FEBRUARY 2015*

SCMA NEWS

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SCMA NEWS

* Buy Feb. 28 “Alliance Gala85” tickets now! Click here

This highly anticipated event will be held on Saturday, Feb. 28, at the beautifully restored DeTurk Round Barn in Santa Rosa. The elegant gala includes a cocktail hour featuring unique buy-in parties, exciting ring raffle, a delicious dinner, live auction, dessert and dancing. Cocktail attire is suggested. Proceeds benefit SCMAA Foundation programs.

Ring raffle tickets are available for purchase at the scmaa.org website. The stunning ring, created by Dr. Scott Peterson, features a 3.18-carat natural tanzanite surrounded by diamonds set in 14 kt. white gold. You do not need to be present to win!

If you are unable to attend, please consider making a donation to the SCMAA Foundation in honor of this 85th Anniversary. For more information, visit the scmaa.org website or contact Gala85 chairperson, Lisa Sugarman, at gala85@scmaa.org.

* Please note that hyperlinks may not be active in this version of the newsletter.
Renew your 2015 membership today

We think we’ve earned your membership!

- Prop. 46 was defeated (NO: 67% YES: 33%)! CMA-SCMA spent $8 million of CMA reserves and raised $52 million to protect MICRA.
- Culminating an 11-year CMA-SCMA effort, the GPCI inequity for Sonoma County has been permanently solved.
- CMA held off a 10% Medi-Cal cut for three years, ensuring the cut would not have to be repaid.
- Among many other examples, legislative advocacy kept optometrists from practicing ophthalmology.

Call Rachel Pandolfi at 707-525-4375 if you need a copy of your dues invoice. She can answer your questions or handle payment over the phone. Click here to renew your 2015 membership online.

Save the date: CMA Legislative Advocacy Day April 14

SCMA members are invited to CMA’s annual Legislative Advocacy Day on Tuesday, April 14, at the Sheraton Grand in Sacramento. Attended by several hundred physicians, this conference provides an opportunity to meet with local legislators regarding pressing health care issues after morning speeches by CMA’s president, Dr. Luther Cobb, and Dustin Corcoran, CMA CEO. This year’s keynote speaker is expected to be Governor Jerry Brown, followed by a political panel discussion and afternoon sessions with local legislators in their offices. For more information, see page 7 of this letter, visit www.cmanet.org/events or contact Cynthia Melody at 707-525-4375 or cmelody@scma.org.

Win an iPad through SCMA’s “Passport to Participation”

To encourage physician collegiality and the advancement of community health, PASSPORT TO PARTICIPATION acknowledges Sonoma County physicians’ active engagement with SCMA, CMA and community activities by awarding points for participation. In addition to recognition for exemplary involvement, an iPad will be awarded to the winner at the end of the fiscal year. See page 6 of this letter or click here to learn more.
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Applicants

Enrique Gonzalez-Mendez, MD, Family Medicine*, 3569 Round Barn Cir., Santa Rosa 95403, National Autonomous Univ Mexico 1972
Shazah Khawaja, MD, Obstetrics & Gynecology*, 500 Doyle Park Dr. #103, Santa Rosa 95405, Ross Univ 1999
Courtney King, MD, Internal Medicine*, 401 Bicentennial Way, Santa Rosa 95403, Med Coll Georgia
Aynna Yee Sae, MD, Internal Medicine*, 401 Bicentennial Way, Santa Rosa 95403, Meharry Med Coll 2000
Reza Sepehrdad, MD, Cardiovascular Disease*, Interventional Cardiology*, 3536 Mendocino Ave. #200, Santa Rosa 95403, New York Med Coll 2006
Shalini Yalamanchi, MD, Ophthalmology, 3536 Mendocino Ave. #380, Santa Rosa 95403, George Washington Univ 2004
Kristen Yee, MD, Plastic Surgery, Craniofacial Surgery, 1111 Sonoma Ave. #112, Santa Rosa 95405, Johns Hopkins Univ 2003

