

CMA Foundation News

The California Medical Association Foundation (CMAF) is an independent non-profit, tax exempt research and educational foundation and a subsidiary of the California Medical Association

Meeting the Challenges of the Community

By Rolland C. Lowe, M.D.



Rolland Lowe, M.D.

As we all suspected, and was recently confirmed by The Institute of Medicine (IOM) Report, racial and ethnic minorities tend to receive lower quality health care than whites do, even when insurance status, income, age, and severity of conditions are comparable. Our challenge is to develop a plan of action to reduce and eventually eliminate these disparities.

Key stakeholders in addressing these disparities are ethnic physician organizations and their leaders. Research shows that minority physicians are more likely to practice medicine in communities with a higher percentage of ethnically diverse members. While most minority patients in California still receive care from a health provider of a different ethnic background, minority physicians in California often provide a bridge to greater understanding between their colleagues and their communities.

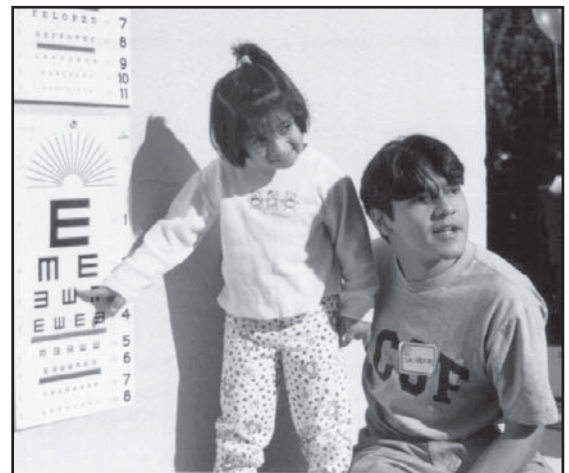
Ethnic physician organizations and their physician members also have the potential to increase their contributions to the health of their communities if the organizations can develop sufficient infrastructure, leadership and advocacy capacity. For example, the work of community based organizations, other partners, and ethnic physician organizations would be strengthened by increased collaboration.

Ethnic physicians and ethnic physician organizations must become important voices for change in public policy that improves the health of their communities. In June, the CMA Foundation is convening a meeting of ethnic physician organizations. The purpose of the convening is to begin a process in which the physicians most knowledgeable to address the health care challenges faced by our ethnic communities come together to determine how to assist their communities. We are looking forward to seeing the potential of the meeting realized.

Medical Students Making Difference In Communities Through Mini-Grants

By Adam Levine, University of California, San Francisco
Chair, CMA MSS Governing Council

Medical school is a busy time, filled with lectures and exams, rotations and residency applications. But somehow, the over 5000 medical students in California find the time between pathology and anatomy to go out into their communities and make an impact on the health and well-being of their fellow citizens. In order to promote these grass roots efforts, the CMA Foundation teamed up this year with the CMA Medical Student Section Governing Council to offer Mini-Grants in the range of \$250 - \$1000 to medical student groups across the state in order to promote community service and community involvement. Since applications for the grants became available in early January, more than a dozen medical student organizations have applied, with community health projects ranging from Hepatitis B vaccinations to violence prevention to free well child screening exams. From San Diego to San Francisco, the medical students of California have clearly shown that it's never too early to begin making a difference in the lives of our patients and the health of our communities.



A young child helps a medical student administer an eye exam.



A 501 (c) (3) subsidiary of the California Medical Association

BOARD OF DIRECTORS

Rolland C. Lowe, MD
Chair

William A. Sandberg
Vice-Chair

Thomas E. Jeffrey, Jr., Esq.
Secretary-Treasurer

Sundee Bains

René H. Bravo, MD, FAAP

E. Richard Brown, PhD

Rosemarie M. Johnson, MD

Carol A. Lee, Esq.

John C. Lewin, MD

Lia Margolis

Ralph R. Ocampo, MD

Patricia R. Salber, MD

Marjorie Hansen Shaevitz, MA, MFCC

Allan D. Siefkin, MD

Sandra R. Smoley, RN

Delmar R. Tonge, MD

H. Hugh Vincent, MD

STAFF

CMA Foundation
1201 J Street, Suite 350
Sacramento, CA 95814
916.551.2550

Email: cmafoundation@cmanet.org

Carol A. Lee, Esq.

