OCTOBER 2014

SCMA NEWS

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SCMA NEWS

• Fall dinner Oct. 15 features CMA's Elizabeth McNeil

CMA’s Elizabeth McNeil is the featured speaker at a special SCMA dinner on Wednesday evening, Oct. 15. Topics include Vote No on 46 campaign and a federal legislative update.

The special dinner will be held at the Fountaingrove Inn in Santa Rosa and is free for SCMA members. Spouses, guests and nonmembers are $40 each. The evening begins with a wine reception at 5:30 p.m., followed by dinner and program at 6. Dinner choices include Ceasar salad, choice of grilled chicken, grilled salmon or pesto penne, and chocolate fudge cake.

To RSVP, contact Rachel Pandolfi at 707-525-4375, rachel@scma.org or fax the flier on p. 7 to 707-525-4328. For details click here.
**SCMA NEWS, continued**

• **Drs. Clendenin, Warner & Elboim to receive SCMA awards**

Three Sonoma physicians will receive Outstanding Contribution awards at the annual SCMA Awards Dinner on Dec. 2. The awards will be presented to:

**Dr. Joe Clendenin**, a retired family physician, for Outstanding Contribution to the Community.

**Dr. Laurel Warner**, an infectious disease physician, for Outstanding Contribution to Sonoma County Medicine.

**Dr. Charles Elboim**, a surgeon with a special interest in breast diseases, for Outstanding Contribution to Sonoma County Medicine.

All physicians are invited to the Awards Dinner, which runs from 6 to 9 p.m. on Tuesday, Dec. 2, at the Vintner’s Inn, 4350 Barnes Rd. in Santa Rosa. The evening begins with a social hour at 6 p.m., followed by dinner and the awards presentation. Tickets are free for SCMA members; spouses, guests and nonmembers are $50 each. To RSVP contact Rachel Pandolfi at 707-525-4375 or rachel@scma.org. Mail orders can be sent to SCMA, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403. For more details, click here.

• **Covered California “Lunch & Learn” #2, Oct. 24**

Over 25 medical office personnel attended the July lunchtime presentation in Santa Rosa, and requested a second opportunity to learn more about Covered California 2015 and the impact on physician practices. Join us **Friday, Oct. 24, from 12:30-1:30 p.m.** for updated 2015 enrollment information and demographics, identifying qualified health plans within the exchange, and practice management tips. To RSVP and reserve your place, download the event flier. For questions or more information, contact Rachel Pandolfi at rachel@scma.org or 707-525-4375.

• **Win an iPad through “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. Click here to learn more.

• **Sonoma Medicine focuses on “Medicine & Politics”**

“Medicine & Politics” is the theme of the fall issue of Sonoma Medicine, with a federal update, a report on Covered California, and the latest on Prop. 46 including a pull-out poster for your office and more. The issue also features special reports on tick-borne infections and the new Sutter Hospital, and articles on electromagnetic hypersensitivity, high-intensity focused ultrasound, and techniques for changing patient behavior. Watch for the magazine in the mail the second week of October. It will also be emailed and posted at www.scma.org.
Latino Health Forum Oct. 16

The 22nd annual Latino Health Forum runs from 7:30 a.m. to 4:30 p.m. on Thursday, Oct. 16, at the Flamingo Conference Resort in Santa Rosa. All local physicians, medical professionals, and students interested in medical careers were invited to attend. Registration is now closed, and the forum is sold out. Please visit www.LatinoHealthForum.org to sign up for next year’s conference.

Applicants

Alisa Awtry, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, UC San Diego
Nathalie Boittin, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Perelman Sch Med
Margot Brown, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, UC San Francisco
Joel Charles, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Univ Wisconsin
Phoebe Mar Devitt, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Univ Wisconsin
Serena Edwards, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Univ Iowa
Pirouz Fakhraei, MD, Internal Medicine*, Hospice & Palliative Medicine*, 401 Bicentennial Way, Santa Rosa 95403, Azad Univ 2005
Francheska (Sevy) Gurule, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Univ New Mexico
Laura Kromann, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Texas A&M Med Coll
Kristin Montalvo, MD, Psychiatry*, 3554 Round Barn Blvd., Santa Rosa 95403, Uniformed Services Univ 1999
Edna Prieto, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, UC San Francisco
Tania Rezai, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Stanford Univ
Daniel Whitesides, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, UNC Sch Med
Ellie Wiener, MD, Family Medicine, 3569 Round Barn Cir., Santa Rosa 95403, Icahn Sch Med
Michael Yoo, MD, Internal Medicine*, Pediatrics*, 401 Bicentennial Way, Santa Rosa 95403, Emory Univ 2007