* = board certified; italics = special medical interest

CMA NEWS

Top stories from CMA ALERT

CMA Alert is a biweekly newsletter for members of the California Medical Association. Read the current issue here. Articles include:
- Regulations requiring health insurers to have adequate networks and accurate directories go into effect
- CMA survey finds workers' comp reform has brought new challenges for physicians
- CMS announces it will work to reduce meaningful use reporting burden
- Register now for Western Health Care Leadership Academy!
- Fraud alert: Recognizing relationships that may trigger fraud and abuse concerns for physicians
- Legislation announced to ban personal belief exemptions for school vaccinations
- Poll shows people want Congress to act to make all states eligible for ACA subsidies
- CMA vice speaker receives award from the state workers' comp department
- United Healthcare introduces narrow network product
- ICD-10 transition guide now available; new resource webpage available
- United Healthcare to pursue EFT and ERA for all contracted physicians in 2015
- $10 million reasons to be a CMA member
- Participate in the MGMA Compensation and Production Survey; receive free access to survey results

RESOURCES & CME

ICD-10 implementation deadline: Oct. 1, 2015

Is your office working on ICD-10 compliance? Click here to see a variety of resources for physicians including CMA's ICD-10 Transition Guide.
**Covered California**

**Enrollment information and deadlines:**
- Open enrollment for new coverage or change in plan runs Nov. 15, 2014, to Feb. 15, 2015.
- Current enrollees will be automatically re-enrolled in their plans (even if there has been a change in the premium rate) if they are making no changes (either tier level or plan).
- All changes must be made by Feb. 15, 2015, for this enrollment period.
- Medi-Cal enrollees don’t need to renew until they hear from Medi-Cal about next steps.

**Physician resources:**
- Surviving Covered California: Preparing for Changes in 2015
- Covered California Insurer Contacts
- Covered California Qualified Health Plan Insurance Carriers — Plan Year 2015
- Office Placard
- Understanding the Grace Period
- Plan Names, ID Card, and Provider Directory Reference Guide
- Insurance Company Network Contacts
- Know Your Participation Status
- FAQs for Patients in English and Spanish

**Sonoma County immunization clinics and clinical services**

A complete listing of community clinics and clinical services in Sonoma County is produced by the Sonoma County Immunization Assistance Program. Download the brochure here, and visit the DHS website here. Immunization questions can be sent to IZNurse@sonoma-county.org.

**Wednesdays at Hospice House**

Continuing in February and running through June, Hospice of Petaluma and Memorial Hospice are hosting a series of programs on Wednesday evenings in Petaluma and Santa Rosa. Topics of interest to physicians and health care providers range from “Making Your Mind Magnificent” (neurological research with Steven Campbell) to “Death On Our Own Terms” (palliative and hospice care options with Dr. Gary Johanson).

The monthly presentations, lectures and performances are provided free of charge to the community by Hospice Services of St. Joseph Health. No reservations are required, and attendees will enjoy refreshments provided by local merchants. For a complete schedule and more information, visit www.SonomaCountyHospice.org or contact Denise Burke at denise.burke@stjoe.org.

**Feb. 23 & 25: Dementia Care conferences**

The California Partnership to Improve Dementia Care is presenting a one-day conference, Dementia Care California: Sustaining Momentum and Success, in Sacramento on Feb. 23, and in Pasadena on Feb. 25. The program will look at where things are now and how to bridge the gap in transitional care for persons with dementia. Physicians, nurses, nursing home administrators and social workers are encouraged to attend. Continuing education credits will be available for nursing home administrators, nurses and social workers. The featured speaker will be G. Allen Power, MD, clinical associate professor of medicine at the University of Rochester, and author of Dementia Beyond Drugs and Dementia Beyond Disease. For more information or to register for the event, click here.

**Feb. 28: Integrating Psychiatry & Primary Care (5 CME)**

The Northern California Psychiatric Society presents Integrating Psychiatry & Primary Care, an informative panel discussion on the Affordable Health Care Act, and integrating psychiatry and primary care. The event will be Saturday, Feb. 28 from 9 a.m. to 3 p.m, at the Delancey Street Screening Room, 600 Embarcadero, San Francisco. 5 CMEs available (AMA PRA Category 1 Credit™). Find out more at www.ncps.org.
RESOURCES & CME, continued

• March 6–7: Childhood Obesity Bay Area Annual Conference

This annual conference—to be held March 6 and 7 at UCSF Medical Center—brings together local stakeholders in childhood obesity prevention to promote innovation and provide insight into work being done on this critical issue. The program features keynote presentations, professional panels, breakout sessions, networking events and a garden tour, plus a locally-catered breakfast, lunch, and wine reception. To get your tickets visit: www.coba2015.eventbrite.com.

