

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

CELEBRATE 2000!

The Year 2000 brought tremendous accomplishments, new partners, and wonderful opportunities for learning. We want to share with you some of the highlights of the past year:

- Pain Management Seminar Series
- Launched Alliance Working for Antibiotic Resistance Education Project (AWARE)
- Workshop at the Latino Coalition for a Healthy California Conference
- CMA Foundation Annual Dinner -- Largest Attendance Ever!
- Awarded \$450,000 Tobacco Education Grant from Proposition 99 Funds
- California Public Health Conference Key Note Presentation by Rolland Lowe, MD
- Mental Health Parity Conference
- External Review Conference
- AWARE Presentation at National CDC Conference
- 10 Media Training Sessions for AWARE, resulting in 117 spokespersons statewide
- AWARE Kick-Off Press Conference
- CMA Leadership Academy General Session and Workshop
- Received the Foundation's First Bequest from Malcolm Todd Estate

Without our Board, Partners, funders, and staff, we could not have achieved this. We are deeply grateful to everyone who is a part of the Foundation Family. We look forward to working with all of you next year.

“We are deeply grateful to everyone who is a part of the Foundation Family.”

CMA Leadership Academy

For the first time, the CMA Foundation developed and presented an educational program at the CMA Leadership Academy - “Physician Leadership for Community Health.” The CMA Foundation presented both a general session and workshop at the 4th annual Leadership Academy in La Quinta in Palm Desert. During the general session on October 17th, Carmen Nevarez, MD, chair of California Public Health Association-North, provided an overview of the work physicians do to help improve the health and wellbeing of those in their communities in California.

The centerpiece of this presentation was an inspiring video highlighting the efforts of three physicians in California who are true examples of the difference physicians can make. Each physician was the catalyst for addressing a critical health issue: from motorcycle safety, to literacy and learning, to access to care. Support to produce this video was received from Kaiser Permanente Community Partnerships and the Center For Health Leadership and Practice of the Public Health Institute.

Later in the afternoon of the 17th, over 50 individuals, including physicians,

county medical executives, and others participated in a workshop designed to help participants develop and sustain successful community health projects. Joining Carmen Nevarez, MD, was Frank Stagers, MD, president-elect of the CMA and Cesar Aristeiguieta, MD, from Los Angeles. The CMA Foundation continues to learn a great deal from physicians about how we can be a stronger resource in these projects. We are honored to be part of efforts that communicate and demonstrate the commitment physicians bring to improving the health of their communities.



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CMA Foundation
1201 K Street, Suite 1050
Sacramento, CA 95814
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Foundation Welcomes Two New Board Members

The Foundation would like to welcome and introduce you to two new members of our Board of Directors:

Rene H. Bravo, MD, FAAP-Doctor Bravo is a practicing pediatrician with a private solo practice in San Luis Obispo. He has served as past president of the San Luis Obispo County Medical Society and currently is on their Board of Directors. He has also served CMA in many capacities including as a member of the House of Delegates and being the designated questioner of President Clinton during the White House Electronic Town Hall Meeting on Health Care Reform in March 1994. Doctor Bravo received his medical

degree from the University of California, San Francisco School of Medicine.

Thomas E. Jeffrey, Jr., Esq.-Mr. Jeffrey has practiced health law for nearly fifteen years and is currently a partner with Davis Wright Tremaine LLP in Los Angeles. He is a member of many professional organizations including the American Health Lawyers Association and has served in the Health Law Section of the American Bar Association. Mr. Jeffrey also serves on the Editorial Board of the California Society of Health Attorneys. He received his law degree from the University of the Pacific McGeorge School of Law.

