plan anti-trust exemptions."

"The CMA will continue to fight," writes McNeil. "Most predictions are that health reform will happen this year. Therefore, physicians must work now to improve the bills. We must let Members of Congress and the public know that the coverage expansions are an empty promise unless patients can find a doctor."

CMA survey: Do you need HIT assistance?

CMA has developed a statewide coalition seeking federal funds to create a Regional Extension Center (REC) to provide technical assistance to physicians and other providers in their transition to electronic health records (EHR).

The California REC will offer technical assistance and services to help the state's physicians overcome the challenges of selecting, implementing, and becoming "meaningful users" of health information technology (HIT).

To assist CMA in its federal grant application, visit www.scma.org/resources and download the CMA HIT survey, which takes just a minute to complete. Then fax the survey to CMA at 916-551-2036. Questions should be directed to 800-786-4262 or memberservice@cmanet.org.

Alliance Medical Center receives \$385,000 for e-prescribing system

The Alliance Medical Center in Healdsburg has received a \$385,000 grant from UnitedHealth Group to implement an electronic prescribing and medication management system. About 50 physicians and other safety net providers will participate in the system, which includes a handheld e-prescribing device, drug lookup and dosage support, and prescription transmission to pharmacies.

"Our community medication management model will provide decision support at the point of care, and will drive adherence alerts and reminders across a coordinated and connected rural health care community," said Dr. Jeff Meckler, the medical director for Alliance, which serves a primarily Hispanic patient population. The system is expected to begin operating in 2011.

Four District 10 resolutions adopted at CMA House

Four resolutions from District 10, which includes Sonoma County, were adopted at the CMA House of Delegates in October. The resolutions will be used to set CMA policy and priorities for 2010. Summaries and authors of the resolutions appear below.

- **Cigarette filters** (Klay and Goodwin) would impose a fee on each cigarette filter to mitigate the environmental and public health risks from discarded filters.
- **Health policy and practice management** (Goodwin and Bretan) would encourage the inclusion of health policy and practice management courses in the standard medical school curriculum.
- **Criminalization of marijuana** (Bedard) asks CMA to regard the criminalization of marijuana as a failed public health policy and encourages CMA to participate in the debate about changing current policy.
- **End-of-life care** (Bedard) asks CMA to petition Congress to hold public hearings on end-of-life care.

All SCMA members are invited to submit resolutions for consideration at next year's House of Delegates. For details, contact Cynthia Melody at cmelody@scma.org or 525-4359.

Orange County physician named CMA president

Orange County physician Dr. Brennan Cassidy is the new president of CMA. "It's our mission to restore the health of our patients," he said in an address to nearly 1,000 physicians at last month's CMA House of Delegates. "As the national debate on health care reform moves forward, it's crucial that physicians communicate clearly and loudly about what we need to do our jobs and provide the high quality of care that is today's standard."

Delegates also chose Bay Area trauma surgeon Dr. James Hinsdale as CMA president-elect. Hinsdale is director of trauma at Marin General Hospital and executive director of trauma at Regional Medical Center in San Jose.

CMA sues state to end medical board furloughs

CMA filed a lawsuit last month seeking to end furloughs for the staff of the Medical Board of California, which is backlogged with physician license applications and other important administrative work affecting the quality and accessibility of medical care.

Because the governor has furloughed state employees three days per month, the medical board can no longer maintain adequate staffing, resulting in an unprecedented buildup of license applications and disciplinary investigations and enforcements. Qualified physicians who are unlicensed but ready and able to practice medicine must sit idle.

"There is already a physician shortage in California," said Dr. Dev GnanaDev, past president of CMA. "Because the medical board cannot keep up with current licensing demand, communities lacking access to health care will have to wait even longer to attract new physicians."

The lawsuit says the furlough order is illegal because the medical board is funded by physician fees. CMA is also objecting to the redirection of \$6 million of medical board contingency funds into the state's general fund.

Possible data breach for Anthem and Blue Shield physicians

More than 10,000 California doctors contracted with Anthem Blue Cross and Blue Shield of California are being notified that their personal information, including Social Security, taxpayer ID, and NPI numbers, may have been compromised when a laptop containing sensitive data was stolen. While there have been no reported misuses of this information, physicians are urged to take steps to protect themselves from identity theft.