* = board certified
BE PREPARED FOR PROP 46: VOTE NO

• Click here to watch the “No on 46” ads.
• Order lab coat cards, “No on 46” buttons, posters, bumper stickers, and brochures in English and Spanish. Click here to order them now — Free Shipping! (Order form also on p. 12)
• Coordinate a meeting with your medical group. We guarantee a speaker! Contact Cynthia Melody at 707-525-4375 or cmelody@scma.org.
• Wear your “No on 46” button.
• Put a “Vote No on 46” yard sign in front of your office and at your home. We have crateloads at SCMA and will deliver. Just call us at 707-525-4375.
• A pull-out poster will be in the fall issue of Sonoma Medicine with articles, charts, the order form and more. Watch for it.
• Talk with your colleagues, patients, friends, family, neighbors, the checkout person at the store, etc. about Prop 46: Increased costs; Losing your Doctor; Threatening your privacy.

RESOURCES

• Oct. 18

Perspectives on Pediatric Orthopaedics. Pediatricians, family practice doctors, physician assistants and nurses will meet in Sacramento for a CME seminar hosted by the orthopaedic faculty at Shriners Hospitals for Children—Northern California, located at 2425 Stockton Boulevard, Sacramento. The all-day event runs from 8 a.m. to 3 p.m. and 5 CME credits are available. The cost is $90 for physicians, $60 for nurses and physician assistants. Registration fee includes all conference materials, continental breakfast and lunch. Call 916-453-2191 or send email ncal.education@shrinenet.org.

• Oct. 28

Managing Pain Safely Forum. Partnership HealthPlan of California is hosting an all-day forum offering an opportunity for providers, prescribers, quality leaders and staff to learn how others in our communities are managing to balance the use of opioids for healing while avoiding harm. The forum will be held at the Hyatt Vineyard Creek Hotel from 7:30 a.m. to 4:30 p.m. and topics include opioid overuse as a public health issue, rational and irrational use of opioids, alternatives to opioid treatment, broaching the subject of overuse with patients, and the art and very little science of tapering. The registration fee is $40 and $60. Click here for details and to register. Event flier is on page 11.

First Aid for Your Online Reviews

reviewconcierge.com

• Diagnose Reviews
• Resolve Reviews
• Get Reviews

3 month Free Trial
**RESOURCES, continued**

**Oct. 30**

**IMQ 2014 Medical Staff Conference.** The Institute for Medical Quality is offering physicians leading a medical staff this one-day conference that provides a foundation of knowledge, techniques, and best practices to help them succeed. 6.75 AMA PRA Category 1 Credits available. The location is the Embassy Suites SFO Waterfront Hotel in Burlingame, CA (near San Francisco International Airport). For more information, visit IMQ.org; to register, click here.

**MEDICAL ORGANIZATIONS**

**Sutter Health donates former Warrack Hospital to SAY.** Sutter Health announced its donation of the former Warrack Hospital to Social Advocates for Youth (SAY) to advance SAY’s mission to provide education and housing for at-risk Sonoma County youth. SAY’s newly named Dream Center will operate the former hospital building serving Sonoma County youth with proven counseling, employment, and education services. In addition, the Dream Center will offer up to 63 new units of affordable housing for imminently homeless, former foster youth aged 18-24 years old. In order to transform the campus from hospital to home, an extensive interior remodel is scheduled to begin over the winter months. Operations at the Dream Center are expected to begin in late 2015.

**Kaiser Permanente has awarded Community Benefit grants** to 27 Sonoma nonprofit organizations. The grants, ranging from $7,500 to $20,000, support efforts to address some of the most crucial health issues in Sonoma County. The 2014 grantees are: California Parenting Institute, Catholic Charities of Diocese of Santa Rosa, Centro Laboral de Graton, Community & Family Service Agency, Community Action Partnership Sonoma County, Community Child Care Council Sonoma County, Community Garden Network of Sonoma County, Community Matters, Council on Aging, County of Sonoma Department Health Services Safe Routes to School Matching Grant, Healthy Community Consortium (HC2), Interfaith Sustainable Food Coalition, Jewish Community Free Clinic, La Luz Center, LifeWorks of Sonoma County, Lomi Psychotherapy Clinic, Mentor Me Petaluma, Northern California Center for Well-Being, PDI Surgery Center, Petaluma People Services Center, Bounty Hunters Community Network, Redwood Community Health, Redwood Empire Food Bank, School Garden Network of Sonoma County, SOS Community Counseling, Valley of the Moon Children’s Services, Verity, and YWCA of Sonoma County.