President & CEO

Carolyn Dippel

Executive Assistant

Christine Fenlon

Prescription for Change Project Director

MyEva Freeman

Student Assistant

Chelsea Haley

Prescription for Change

Project Coordinator

Kirsten Hansen, MPP

Director of Women's Health

Shameka Howard

Secretary

Grace Lee

Student Assistant

Elissa K. Maas, MPH

Vice President of Community Health

Pat McNeil

AWARE Project Coordinator

Robin Smith

Bookkeeper

Shirley Yeung

Student Intern

YPS Raises Funds for Medical Student Community Service Projects

Roger Eng, MD, 2001-2002 Chair, CMA Young Physicians Section

What can a small group of young physicians with just an idea achieve in only 2 months? A lot more than people think with the help of CMA and the CMA Foundation.

At the annual meeting of the CMA House of Delegates in February, the Young Physician's Section and CMA Foundation teamed up to raise over \$15,000 for the Foundation's Medical Student Community Service Fund and other Foundation projects through a raffle. The Young Physician's Section has always felt it was important for physicians to volunteer some of our time towards community service. When we thought about the best way to direct our energies collectively, we could think of no better organization to channel our efforts than the CMA Foundation.

It was always our goal with this fundraiser not only to provide the necessary working capital to further the medical student's efforts, but also increase awareness of the

Foundation's contributions to our physician members.

The response by members of the CMA "family" was tremendous. Since we had to get everything together in such a short period of time, we were hoping to obtain 8-10 prizes. To our pleasant surprise, over 25 prize donations given from CMA leaders, member physicians, and CMA staff. During the annual meeting, several presidents of County medical societies and the Speaker of the House would take it on their own initiative to "challenge" their delegations to have 100% participation in the raffle.

We also discovered that this experience has been a wonderful opportunity for young physicians, residents, and medical students to work together on a common project. Seeing the level of fun everyone was having, whether it was planning the raffle, buying or selling tickets, alone made it worthwhile.

The YPS looks forward to next year's raffle.



The doctors in the picture are from left to right:

Lynn Mortensen, MD; Peter Dangvu, MD; Ruchir Sehra, MD; Jeff Krebs, MD; Roger Eng, MD; Joanne Loritz, MD; Carol A. Lee, ESQ.; Rodney Borger, MD; Jeff Chao, MD; Asha Swaroop, MD

Tobacco Free Publications



Prescription for Change

The CMA Foundation's Prescription for Change (a Proposition 99 funded project working to eliminate tobacco sales in California Pharmacies and Chain Drugstores) received a letter from Dr. Ann Vercoetere of Marin County. She requested that we provide CMA physicians and staff with a list of magazines that DO NOT accept tobacco-advertising dollars. Dr. Vercoetere suggested we publish the list to encourage physicians to subscribe to those publications without tobacco advertisements for placement in their waiting rooms!

It is still surprising to see magazines with tobacco advertisements in health-oriented waiting rooms. After a little research, Prescription for Change located a couple of resources that we were able to use to create the following list of close to 200 tobacco-free publications! Prescription for Change would like to thank Dr. Vercoetere for her wonderful suggestion and for reminding healthcare practitioners that the way we spend our money DOES impact the community we live in. We hope the following list will assist physicians and their staff in choosing pro-health magazines for their waiting rooms:

16 Magazine	Exceptional Children	Medical Selfcare	Sesame Street Magazine
3-2-1 Contact	Exceptional Parent	Men's Health	Seventeen
Accent on Living	Farm Journal	Men's Fitness	Shape
Adirondack Life	Final Frontier	Metro Puck Comics	Sierra
Air & Space Smithsonian	Fishing Facts	Midwest Living	Single Parent
Alaska	Florida Sportsman	Model Railroader	Skin Diver Magazine
American Baby	Flying	Modern Maturity	Smithsonian
American Health	Flying Models	Montana Magazine	Society
American Heritage	Freshwater & Marine Aquarium	Mother Earth News	Southern Accents
American History Illustrated	Garbage	Mother Jones	Sports Afield
American Square Dance	Garden	Ms.	Stork
Americas	Gold Illustrated	Nation's Business	Sunset Magazine
Animal Kingdom	Golf Illustrated	National Gardening	Teen
Antique Automobiles	Good Housekeeping	National Geographic	The Futurist
Arizona Highways	Good Old Days	National Parks	The Lion
Arthritis Today	Guideposts	National Wildlife	The Nation
Artists Magazine	Hadassah Magazine	Natural History	The New York Times Daily
Audubon	Harvard Business Review	North American Review	The New Yorker
Aviation Week & Space Technology	Harvard Medical School Health Letter	Nutrition Action Health Letter	The Saturday Evening Post
Backpacker	Health	Oceans	The Sciences
Bicycling	Health News & Review	Old House Journal	The Washington Monthly
Big Bopper	Highlights for Children	Organic Gardening	Theater Crafts
Black Beat	Hippocrates	Parenting	Threads
Bop	Historic Preservation	Parents Magazine	Travel & Leisure
Boys' Life	Home Office Computing	PC Magazine	Travel Holiday
Business Week	Horn Book Magazine	PC World	Twins
Byte	Horse Illustrated	Personal Computing	Utah Holiday Magazine
Cars & Parts	Horticulture Magazine	Petersen's Hunting	Vegetarian Times
Cat Fancy	Humpty Dumpty's Magazine	Peterson's Photographic	Venture Magazine
Christian Herald	Income Opportunities	Popular Communications	Vermont Life
Common Cause Magazine	Instructor	Popular Photography	Vibrant Life
Complete Woman	International Travel News	Popular Woodworking	Video Review
Consumer Reports	Isaac Asimov's Science Fiction	Prevention	Walking Magazine
Cooking Light	Itinerary	Railfan & Railroad	Weight Watchers Magazine
Country Journal	Jack and Jill	Ranger Rick	West Coast Review of Books
Crafts	Journal of Irreproduceable Result	Reader's Digest	Western Outdoors
Craftworks for the Home	Kaleidoscope	Right On	Westways
Crickets	Kid City	Runner's World	Wildlife Conservation
Cyclist	Ladybug	Sail	Women's Sports & Fitness
Dance Magazine	MacUser	Salt, Inc.	Workbasket
Dawn East Magazine	Mac World	Sassy	Workbench
Diabetes Forecast	Mad Magazine	Satellite Orbit	World Monitor
Dog Fancy	Maine Fish & Wildlife	Science	Writer's Digest
Down Beat	Maine Life Magazine	Science News	Yankee
Down East Magazine	Mature Outlook	Scientific American	YM
Elks Magazine	Mayo Clinic Health Letter	Sea Frontiers	Zoogoer



CalOptima Recognized at CMA Foundation Annual Dinner

CalOptima received the Robert D. Sparks, MD Leadership Award, from the CMA Foundation for the production of videos educating low-income, Spanish and Vietnamese speaking women on the importance of proper nutrition during pregnancy.

“We are honored to award CalOptima the Robert D. Sparks, MD Leadership Award,” said CMA Foundation Board President Rolland Lowe, MD (right). “CalOptima is being recognized for demonstrating outstanding concern for the health of communities in a manner consistent with the mission of the CMA Foundation. The fact that CalOptima and their community partners produced the videos because they knew the videos would have a positive influence on the community and was not required as a part of any state regulation or federal waiver requirement is truly commendable.”

“We are proud of the community coalition that made this project possible,” said Mary Dewane, CalOptima Chief Executive Officer. “We celebrate this award from the CMA Foundation with our partners knowing the video will educate pregnant women ensuring healthier babies and families throughout Orange County.”

Women Are Not “Little Men”

According to Marianne Legato, M.D., founder and director of the Women’s Health Partnership, Columbia University, “Women are not little men.” Two-thirds of all research done on diseases that affect both genders has been done exclusively on men. Given the vast physiological differences between men and women, it is imperative that more research be done with women.

