:: RSVP now for Dec. 6 SCMA Awards Dinner

Support your colleagues and attend the Awards Dinner! It's a great evening of recognition and appreciation for our medical community. Three physicians will receive Outstanding Contribution awards: Dr. Jerry Minkoff, for Outstanding Contribution to the Community; Dr. Gary Barth, for Outstanding Contribution to Sonoma County Medicine; and Dr. Rob Nied, for Outstanding Contribution to SCMA. The Sonoma Medicine Article of the Year award will be presented to Dr. Veronica Jordan and Partnership HealthPlan will be honored with a Recognition of Achievement.

Tickets are FREE for SCMA members. For more details about the gala evening and to RSVP, see the dinner invitation.

:: Longtime executive director leaving at the end of the year

Cynthia Melody, who celebrated 25 years with SCMA in October, has announced her departure effective Dec. 31, 2016. Initially recruited to manage SCMA committees, programs and projects, Melody has served as executive director since 2000. She's also served as executive director for the Marin Medical Society since 2007 and the Mendocino-Lake County Medical Society since 2010. The three boards of directors have several meetings planned to look at current organizational structures and consider options for 2017 and beyond. Click here to view Melody’s departure letter.
::CMA House of Delegates

More than 500 California physicians, representing 43,000 physicians statewide, convened in Sacramento last month for the 145th Annual Session of the CMA House of Delegates. The HOD meets annually to establish broad policy on current major issues affecting members, the association and the practice of medicine. This year's major issues were MACRA, maintenance of certification, opioids, physician burnout, ACA changes and public health. For more information on this year's HOD, visit www.cmanet.org/hod and view photos at www.facebook.com/cmaphysicians.

::SCMA applicants

Welcome, new SCMA/CMA members!

NCMA
Ashwani Bedi, MD, Cardiac Electrophysiology, 3536 Mendocino Ave. #200, Santa Rosa, Punjabi Univ
Brian Stater, MD, Otolaryngology, 1701 4th St. #120, Santa Rosa, Columbia Univ

RRGI - 121 Sotoyome St., Santa Rosa
Gary Roper, MD, Diagnostic Radiology, Univ Colorado 2010
Christopher Trebino, MD, Diagnostic Radiology, New York Med Coll 2009

TPMG - 401 Bicentennial Way, Santa Rosa
Jodee Brandon, MD, Obstetrics & Gynecology, Univ Iowa 1996
Naima Bridges, MD, Obstetrics & Gynecology, UC San Francisco 2012
Michelle Gavin, DO, Family Medicine*, Western Univ 2013
Mark Grabovac, MD, Anesthesiology*, UC San Francisco 1991
Jacqueline Kelly, MD, Internal Medicine, Ross Univ 2013
Tamara Kelly MD, Obstetrics & Gynecology, Ross Univ 2010
Jahanzeb Khan, MD, Psychiatry, Baqai Med Coll 2002
Khashayar Khosraviani, MD, Internal Medicine*, Arak Univ 2005
Tara Kulkarni, DO, Family Medicine, New York Coll Osteo Med 2013
Siamack Nemazie, MD, Internal Medicine, Kasturba Med Coll 1999
Ivan Osredkar, MD, Family Medicine*, George Washington Univ 2013
Kyle Shih, DO, Family Medicine, Touro Univ 2012

*Board certified

::PEOPLE

Dr. Enrique Gonzalez-Mendez was featured in the Press Democrat recently for his utilization of culture in patient treatment. A family physician in Santa Rosa and a clinical professor at UCSF, he delivers health care that honors a patient's social, cultural, linguistic and spiritual needs and is teaching other doctors how to honor the cultural needs of the underserved. For more than 30 years, Gonzalez-Mendez has been treating low-income patients at the Vista Family Health Center and modeling cultural competency for medical students affiliated with the Santa Rosa Family Medicine Residency, sponsored by Sutter Santa Rosa Regional Hospital and affiliated with UCSF. Click here to read the full article.
Nondiscrimination statement posting
Physicians who provide services to Medicare or Medi-Cal patients must comply with new nondiscrimination posting requirements effective Oct. 16, 2016. To answer questions regarding compliance, CMA has created an FAQ resource to help guide members.

New update on HIPPA and cloud computing
The U.S. Department of Health and Human Services Office of Civil Rights (OCR) recently released an updated "Guidance on HIPPA and Cloud Computing" for the storage or transmission of electronic personal health information (ePHI). If using a cloud service provider to maintain ePHI, a HIPAA-compliant business associate agreement is required to avoid a HIPAA violation. For more information, see CMA On-Call document #3301 "Physician Use of Mobile Devices and Cloud Computing." On-Call documents are available free to CMA members.

CMA Practice Management Tip of the Month: November
To protect patient privacy, develop a written policy on camera and smartphone use in the office. See monthly tip sheet for details and reminders to practice managers and physicians about CMA benefits and services.

Fertility clinic for sale - Santa Rosa
Revenue $1.7 million on 32 MD hours/week. 3,800 square feet includes OR, 3 exam rooms, 9 offices/private, 2 storage rooms, embryology lab, and blood/sperm lab, plus kitchen. Very
attractive, atrium-style building. Independent appraisal available; photos available. Offered at $815,000. Contact Medical Practices USA for more information at Info@MedicalPracticesUSA.com. 800-576-6935.

Medical weight-loss practice for sale / fall in love with practicing medicine again

I am 100% committed to assisting the new owner with all the support necessary to ensure a smooth transition. Please contact me for more information or to schedule a visit. Gail Altschuler, MD, 415-309-6258 or drgail@marinweightloss.com.

Free classifieds for SCMA members!
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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