The theft occurred in late August in the Chicago area when a Blue Cross-Blue Shield Association employee's laptop was stolen from a car. The breach involved a data set containing information on as many as 800,000 physicians, including names, addresses, tax ID numbers, and NPI numbers. Physicians who use their Social Security numbers as their taxpayer ID numbers should have received a letter notifying them of the data breach, urging them to take advantage of the free credit monitoring services being offered to affected physicians by the insurers.

Questions about the data breach should be directed to Blue Shield at 800-258-3091 or Anthem at 800-933-6633.

Webinar on Medicare RAC audits on Nov. 19

The Alameda-Contra Costa Medical Association (ACCMA) is sponsoring a webinar on Medicare RAC audits from 12:30 to 1:45 p.m. on Nov. 19. The 2009 audits are underway, and Medicare expects to recover \$18 billion in payments from physicians and other Medicare providers. The webinar will highlight the items RAC auditors are looking for and the compliance steps physicians can take to minimize the amounts recovered. Cost is \$20 for CMA members or \$75 for nonmembers. To register, visit www.scma.org/resources and download the Medicare RAC Audit Webinar registration form. Then complete and fax the form to ACCMA at 510-654-8959. You will be sent further registration instruction by fax or e-mail.

SCMA Alliance seeks help for foster children and medical scholarships

With the holidays fast approaching, the SCMA Alliance and Foundation would like to remind local physicians about two longstanding charitable projects.

The Give-a-Gift program, now in its 56th year, allows community members to purchase a holiday gift for a foster child who may not otherwise receive a present. The program, which directly benefits more than 250 children, also provides computers to youth leaving the foster system and entering college. Cosponsors include the Valley of the Moon Children's Home, the Sonoma County Human Services Department, and the SCMA Alliance Foundation. For more information, contact Ann Hurd at 537-1031 or jmahurd007@comcast.net.

The Holiday Greeting Card, now in its 47th year, raises scholarship money for local students wishing to pursue medical careers. The 2009 card will feature the work of local artist Louisa King Fraser. The scholarships, which are awarded by the SCMA and SCMA Alliance Health Careers Scholarship Committee, provide critical financial assistance at a time when community resources are fast depleting. Since the project began in 1962, scholarships have been awarded to more than 700 local students, including several who went on to become practicing physicians in Sonoma County. Donations can be made online at www.scmaa.org/donate.

Funds needed for ultrasound machine in Tanzania

The nonprofit Foundation for African Medicine & Education (FAME) needs \$12,000 to help pay for an ultrasound machine at its clinic in rural Tanzania. The machine, delivered to the clinic in October, has already saved lives and is in constant use as a diagnostic tool.

Dr. Loie Sauer and her daughter Emily Goldfield, who visited the clinic earlier this year, are leading local fundraising efforts for FAME. "They are making a big impact in an area where health care needs are massive and good health care is hard to come by," said Sauer.

Details about the clinic are available online at www.fameafrica.org. Donations can be made via the FAME website or by contacting Dr. Sauer at lsauer@sonic.net or 484-6090. All contributions are fully tax-deductible.

Nov. 22 run on Mare Island to benefit local nonprofits

Touro University Medical School and several other organizations are cosponsoring a 5K charity run on Mare Island on Nov. 22 to benefit local nonprofits. Registration is \$30 for adults and \$15 for students. To register, visit www.mareislandrun.com.

Dr. James Campisano dies at 59

Longtime SCMA member Dr. James Campisano died in October at age 59, of pancreatic cancer. An obstetrician-gynecologist, he moved to Sonoma County in 1981 to work for the fledgling Kaiser Santa Rosa, where he spent the rest of his career, serving as chief of his department from 1995 to 2004. Among his many accolades, he received a Physician Hero award for his work with the Permanente Medical Group and a Sydney Garfield award for being the most outstanding doctor at Kaiser Santa Rosa.

Born in Ohio in 1950, Campisano received his MD from the University of Arizona and completed his ob-gyn residency at Valley Medical Center in Fresno. He served in the U.S. Army for two years before moving to Santa Rosa. He was well known for his athletic, artistic and epicurean pursuits. Memorial donations may be made to the James D. Campisano

Pancreatic Cancer Fund, c/o Community Foundation Sonoma County, 250 D St. #205, Santa Rosa 95404.