So began the *Bridging Medical Care and Communities to Improve the Health of Women 50+ Conference*. The conference was initiated with a vision – older women working as peers with physicians and other healthcare providers to identify critical health issues facing women 50+.

The Final Report includes six policy recommendations that were raised as critical issues affecting the health care of women 50+. Highlights include:

- **Issues of diverse populations.** There is a need for more cultural competency training for healthcare professionals and a need to address disparities in health outcomes.
- **Increase access to care.** We must work to ensure adequate insurance coverage for women age 50 and over. This includes increasing provider reimbursement to encourage preventive care and healthy aging counseling.
- **Improve the physician-patient relationship.** We must address gender communication differences.
- **Encourage collaboration between clinicians and community based organizations.**

For a copy of the Final Report, and to learn more about the CMA Foundation’s Women’s Health Initiative, contact Kirsten Hansen at 916-551-2545 or khansen@cmanet.org.

Appreciation Given to the Corporate Advisory Committee

The CMA Foundation is thankful to the Corporate Members for their continuing support that enables us to continue to provide quality programs. We acknowledge the following:

BENEFACTORS

Eli Lilly

PARTNERS

Astra Zeneca • Blue Shield
Genentech • GlaxoSmithKline
Johnson & Johnson • PacifiCare
Pfizer Corporation • Procter and Gamble
Kaiser Health Plan

FRIENDS

Abbott Laboratories • Aetna US Healthcare
Bristol-Myers Squibb Company
DavisWrightTremaine, LLP
The Doctors’ Company • Horvitz and Levy, LLP
L.A. Care Health Plan • Miller Health Law Group
Nehemiah Corporation • Novartis Pharmaceuticals
Nugent & Newnham, APC
Parker, Milliken, Clark, O’Hara & Samuelian
Pharmacia • Takeda Pharmaceuticals America, Inc.



CMA Foundation Announces Newly Formed Endowment Fund Committee

By Rene Bravo, M.D., Chair, CMA Foundation Endowment Fund

It is with great excitement I announce the creation of the newly formed Endowment Fund Committee. Our goal is to build an endowment corpus to propel and ensure the economic prominence of the CMA Foundation. While the target is ultimately to build a \$20 million dollar endowment, we will aim for a \$5 million dollar endowment over the next five years. To ensure success, our immediate task is developing and organizing our individual and corporate donor programs, creating materials and building an infrastructure necessary to achieve our goals. The Endowment Fund Committee is comprised of CMA Foundation Board Members Ralph Ocampo, M.D., Board Chair Rolland Lowe, M.D. and Delmar Tonge, M.D. If you would like further information about the Endowment Fund, please call me at 805/544-4460 or CMA Foundation President and CEO Carol A. Lee, Esq. at 916/551-2562.

Generous Support From Our Donors

The support we continue to receive from our physicians and friends allows us the opportunity to pursue our programs. The Board of the California Medical Association Foundation sincerely appreciates your donation.

ANNUAL DINNER

Peter Anderson, MD
Carla Andrews
Barbara Arnold, MD
William Ashley, MD
Roger Austin
Thomas Badin, MD
Ronald Bangasser, MD
Lilly Banisadre
Christopher Barnard, MD
Peter Bartlett, MD
Larry Arthur Bedard, MD
Joseph Beezy, MD
Ken Bell, MD
Joanne Berkowitz, MD
John Dandridge Bibb, MD
Marika Bonner
Rene Bravo, MD
Dawn Bruner, MD
Greg Buchert, MD
Terrance Burns
Kris Calvin
David Campen, MD
J. Brennan Cassidy, MD
Richard Cerruti, MD
Joan Chako, MD
Jackie Cherewick
Stuart Cohen, MD
Dr. and Mrs. Richard Corlin
James Davis, MD
Eric Del Piero, MD
Mary Dewane
Abbie Eldredge
Peggy Elliot
Penny E. Figas
Anne Fishbein
Rose E. Flores Roth
Anna Marie Fobes
Ronald Foltz, MD
Richard Frankenstein, MD
Gordon Lindsay Fung, MD
Heather Jean Fumas, MD