• April 2: PFMC grant proposals due

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@rhs.org. For more information, visit www.pfmc.org.

• April 25: HIV/AIDS Review

The 22nd Annual HIV/AIDS Review, an educational CME seminar and luncheon for physicians, mid-levels and pharmacists who provide care to people with HIV/AIDS will be held on Saturday, April 25, 2015, from 8:30 a.m. to 3:30 p.m., at the Finley Community Center, Santa Rosa. This year’s program will include: an HIV and HCV Update; HIV Prevention; Substance Use and Harm Reduction; Interdisciplinary Case Management; and Medication Errors in HIV Care. Speakers include: Kirsten Balano, PharmD; Drs. Marshall Kubota, Ele Lozares-Lewis and Danny Toub; and Meghan Murphy, MSW. For more information, call The North Coast Area AIDS Education & Training Center at 707-303-8904.

Online: Medical cannabis courses (12 CME)

This new online series of 12 courses, offered by the Medical Cannabis Institute, includes: the history of cannabis as medicine; the endocannabinoid system; cannabis—the plant; the pharmacology and its physiologic effects; delivery and dosage; clinical practice; and clinical case study reviews. 12 CMEs available (AMA PRA Category 1 Credit™). Find out more at www.TheMedicalCannabisInstitute.org.

Cycling CME: July 21-25 (Vail) & Sept 22-27 (Grand Junction)

Two CME conferences in Vail and Grand Junction, Colorado will emphasize exercise as medicine, common musculoskeletal problems, and nutrition. Conference groups are small, creating an atmosphere conducive to interactive “hands-on” learning, featuring challenging road bike rides daily. The event is sponsored by St. Mary’s Hospital and Medical Center. 15 CMEs pending (AMA PRA Category 1 Credit™). Click here for details.

CLASSIFIEDS

SCMA members get free classifieds!
SCMA members can place free classified ads in News Briefs or 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 707-525-0102.

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 1858, SCMA is affiliated with the California Medical Association and the American Medical Association.

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To encourage physician collegiality and advance community health, the Sonoma County Medical Association’s new **Passport to Participation** program acknowledges SCMA members who participate in SCMA, CMA, and community activities.

You can earn points as described below, and you will be recognized for your exemplary involvement at the 2015 Wine & Cheese Reception. The SCMA member who earns the most points will receive an iPad.

**Earn points for participating in SCMA-sponsored activities!** (One point for each activity.)

*Examples include:*
- Appointment to the board of directors and/or a committee.
- Attending a board or committee meeting.
- Participating in a survey.
- Voting in the annual election.
- Nominating a colleague for a physician award.
- Attending the Annual Awards Dinner.
- Attending the Wine & Cheese Reception.

**Earn points for participating in CMA-sponsored activities!** (One point for each activity.)

*Examples include:*
- Being elected or appointed to a CMA delegation, committee, council or similar groups.
- Participating in caucuses and Technical Advisory committees.
- Attending the Legislative Leadership Conference.
- Attending the Health Care Leadership Academy.
- Attending the House of Delegates.
- Signing up to be a Legislative Key Contact.

**Earn points for self-reporting community activities!** (One point per hour.)

- Participating in a community event, such as iWalk and events at the Center for Well-Being.
- Communicating with a legislator about a health-related issue.
- Volunteering your medical services at free clinics or health fairs.
- Representing SCMA through media interviews or serving on the board of directors of a nonprofit organization.

Submit brief description, date, number of hours, and location to Rachel at SCMA. For more details, contact Rachel Pandolfi at rachel@scma.org or 707-525-4375.

**Bon voyage!**

**SPONSORED BY THE SONOMA COUNTY MEDICAL ASSOCIATION**
Activities include:

- Webinar: Lobbying 101 and Legislative Training (March 26th)
- Put your training into ACTION and visit your Legislator!

Attendees can stay at the Sheraton Grand at a special rate of $170/night. To make a reservation, call (800) 325-3535 and mention the “California Medical Rate.”

Please note: Scholarships may be available to medical students for travel and accommodations through their county medical societies.

Registration is FREE. Reserve your spot today at cal.md/legday2015

For more information, please contact Yna Shimabukuro, CMA Government Relations at 916.444.5532 or yshimabukuro@cmanet.org.