FEBRUARY 2016

SCMA NEWS

:: Feedback sought on health insurance mergers by Feb. 12
:: Help needed to collect signatures for Tobacco Tax initiative
:: Health officer provides Zika virus resources
:: Save the date: Wine & Cheese Reception May 19 at Orpheus Wines
:: Sign up now for April 13 Legislative Advocacy Day at the Capitol
:: Sonoma Medicine now online
:: Call for artists: SCMA Alliance Hidden Talents Art Show
:: Win an iPad through SCMA’s “Passport to Participation”
:: Podcasts

PEOPLE
LOCAL NEWS
TOP CMA STORIES
CALIFORNIA NEWS
RESOURCES / WEBINARS / CME
CLASSIFICATION
ABOUT SCMA

SCMA NEWS

:: Feedback sought on health insurance mergers by Feb. 12

Aetna has reached a $37 billion deal to purchase Humana, and Anthem has agreed to purchase Cigna for $48.4 billion. Regulators want to know the prospective effects of these possible mergers on your practice and patient care. The survey should take about 5-9 minutes to complete. Please take the survey by Friday, Feb. 12. Click here to take the survey.

:: Help needed to collect signatures for Tobacco Tax initiative

SCMA is helping CMA collect signatures to qualify an initiative for the Nov. 8 ballot. The initiative, “California Healthcare, Research and Prevention Tobacco Tax Act of 2016,” will increase California’s cigarette tax (one of the lowest in the nation) by $2.00. To help collect signatures:

1. Email your name and mailing address to SCMA@scma.org, and we’ll mail you a petition and instructions.
2. Collect the signatures of eight registered Sonoma County voters.
3. By March 31, mail your completed petition(s) to California Medical Association Attn: Molly Weerd, 1201 J Street, Suite 200, Sacramento, CA 95816.

The initiative will help to reduce smoking, save lives, and fund critical health care programs in California. For more information, visit www.SaveLivesCalifornia.com.

:: Health officer provides Zika virus resources

Information and guidance regarding Zika virus disease continues to evolve. Recently, the Sonoma County Health Officer, Dr. Karen D’Munck, shared with practicing physicians the Jan. 19, 2016, California Department of Public Health (CDPH) Zika Virus Health Advisory. An updated Health Advisory from CDPH was issued on Feb. 8, 2016, and is posted along with additional materials on the CDPH website. A Sonoma County-specific Health Advisory will be issued by Dr. D’Munck soon. It will be posted on the Health Department’s Health Alerts webpage.

:: Save the date: Wine & Cheese Reception May 19 at Orpheus Wines

Mark your calendar for the annual SCMA Wine & Cheese Reception, to be held at Orpheus Wines in Kenwood on Thursday evening, May 19. This popular event, hosted by owners Dr. Rachel Pandolfini and her husband, runs from 5:30 to 8 p.m., and features culinary conversation and a sampling of fine wines and cheeses. The event is absolutely free for SCMA members and their spouse or guest. Cost for nonmembers is $55 per person.

To RSVP, contact Rachel Pandolfini at rachel@scma.org or 707-525-4375. For more information about the winery, visit www.orpheuswines.com.

:: Sign up now for April 13 Legislative Advocacy Day at the Capitol

Want to make your voice heard in state government? If so, you’re invited to attend CMA’s free Legislative Leadership Conference in Sacramento on Tuesday, April 19. Hundreds of physicians from all over California attend this annual event, which includes speeches from key legislative leaders and meetings with local legislators on health care issues. Speakers have not been confirmed, but last year Gov. Brown addressed the conference. To RSVP for the conference, visit www.cama.org.
The winter 2016 issue focuses on mental health, featuring articles by local experts that cover mental illness and mass shootings, integrated behavioral health care, advances in child and adolescent psychiatry, and mental health services at the county jail. The magazine was mailed in January and is now available online at www.scma.org.
Dr. Tetsuro Fuji, who practiced family medicine in Sebastopol for over 40 years, died in January at the age of 96. Born in Fresno, he graduated from UC Berkeley Medical School. After completing residency, he served in post-war Korea as a Captain in the Army Medical Corp. Upon his return to Sebastopol, he set up a private practice from which he retired in 1988. He and his wife Kiso enjoyed traveling and watching their children and grandchildren's many activities.

Longtime Sonoma County physician, Dr. Laurel Warner, died Jan. 1. Growing up in the Midwest, she traveled abroad as an AFS International Exchange student during high school, graduated from Allegheny College, and earned her MD and PhD from the Medical College of Pennsylvania. She completed her residency in internal medicine and a fellowship in infectious disease at Harvard, becoming board certified in both specialties. She headed the Infectious Disease Clinic at the VA Hospital in San Francisco, practiced infectious disease and internal medicine in Sonoma County, and was married to Dr. Charles Elboim. The Sonoma County Medical Association presented Dr. Warner with the Outstanding Contribution to Sonoma County Medicine award in 2015.