Tom Gehring
Jackie Gelderman
Cynthia Ginn
Robert Green, MD
Bonnie Hamilton, MD
Stephen Hansen, MD
James Hay, MD
Donna Heller
Robert Hertzka, MD
Diana Hoffman
David Holley, MD
Carl Hornberger, MD
Andy Huber
Stephen Jackson, MD
Thomas Jeffrey, Jr., Esq.
Bert Jones
George Jutila, MD
Lenny Karpman, MD
Darc Keller
Marilyn Kezirian
Marie Kuffner, MD
Brad Kuiper
Carol A. Lee, Esq.
Sharon Levine, MD
Jack Lewin, MD
Mary Lou Licwinko,
JD, MHSA
David Litke, MD
Diana Lobosky
Rolland C. Lowe, MD
Chuck Maas, MD
Lia Margolis
Shirley Marshall
Eleanor Maria F.
Martinez, MD
Richard Mello
Catherine Moore, MD
Ron Morton, MD
Rodrigo, Muñoz, MD
Sheilagh Neubuerger
Lois Norling
Ralph Ocampo, MD

Eugene Ograd, MD
Dorothy Ouchida
Amy Park
Gibb Parsons, MD
Rebecca Patchin, MD
Anselmo Pineda, MD
William Plested, MD
Charles Plows, MD
Julie Poulson
Donald Prolo, MD
Albert Ray, MD
Gerald Rogan, MD
Edgar Kash Rose, MD
Patricia Salber, MD
William Sandberg
Bob Sankaram, MD
Vin Sawhney, MD
Nancy Schneider
Michael Sexton, MD
Alan Siefkin, MD
Deborah A. Siegel
Lytton Smith, MD
Lisabeth Smith
Lorene Sponsler
Susan Elizabeth Sprau, MD
Frank Staggers, MD
Satinder Swaroop, MD
Dick Thorp, MD
Barbara Trainor
Michael P. Trainor
Donald Van Giesen, MD
Claudine Velosa
H. Hugh Vincent, MD
Steve Walsh, MD
John Whitelaw, MD
Paul Yost, MD

SILENT AND LIVE AUCTION DONORS

CMA Alliance
CMA Executive Mgmt.
CMA Legislative Staff
Sarah Crowley
Carolyn Dee
Anne Fishbein
Richard Frankenstein, MD
Jackie Gelderman
Kirsten Hansen
Dr. and Mrs. Stephen Hansen
Nancy Horstmann
Tobin James Winery
Carol A. Lee, Esq.
Rolland C. Lowe, MD

Alicia Muñoz
Lois Norling
Monique Pineda
Dr. and Mrs. William Plested
Patricia Salber, MD
Cindy Terrell
Barbara Trainor
Karyn Trainor
Elaine Vanderpohl
Elvera Wallace
John M. Whitelaw, Jr., MD

YOUNG PHYSICIAN RAFFLE DONORS

Ellen Badley
Ron Bangasser, MD
CMA Executive Mgmt.
CMA Legal Department
CMA Legislative Staff
Robert Eng, MD
Frank Hartwick, MD
Dr. and Mrs. James Hay
Jeffery Krebs, MD
La Quinta Resort & Club
Carol A. Lee, Esq.
Jack Lewin, MD
Joanne Loritz, MD
Tyrone Myles
Rebecca Patchin, MD
Brandon Rankin, MD
Bill Sandberg
Taft Street Winery
Eric Trefelner, MD
John Whitelaw, MD
Carol Young, MD

DONOR CHALLENGE

William E. Ashley, MD
Ronald P. Bangasser, MD
E. Valerie Barnes, MD
Rene H. Bravo, MD
J. Brennan Cassidy, MD
Dr. and Mrs. James Cotter
Bryce W. A. Docherty
Robert H. Elsner
Jack L. Gilliland, MD
Irwin P. Goldstein, MD
Bonnie Hamilton, MD
Stephen C. Henry, MD
Rosemarie Johnson, MD
Brian Johnston, MD
Carol A. Lee, Esq.
Kelvin Loh, MD