**2014 Sonoma County Physician Directory**

Order extras! Call 707-525-4375 or click here for order form.

**CLASSIFIEDS**

**Seeking sublet for rent**
Seeking medical office for sublet in Sebastopol, Santa Rosa, or Petaluma. Please contact office@marinphysiatry.com or call 415-839-8399.

**Open house welcomes Dr. Khurram Abbass**
The medical community is invited to an open house welcoming Khurram Abbass, MD and his staff to the area on Thursday, Oct. 16, from 6 to 7:30 p.m. at 750 Las Gallinas Ave. Ste. 110 in San Rafael. Dr. Abbass is a board-eligible rheumatologist and board certified in internal medicine. He recently completed his rheumatology fellowship at the University of Minnesota. For more information, contact Dr. Abbass at 415-785-7154, or drkhurramabbass@gmail.com. Visit his Facebook page at http://www.facebook.com/drkhurramabbass.

**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. Visit us at www.scma.org.

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View the current and archive issues of Sonoma Medicine magazine online!
The medical community is invited to the Sonoma County Medical Association’s

**FALL DINNER**

**VOTE NO 46**

- What’s in store for physicians
- What you can do about it
- How to talk to your patients
- Federal legislative update

Elizabeth McNeil  
**Vice President for Federal Government Relations**  
**California Medical Association**

**Wednesday, Oct. 15, 2014**

5:30 p.m. Welcome Reception • 6 p.m. Dinner & Program  
Fountaingrove Inn, Camelot A, 101 Fountaingrove Parkway, Santa Rosa

The evening begins with a welcome reception at 5:30 p.m., followed by dinner and the program. The dinner includes Caesar Salad, choice of Grilled Chicken Sonoma, Grilled Salmon or Pesto Penne, and Chocolate Fudge Cake.

Tickets for SCMA members: **Free**  
Spouses, guests and nonmembers: **$40 each**

**SPONSORED BY** NORTHERN CALIFORNIA MUTUAL

To RSVP, contact Rachel at 525-4375 or rachel@scma.org.  
You can also fax this form to 525-4328 or mail to  
SCMA, 2901 Cleveland Ave. #202, Santa Rosa, CA 95403.

<table>
<thead>
<tr>
<th>Name</th>
<th>Guest Name(s)</th>
<th>Phone</th>
<th>Email</th>
<th># Tickets</th>
</tr>
</thead>
</table>

**Circle payment option**

Check enclosed / Visa or MasterCard #

Exp. date | Signature

Dinner choice:  
- Grilled Chicken Sonoma  
- Grilled Salmon  
- Pesto Penne
You and your spouse or guest are invited to the annual

**SCMA Awards Dinner**

Tuesday, Dec. 2, 2014 • 6 to 9 p.m.

**Vintner’s Inn**

4350 Barnes Road, Santa Rosa

Join your colleagues in honoring the following local physicians:

**Joseph Clendenin, MD**

*Outstanding Contribution to the Community*

**Laurel Warner, MD**

*Outstanding Contribution to Sonoma County Medicine*

**Charles Elboim, MD**

*Outstanding Contribution to Sonoma County Medicine*

**Article of the Year**

*To be announced*

**Recognition of Achievement**

*To be announced*

The evening begins with a social hour at 6 p.m., followed by dinner and the awards presentation. Dinner choices include “duet” (salmon & shortribs) or stuffed eggplant rullitini.

**Tickets** for SCMA members: **FREE**

Spouses, guests and nonmembers: $50 each

Donations made to the Holiday Greeting Card as well as sales of table decorations benefit the Health Careers Scholarship Fund.

To RSVP, or to purchase tickets:

- Call Rachel Pandolfi at 525-4375 or
- E-mail rachel@scma.org or
- Send check to SCMA
  2901 Cleveland Ave. #202
  Santa Rosa, CA 95403

Please indicate dinner choice.
COVERED CALIFORNIA 2015
WHAT YOUR HEALTH CARE TEAM NEEDS TO KNOW

Friday, Oct. 24
12:30-1:30 p.m.
Vista Family Health Center, Conference Rooms A&B
3569 Round Barn Circle, Santa Rosa
Lunch will be provided.