:: Scope for Hope Fun Run & Walk April 9

Sutter Health's second annual Scope for Hope 5K/10K Fun Run & Walk will be held April 9 at Julliard Park in downtown Santa Rosa. Scope for Hope encourages teams and family-friendly underwear costumes, and holds a hilarious underwear costume contest. Proceeds from this event will fund colonoscopies for uninsured people in our county. For more information, or to register for the event, go to www.sutterpsic.org/events.

:: KP supporting Petaluma Health Center expansion

As part of its continuing Community Benefit program, Kaiser Permanente is supporting Petaluma Health Center's (PHC) expansion at its Rohnert Park site with a $250,000 grant. Kaiser Permanente grants support local efforts to improve access to healthcare coverage and services, mental health, oral health, and promote healthy eating and active living.

:: PFMC grant proposals due April 2

Nonprofit health organizations in Sonoma County are encouraged to apply for Community Grants from the Pacific Foundation for Medical Care. The grants, generally in the $10,000 range, are awarded twice a year by the nonprofit foundation to support local projects that enhance health services. The application deadline for the next round of grants is April 2. For application materials, contact Kathy Pass at 707-525-4281 or kpass@pfmc.org. For more information, visit www.pfmc.org.

:: Annual HIV/AIDS Review April 30

This year's annual HIV/AIDS Review will take place on Saturday, April 30 at Finley Community Center from 8:30 a.m. to 3:30 p.m. The event features an educational seminar and lunchbox for physicians, mid-levels and pharmacists who provide care to people with HIV and AIDS. Click here for more information.

:: CMA endorses marijuana ballot initiative to regulate and monitor substance

The California Medical Association has formally endorsed the ballot measure known as the Control, Regulate and Tax Adult Use of Marijuana Act. Click here for details.

CMA publishes the bimonthly e-newsletter, CMA Alert, to keep its members up-to-date on critical issues affecting the practice of medicine in California. Click here to view the current issue.

:: IMO surveyors needed

Are you looking for a new activity? The Institute for Medical Quality is looking for physicians who may be interested in becoming surveyors for the Ambulatory Care, Corrections, or OME Program inspections. The Ambulatory Program accredits surgery centers, offices and, medical groups in California. The Corrections Program reviews the health care in jails and juvenile facilities, and the OME Program reviews providers of CME. Click here for more information or contact Jill Silverman at 415-882-5151 or jsilverman@imo.org, or visit www.imo.org.

:: Zika virus resources

- California Department of Public Health Zika virus health advisory
- Centers for Disease Control Zika virus website
- WHO emergency committee outcomes summary
- Pan American Health Organization Zika virus resources

:: End of Life Option Act

On Oct. 5, 2015, California became the fifth state in the nation to allow physicians to prescribe medications that will result in death for terminally ill patients. Click here to access CMA's comprehensive End of Life Option Act page.
POLST in 2016

HIPAA and PAOs are now allowed to sign Physician Orders for Life-Sustaining Treatment (POLST) forms and make them actionable medical orders. Visit the Coalition for Compassionate Care of California website for more information for health care providers, for patients and loved ones, for 24/7 online POLST training, and to download POLST forms.

CMA Webinars (Click here for full list)
Feb. 24 – HIPAA Compliance: Key Ricks All Physicians Should Know. 12:15 p.m.
March 9 – Closing a Medical Practice. 12:15 p.m.

Archived webinars are free to SCMA-CMA members and staff. Non-member fee: $99. For more information, contact CMA's member-service center, 800-706-4202 or member-service@cmact.org.

Western Health Care Leadership Academy May 13-15, 2016

Save the date for the 2016 Western Health Care Leadership Academy, which will be held at the Hilton San Francisco Union Square from Friday, May 13, through Sunday, May 15.

Wednesdays at Hospice House

'Folktales of Ever-Lasting Love: Storytelling & Healing Sound.' Hear traditional folktales and myths about all kinds of love that warm the heart and nourish the soul. Feb. 17 at Memorial Hospice, 5:30 to 7:30 p.m. For details, visit www.sonomacountyhospice.org.

Free online CME: Child Abuse Prevention, Recognition, and Reporting

When is a child's bruise from an accident or something more? Do you know what, when, and how to report? Take this complimentary course to learn essential signs that should be reported. Free CMEs available. Pre-register for this free course on the RMD website.

CLASSIFIEDS

For sale: well-established medical weight loss practice in Marin County, CA

Fall in love with practicing medicine again. Create work-life balance and achieve financial freedom. Work with highly motivated, capable people, excelling in many facets of their lives, who have struggled with their weight and know clearly that they cannot do it alone.

This all-cash practice offers a flexible schedule and provides other income streams besides doctor visits. A motivated doctor can take advantage of a significant opportunity to continue to grow this referral-based practice. This is and will continue to be an active, ongoing practice. The seller will enable a smooth transition. Email now barminpracticeForSale@gmail.com.

SCMA members get free classifieds!

SCMA members can place free classified ads in News Briefs of Sonoma Medicine. Cost for nonmember physicians and the general public is $1 per word. To place a classified ad, contact Susan Gumucio at susan@scma.org or 707-925-0102.

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 1959, SCMA is affiliated with the California Medical Association and the American Medical Association.

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back to top