Southern California Pharmacy Chain Honored for Being Tobacco Free

The Horton and Converse Pharmacy Chain is being honored for its commitment to tobacco free health by the Orange County Health Care Agency's Tobacco use Prevention Program, Prescription for Change and Orange County On-Track. A press conference to recognize this local business is being held during National Pharmacy Week, October 23-27, on Wednesday, October 25 at 11:00 a.m. in front of the Horton & Converse Pharmacy located at 1310 West Stewart Street, adjacent to the St. Joseph's Medical Center in Orange, California. These organizations will recognize the Horton & Converse Pharmacy chain for taking a pro-health stand in Orange County by ceasing the sale of all tobacco products in their stores since January 1997.

This public effort to praise the Horton & Converse pharmacy chain for being tobacco free was planned as a way to highlight pharmacies that are working toward healthy California communities and to bring positive attention to pharmacy chains that are tobacco free. The three collaborating agencies are working to encourage more pharmacies and chain drugstores to adopt tobacco free policies and practices. At the press conference each Horton & Converse pharmacy will be presented with a "Certificate of Commendation" that honors them for making a commitment to tobacco free health.

"My family has owned the Horton & Converse chain since the early 1970's," says Keith R. Lumpkin, President of the Horton & Converse Pharmacy Chain. "In late 1996 we made the decision to stop the sale of all tobacco products in all of our stores because we value the health of our customers over profits from the sale of tobacco. We are proud that all of our existing stores ceased selling tobacco in January 1997 and all of the newer

locations have never sold tobacco." The Horton & Converse chain has been operating since 1917, when Charles S. Horton and Lawrence R. Converse decided to open a prescription pharmacy of their own on the corner of 8th and Broadway in Los Angeles. Today Horton & Converse has 13 pharmacies, 11 in Los Angeles County and 2 in Orange County. Ten of the pharmacies are in professional medical buildings. All of their stores are participating in the Proud to be Tobacco Free Campaign aimed at supporting tobacco free drugstores and pharmacies.

According to the recent survey of Adult California Consumers conducted by California State Fullerton, Social Science Research Center, 72 percent of all consumers were against drugstores carrying tobacco products at all. Also, over 96% of all California consumers would continue to shop at a pharmacy more or the same if it stopped selling tobacco products. Currently, 78 percent of California's independently owned pharmacies do not carry tobacco products, while fully 98 percent of chain drugstores continue to do so.

"Small independent pharmacies are able to thrive without tobacco sales, we are thrilled to see a chain like Horton & Converse take such a crucial step in promoting good health for Orange County." Stated Christine Fenlon, Director of Prescription for Change. "Our survey data supports the fact that California's consumers are ready for all chain drugstores to join Horton & Converse and stop selling and promoting tobacco products."

The eleven Horton and Converse pharmacies in Los Angeles County will be similarly honored during a press conference that is scheduled for early in December.

A Commitment to Excellence



Rolland C. Lowe, MD

At our November Board meeting, Board members and staff reviewed our year's accomplishments. The work accomplished in 2000 is awesome. And it speaks for the hard work, commitment, and excellence of our people.

What is even more gratifying this year is the number of invitations from other health care organizations seeking collaboration with the Foundation for 2001. The Department of Health Services, Golden State Medical Association, PricewaterhouseCoopers and the American Cancer Society are but a few of the organizations seeking to partner with the Foundation. We feel honored to be asked by these groups and it speaks to the need and

importance of what we do in the eyes of many in the community. We see many opportunities to move forward and we want to take part in projects that advance our mission. As a growing Foundation, we need to target our resources so as to fulfill our commitments.

As we continue to develop our reputation as the organization in California able to link physicians and the communities they serve, our Board felt we needed to focus on the quality and not the quantity of the projects we undertake. It is through this demonstration of our commitment to excellence that we will, in the long term, earn the trust of the community and our partners.

Physicians and the Health of Their Communities

A key area for the Foundation is to serve as a resource to physicians and medical organizations involved in efforts to improve the health of their communities.

Foundation staff has completed a series of focus groups to engage physicians and healthcare consumers in a dialog about how to strengthen these efforts, and what we learn by working together. Ten focus groups were conducted with physicians, including medical students and young physicians, practicing physicians, retired physicians and county medical society executive directors.