The CMA Foundation, through a grant from Covered California, is providing physicians and health care teams educational opportunities to learn more about Covered California 2015 and the impact on physician practices.

Timely Information Regarding:

- Updated 2015 Enrollment Information
- Identifying Qualified Health Plans within the Exchange
- Newly Updated Enrollment Demographics
- Practice Management Tips

Presentations will also touch on the importance of understanding the changes taking place in the individual health insurance market; consumer cost sharing responsibilities; determination of premium assistance; physician status in the exchange market; and more information physicians need to know to get ready for Year Two of Covered California.

Presented by CMA Foundation

Please complete a separate registration for each individual attending.

Return registration by Fax: 707-525-4328, Email: rachel@scma.org,
Mail: SCMA, 2901 Cleveland Ave. #202, Santa Rosa 95403

Name____________________________________ Phone_______________________________
Email____________________________________ Fax_______________________________
Practice name and address________________________________________________________
_____________________________________________________________________________

☐ Physician  ☐ Office Manager  ☐ Other ____________________________________________

Questions? Contact Rachel Pandolfi at 707-525-4375 or rachel@scma.org.
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.)

• 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.)

• 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.

For more details, contact Rachel Pandolfi at rachel@scma.org or 707-525-4375.

Bon voyage!
This is an opportunity for providers, prescribers, quality leaders and staff to learn how others in our communities are managing to balance the use of opioids for healing, while avoiding harm.

The one-day forum features a full schedule of topics, addressing many aspects of opioid use, including:

- Opioid Overuse as a Public Health Issue
- Rational and Irrational Use of Opioids
- Alternatives to Opioid Treatment
- Broaching the Subject of Overuse with Patients
- The Art and Very Little Science of Tapering
- Community Approaches to Opioid Misuse & Abuse
- Project ECHO - “Our mission is to develop the capacity to safely and effectively treat chronic, common and complex disease in rural and underserved areas, and to monitor outcomes of this treatment”
- safeUSEnow and Partnership HealthPlan “The Path Forward” - safeUSEnow: a risk identification and intervention program developed by Principled Strategies, a health care consultancy with expertise in predictive analytics, optimization and risk analysis.

Registration Fee:
- $40 For PHC In-Network Providers
- $60 For Out-of-Network Providers

For more information, contact:
Barbara Selig • 707.420.7826
bselig@partnershipphp.org

CLICK TO REGISTER
https://managingpainsafelyforum.eventbrite.com

FEATURED SPEAKERS

Ron Chapman, MD, MPH
DIRECTOR OF THE CALIFORNIA DEPARTMENT OF PUBLIC HEALTH AND STATE HEALTH OFFICER

Andrea Rubinstein, MD
CHIEF OF CHRONIC PAIN DEPARTMENT
KAISER PERMANENTE, SANTA ROSA

Kelly Pfeifer, MD
DIRECTOR OF BETTER CHRONIC DISEASE CARE PROGRAM
CALIFORNIA HEALTHCARE FOUNDATION

and many more...
The Medical Injury Compensation Reform Act (MICRA) has helped contain health costs and reduce frivolous lawsuits — but trial attorneys want to change the law. We need your help — join today to get involved in the campaign to oppose their deceitful measure.

- It jeopardizes patient access to quality health care.
- The measure would be costly for consumers and taxpayers.
- Proponents have drafted a misleading measure intended to fool voters.

Join the campaign to defend MICRA Today. Here’s how:

- I’d like to participate in Speaker’s Bureau training.
- Sign me up for CMA’s Legislative Key Contact list.
- I will serve as hospital coordinator at my local hospital.
- Please send me commitment cards to distribute to my colleagues.
- Please send me ______ number of lab coat cards (available in batches of 100).
- Please send me ______ number of English language patient brochures for my office.
- Please send me ______ number of Spanish language patient brochures for my office.
- Please send me ______ number of campaign buttons.
- Please send me ______ number of office posters.
- Please send me ______ number of bumper stickers.

Name: ____________________________________________

Address: __________________________________________

Phone number: ______________________________________

Occupation: ________________________________________

To order: online at NoOn46.com, email grassroots@cmanet.org, fax (916) 444-5689 or mail to CMA Grassroots at 1201 J Street, Suite 200, Sacramento, CA 95814. Questions? Please Contact Yna Shimabukuro at (916) 551-2567.