SCMA NEWS

- Upcoming SCMA online survey offers chance to win a $50 Starbucks gift card
- Pay your dues by Jan. 15 and receive a 5% discount
- SCMA Awards Dinner attracts full house
- Join the fight to protect medicine: be a Legislative Key Contact
- Save the date: Legislative Advocacy Day April 13
- SCMA membership holds steady: directory to publish in February
- Applicants

TOP CMA STORIES
PRACTICE RESOURCES
CLASSIFIEDS
ABOUT SCMA

SCMA NEWS

:: Upcoming SCMA online survey offers chance to win a $50 Starbucks gift card

In mid-January SCMA will be sending an online survey to all local physicians asking for their thoughts and insights about the medical association and health care-related issues. Survey results will help guide SCMA board members as they consider updating SCMA’s strategic plan for 2016 and beyond. The goal of the plan is to ensure that the medical association fulfills its mission of supporting physicians and their efforts to enhance the health of the community.

SCMA members who choose to identify themselves will be entered into a drawing with a chance to win a $50 Starbucks gift card. Nonmembers who submit an application form and pay their 2016 dues will also be entered into the drawing. ::
::Pay your dues by Jan. 15 and receive a 5% discount

Invoices for 2016 were recently mailed to all SCMA members. To receive a 5% discount, simply pay by Jan. 15, 2016. The discount is already calculated on the invoice, and you can pay by check or credit card.

In addition to standard dues, the invoice allows members to make additional donations to CMA’s political action committee (CALPAC) at a variety of levels. Donations can also be made to the MICRA Education Fund and the CMA Physician’s Issues Committee.

For questions regarding your invoice, contact Rachel Pandolfi at 707-525-4375 or rachel@scma.org. ::

::SCMA Awards Dinner attracts full house

The Rose Ballroom at the Vintners Inn was full on Wednesday evening, Dec. 2, as SCMA honored individual physicians and recognized the 50th anniversary of the Holiday Greeting Card. SCMA President Dr. Mary Maddux-González acted as emcee for the event, holding with alacrity the attention of more than 120 doctors, spouses and guests.

The first award, for Outstanding Contribution to Sonoma County Medicine, went to Congressman Mike Thompson and Drs. Brad Drexler, Jan Sonander, and Len Klay. Presenters Elizabeth McNeil, CMA’s VP of Federal Government Relations, and Stephen Gale, the Congressman’s district director, praised the award recipients for their leadership, commitment and determination to fix the California GPCI and abolish the SGR. Dr. Nancy Davidson presented the Outstanding Contribution to the Community award to Dr. Richard Powers in appreciation of his leadership and steadfast commitment to reopen the West County hospital as Sonoma West Medical Center. Retired NORCAL Mutual Insurance claims supervisor Audrey Pulis presented the Outstanding Contribution to SCMA award to the Medical Review Advisory Committee. The committee members were recognized for more than 20 years of dedicated, confidential peer review service to determine factors influencing Sonoma County medical professional liability claims. Dr. Richard Andolsen, longtime MRAC chair, accepted the award.

Dr. Mark Sloan presented the Article of the Year award to Dr. Tara Scott for her article "Planned Birth at Home," which appeared in the spring 2015 issue of Sonoma Medicine magazine. Dr. Rob Nied concluded the evening by presenting SCMA’s 2015 Recognition of Achievement award to Barbara Ramsey, acknowledging the 50th anniversary of the Holiday Greeting Card that raises money for scholarships awarded to qualified students entering a medically related field. ::
::Join the fight to protect medicine: be a Legislative Key Contact

Critical issues affecting today’s physicians are being decided in the legislative arena. Healthcare reform, medical liability and insurance regulations are being debated and voted on by decision-makers in Sacramento. CMA has the best lobbyists, lawyers and other advocates in the Capitol, but the most powerful weapon in advancing the cause of physicians and their patients is YOU. Hearing from a physician with experience from the frontlines of medicine can make all the difference for a legislator facing a complicated health care issue.