APPLICANTS

Renee Armstrong, MD, Family Medicine*, 510 Doyle Park Dr., Santa Rosa 95405, 526-1800, Fax 526-9352, UC San Francisco 1994

Navneet Attri, MD, Internal Medicine, 3883 Airway Dr. #201, Santa Rosa 95403, 521-8900, Fax 523-1309, Punjab Univ 2000

Laurie Cederberg, MD, Family Medicine*, 510 Doyle Park Dr., Santa Rosa 95405, 526-1800, Fax 526-9352, UC San Francisco 1988

Indranushi Chaliha, MD, Pediatrics, 255 Farmers Lane, Santa Rosa 95405, 545-2255, Fax 545-0456, chailhi@sutterhealth.org, Gauhati Univ 1997

Jenny Fish, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, FishJC@sutterhealth.org, Univ Minnesota 2009

Ellen Green, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, GreenE3@sutterhealth.org, Univ Massachusetts 2009

Kari Harris, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, HarrisKR@sutterhealth.org, UC San Diego 2009

Wendy Kohatsu, MD, Family Medicine, 3324 Chanate Rd., Santa Rosa 95404, 576-4070, Fax 576-4087, UC Los Angeles 1994

Kenneth Lamb, MD, Critical Care Medicine, 3325 Chanate Rd., Santa Rosa 95404, 576-4000, Fax 573-5126, Univ Utah 1973

Naomi McAuliffe, DO, Family Medicine*, Osteopathic Manipulative Medicine, 510 Doyle Park Dr., Santa Rosa 95405, 526-1800, Fax 526-9352, Univ New England 2001

Gary McLeod, MD, Family Medicine, 510 Doyle Park Dr., Santa Rosa 95405, 526-1800, Fax 526-9352, mcleodg@sutterhealth.org, UC San Francisco 1987

Katie Noyes, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, NoyesK@sutterhealth.org, Dartmouth Med Sch 2009

Daniel Parker, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, ParkerDT@sutterhealth.org, Tufts Univ 2008

Lawrence Slater, MD, Family Medicine*, 510 Doyle Park Dr., Santa Rosa 95405, 526-1800, Fax 526-9352, Univ Southern California 1976

Behram Soonawala, MD, Internal Medicine*, 3325 Chanate Rd., Santa Rosa 95404, 576-4000, Fax 573-5126, Bombay Univ 1990

Anthony Stavros, MD, Diagnostic Radiology*, 625 Steele Lane , Santa Rosa 95403, 576-4800, Fax 576-4825, atstavros@gmail.com

Kamin Van Guilder, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, Vanquik@sutterhealth.org

Jimmy Wu, MD, Family Medicine, 3320 Chanate Rd., Santa Rosa 95404, 547-2220, Fax 303-3318, WuJJ@sutterhealth.org

Uzay Yasar, MD, Urology*, 3883 Airway Dr. #203, Santa Rosa 95403, 521-8900, Fax 523-4638, SUNY Brooklyn 1996

* board certified

CLASSIFIEDS

Exceptional New Sebastopol Medical Offices for Rent

Light-filled medical/healing spaces available in Lyding Commons (780 sq ft). In the center of town, each space views a beautifully landscaped courtyard. Fully ADA accessible and suited to a wide variety of specialties.

Features:

- * Prime location in center of town: On Healdsburg Ave/Hwy 116
- * Interior partitions and lighting tailored to individual tenant needs
- * Passive ventilation/cooling and radiant heat
- * Sustainable, healthy materials used throughout

Call 824-1514 or www.lydingcommons.com

How to submit a classified ad

To submit a classified ad for SCMA News Briefs or Sonoma Medicine, contact Nan Perrott at nperrott@rhscommunications.com or 707-525-4226. The cost is one dollar per word.

ABOUT SCMA

The Sonoma County Medical Association, a 501(c)(6) nonprofit association, supports local physicians and their efforts to enhance the health of the community. Founded in 1858, SCMA is affiliated with the California Medical Association and the American Medical Association.

© SCMA 2009
3033 Cleveland Ave. #104
Santa Rosa, CA 95403

TO UNSUBSCRIBE

You are receiving SCMA News Briefs because you are a physician or an affiliated medical professional in Sonoma County. If you wish to unsubscribe, contact Steve Osborn at sosborn@scma.org or 707-525-4325.