Physicians at all stages of their training and practice were very vocal about what working in and with their communities has taught them. Many shared experiences that helped them learn patience and understanding. They felt they acquired better listening skills. Those with the greatest experience also described their learning to "not be in charge." They shared that this was something they had not learned in medical school. Working with community and patient groups required them to understand more how groups work, and that community health efforts took time. Especially if they were going to be involved in

a local collaboration, these were not activities in which change was seen overnight.

In 2001, the Foundation will be embarking on efforts to expand its training and support in community health around the state through a series of regional training sessions. If you would like more information about these efforts, contact Elissa Maas, MPH, Director of Community Health, at 916.551.2555.

identified through specialty organizations, local medical societies and physicians already working with the AWARE project. The California Pharmacists Association [CPhA], selected regional spokespersons to attend the training. Total, 117 individuals have been identified as media spokespersons in 22 counties in California.

The launch was held on September 28th in Sacramento on the Capitol Steps with Bill Nye, The Science Guy, there to drive home the message! We learned how important it is for the press to hear from a consumer about his or her experience, or that of their child regarding inappropriate antibiotic use. We were able to have the Associated Press cover the story before the launch day. And, we also reached NBC Nightly News, airing a story on Saturday, September 30th. We received extensive coverage for the launch, appearing in 19 newspapers and on 12 radio and 22 television broadcasts throughout California.

If you would like more information about AWARE or how to get involved in your community, contact us at 916.551.2555 or e-mail us at aware@calmed.org. And visit our website at www.aware.md.

AWARE Media Launch

In preparation for the coming cold and flu season, the Alliance Working for Antibiotic Resistance Education, or AWARE, initiated its media campaign. In preparation for the campaign, a total of 10 media training sessions were provided throughout the state. Training was provided in Eureka, Sacramento, Vallejo, Alameda, Visalia, Santa Barbara, San Bernardino, San Diego, and two sessions in Los Angeles. A media training guide was developed to prepare AWARE spokespersons. Those invited to participate were health officers, health plan medical directors, primary care, emergency medicine and infectious disease physicians, and pharmacists. Physicians were



SDCMS Endorsement of Reach Out: A Win-Win Solution for Helping the Underserved

Serving the Uninsured

With over 600,000 uninsured in San Diego County today, San Diego County Medical Society (SDCMS) physicians are faced with innumerable challenges. While the ethical principle to care for individuals in need regardless of ability to pay has remained over the centuries, the responsibility poses increasing difficulties in today's managed care environment. As noted in the January issue of JAMA (Physicians Helping the Underserved: The Reach Out Program), the Robert Wood Johnson (RWJ) Foundation in 1993 recognized this dilemma, and funded thirty-nine projects across the US collectively called "Reach Out: Physicians' Initiative to Expand Care to Underserved Americans."

In San Diego, a referral network model of Reach Out was implemented by the MultiCultural Foundation, under the leadership of Dr. Rodney Hood and Dr. Richard Butcher. With current funding through The California Endowment, San Diego's Reach Out project currently has a network of nearly 200 participating physicians and links over 2,000 underserved individuals annually with needed healthcare and ancillary services (vision, dental, counseling, etc.).

How Reach Out Works

Reach Out is a full-service referral agency. The Reach Out case manager assesses each caller to determine the exact nature of the medical problem, and identifies appropriate referrals to participating physicians, medical facilities, and other community agencies. Her first task is to make certain the client is not eligible for coverage through programs such as County Medical Services (CMS), Medi-Cal, Veteran's Benefits, etc. When eligibility for other program coverage is ruled out, the case manager then calls a participating physician's office to discuss the case and the fee that will be charged for the services. Callers are instructed to bring cash payment to their first appointment. During the assessment, other non-medical needs are frequently identified. Referrals are routinely made for services such as programs for children, housing assistance, emergency food, etc. Reach Out charges no fees of any kind for the services it provides.