You don’t have to be a political expert or know a legislator directly to serve as a Legislative Key Contact. You just need the desire to make an impact, and SCMA/CMA will give you the rest. Click here for more information. You can also contact Dr. Brad Drexler, SCMA Government Relations chair, 707-431-8676, b9drexler@gmail.com, or Cynthia Melody at 707-525-4375, cmelody@scma.org.

::Save the date: Legislative Advocacy Day April 13

The California Medical Association (CMA) will host its annual Legislative Advocacy Day on April 13 at the Sheraton Grand in Sacramento. Please join your peers meeting our local legislators in their Capitol offices about a variety of pending legislation and health care issues. For more information, visit www.cmanet.org/events or contact Cynthia Melody at 707-525-4375 or cmelody@scma.org.

::SCMA membership holds steady; directory to publish in February

Despite the changes in physicians’ mode of practice from solo to group practice, membership in SCMA held steady with 54 percent of market share in 2015. To help keep track of all physicians practicing in Sonoma County, SCMA will be publishing the 2016 edition of its Sonoma County Physician Directory in late February. The directory, a standard reference book for local medical offices, includes photos and complete specialty, address and training information for SCMA members, along with an alphabetical listing of most local physicians, various specialty indexes, and a guide to medical resources (including the entire CMA On-Call Index).

Each SCMA member receives one free copy of the directory. Additional copies cost $30 for members ($25 if ordering five or more), $40 for nonmembers, health care facilities and the general public ($35 if ordering five or more). To order, click here for the order form or contact Rachel Pandolfi at rachel@scma.org or 707-525-4375.
Welcome, new SCMA/CMA members!


TPMG - 401 Bicentennial Way, Santa Rosa
Caitlin McCarthy, MD, Internal Medicine, Univ Southern California

Annadel Medical Group
Steven Kmucha, MD, Otolaryngology*, 108 Lynch Creek Way #7, Petaluma 94954, Univ Chicago 1984
Zachary Lewton, MD, Neurology*, Sleep Medicine*, Neuromuscular Medicine*, Electrodagnostic Medicine, 1194 Montgomery Dr., Santa Rosa, Univ Rochester

Sutter Medical Group of the Redwoods
Shumaila Syed, MD, Surgery, 34 Mark West Springs Rd., Santa Rosa, Virginia Univ

* = board certified
Italics = medical interest

 TOP CMA STORIES

CMA publishes the biweekly 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.

 PRACTICE RESOURCES

:: Webinars and Leadership Academy

:: Upcoming Webinars
Dec. 16: Meaningful Use: 2015 and 2016 Modified Rules

:: Jan. 12: Care Integration for Opioid-Dependent High Utilizers
Learn how the Center for Integrative Medicine set up a patient-centered and sustainable model for high utilizers of emergency departments, integrating addiction and mental health treatment into primary care, and lowering ED visits by over 50%. Discussions include: Rationale for integrated care models; Comprehensive care and the Center for Integrative Medicine Model; Funding streams for integrated care in California; Setting a foundation for successful implementation; The role of teams in integrated care; and Clinical approaches (medication-assisted treatment, pain management, trauma-informed care, and behavioral health). This all-day seminar runs from 10 a.m. to 4:30 p.m. at the Oakland Marriott City Center, 1001 Broadway, Oakland. Click here for details and registration.
PRACTICE RESOURCES, cont.

:: Archived webinars
   CMA’s archived webinars are free to SCMA members and staff. Nonmember fee: $99. For more information, contact CMA’s member-help center, 800-786-4262 or memberservice@cmanet.org.

:: May 13-15: 2016 Western Health Care Leadership Academy
   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. Click here for more information.

:: CMA Practice Resources (CPR) is a free monthly e-bulletin from the California Medical Association’s practice management experts. It focuses on critical payor and health care industry changes and how they directly impact the business of a physician practice. Each issue includes tips on reimbursement and contracting-related issues, along with information on the latest practice management news. View the current issue.

back to top

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.

© 2015 SCMA, 2312 Bethards Dr. #6, Santa Rosa, CA 95405