Elissa Maas, MPH
Anmol S. Mahal, MD
L. J. Mazzotta, MD
Ralph Ocampo, MD
Michael J. Sexton, MD
Lee T. Snook, MD
Susan E. Sprau, MD
Frank Staggers, MD
John M. Whitelaw, MD
J. Thomas Wilkes, MD

DAVID KNETZER LEGACY FUND

Michael Bardin
Theresa Beauchamp
John Berger, MD
Dr. and Mrs. Leslie Buncher
Michael Busch, MD
James Bush, MD
Richard Butcher, MD
Dr. and Mrs. Edgar Canada
Brian and Jennifer Cates
Daniel and Cheryl Chelius
Lisa Costanza
Dr. and Mrs. Frederick Frye
Susan Glockner, MD
John Griesman, MD
James Grisolia, MD
Kenneth Gross, MD
Dr. and Mrs. James Hay
Dr. and Mrs. Michael Hennessy
Robert Hertzka, MD
David Knetzer
Dr. and Mrs. James Knight
Leonard Kornreich, MD
Carol A. Lee, Esq.
Thomas Martinez, MD
Dr. and Mrs. Theodore Mazer
Rodrigo Muñoz, MD
Ralph Ocampo, MD FACS
Richard Payne, MD
Dr. and Mrs. Robert Penner
Dr. and Mrs. James Quigley
Robert Reid, MD
Dr. and Mrs. William Renert
Dr. and Mrs. Lynn Sheffey
Elmer Werner, MD
Helen Westcott
Don Wilson, MD

GENERAL CMA FOUNDATION

Dan Anderson, MD
Dr. and Mrs. Roland Barakett
Dr. and Mrs. Peter Bartlett

Joanne Berkowitz, MD
Janet B. Bodle, MD
Judith Joy Boggess, MD
Dr. and Mrs. William Chin
Dr. and Mrs. Edward Chow
Sean Clare, MD
Dr. and Mrs. James Clever
Dr. and Mrs. David Collins
Marvin Corvig, MD
Dr. and Mrs. Michael Franzblau
Scott Goodreau, MD
Marjorie Hansen Shaevitz,
MA, MFCC
Kenneth Jordan, MD
Lawrence W. Kneisley, MD
Peter La Torre, MD
Carol A. Lee, Esq.
Lance R. Lewis
John F. Lynch, MD
James MacMillan, MD
Anmol S. Mahal, MD
Dr. and Mrs. Robert Margolin
John H. Norton, III, MD
John Pfeffer, MD
Patrick Rhoades, MD
E. Kash Rose, MD
James Ruiz, MD
Felix Sanchez, MD
Dr. and Mrs. Edward Schneider
Ronald S. Scott, MD
Dr. and Mrs. Albert Siu
Robert Sparks, MD
Delmar Tonge, MD
Eric Trefelner, MD
David Tate, MD
Fred B. Tomlinson, MD
Philip Verderame, MD
Hibbard E. Williams, MD
Randy Winter, MD
W. K. Kellogg Foundation

GARY KRIEGER, MD MEMORIAL FUND

Edith V. Barnes, MD
Robert E. Hertzka, MD
Dr. and Mrs. Richard Corlin
Karen Kmetik
Marie G. Kuffner, MD
Susan Sprau, MD
Max Steams, MD

California Medical
Association Foundation
1201 J Street, Suite 350
Sacramento, CA 95814



Non-Profit Org.
U.S. Postage
PAID
Permit No. 1167
Sacramento, CA



DIVERSE PARTNERS, COMMON GOAL; WORKING TOGETHER TO DECREASE ANTIBIOTIC RESISTANCE

A groundbreaking conference on antibiotic resistance and the collaborative strategies needed to keep these medicines strong for generations to come

When: November 2 & 3, 2002
DoubleTree Hotel
Sacramento, CA

For More Information: **Pat McNeil, AWARE Project Coordinator**
Phone: 916/551-2543
Email: pmcneil@cmanet.org

Sponsored by:
The Robert Wood Johnson Foundation