The Reach Out Provider Network

The network of providers agrees to substantially discount fees for cash payment from referred patients at the appointment. With no billing procedures and no forms to submit, the Reach Out model somewhat recreates the practice of medicine of days long past when a patient came to see the doctor and paid on the spot for the services provided. Reach Out physicians determine the length of time and the specific number of patients they will see, as well as the method of discounting. While others pay serious lip service to the plight of the uninsured, Reach Out physicians take action on a daily basis and make a difference in the community. Reach Out received the endorsement of the San Diego County Medical Society this year.

By Richard Butcher, MD

The Children's Health Network Expands--

Thanks To Grants From NORCAL and The California Endowment

We first brought you news about the efforts of the Sonoma County Medical Association and their Children's Health Network in the County Corner feature of the Summer 1999 issue of our newsletter. The Children's Health Network is a project that matches physician volunteers with uninsured children to help them receive free health care. Currently the Network has more than 160 physicians and other health care providers participating in several communities throughout Sonoma County.

Recently the Children's Health Network was awarded a grant by The California Endowment and NORCAL to continue and expand their services. The program has also raised over \$35,000 through other fundraising efforts. This support will allow the network to expand to new communities and to offer an even wider range of health care services to disadvantaged children. If you are interested in becoming involved in the Children's Health Network we encourage you to contact Andrea Michelsen, Program Director, at 707.525.4332 or by e-mail to: amichelsen@rhs.org. Keep up the good work Sonoma County!

Corporate Advisory Committee Furthers Our Mission

The CMA Foundation thanks its Corporate Advisory Committee members for their continuing support that enables us to continue to provide quality programs. We salute:

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How YOU Can Help Us Make a Difference!

Dear Colleagues,

The CMA Foundation has had an exciting and productive year.

- AWARE Media Kick-off which received extensive local coverage as well as national coverage for the antibiotics project
- Sponsoring a very successful Mental Health Parity Conference
- Continuing our work to eliminate the sale of tobacco products in pharmacies around the state and receiving a new grant from Prop. 99 Funds
- Conducting pain management seminars for physicians, nurses, pharmacists, and social workers

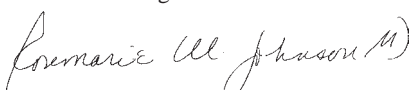
While we have had a very successful year, much of our future success will depend on you. Our staff has successfully applied for many grants and program-specific funding to help us continue on with current projects as well as to initiate exciting new projects. However, the Foundation cannot function without funding dedicated to general operations. Therefore, we are asking you to make a commitment this year to ensure that the CMA Foundation can continue to grow and broaden its activities.

The Foundation is committed to acting as a bridge linking physicians and community. However, we can not continue our efforts without the financial support we receive from corporate sponsors, grantmaking foundations, and, especially, individual physicians.

Please take a few minutes to send your contribution to ensure the future growth of the CMA Foundation.



Rolland C. Lowe, MD;
CMA Foundation, Board Chair



Rosemarie M. Johnson, MD,
CMA Foundation, Programs and Fund Development Committee Chair

CMA Foundation Receives First Bequest from Malcolm Todd, MD

It is a great honor to announce that Malcolm Todd, MD, left the CMA Foundation a gift of \$10,000. Dr. Todd, former president of both the California and American Medical Associations, recently passed away. Dr. Todd served as the personal physician to President Richard M. Nixon.

He was also past president of the International College of Surgeons and the holder of countless other appointments. Todd was a strong advocate for access to health care for all.

His gift will become part of the CMA Foundation Endowment Fund. According to Rolland Lowe, MD, Chair of the CMA Foundation Board, "It is gifts such as the one from Dr. Todd which will enable the CMA Foundation to address the health care needs of the future."

The CMA Foundation Honor Roll: A Thoughtful Way to Say Thank You

Now you can thank colleagues, friends, or family by making a charitable donation to the CMA Foundation in their name. The Honor Roll is designed to create an opportunity to recognize the contributions or impact a physician or another individual has made which advances the mission of the Foundation. This recognition can be made posthumously or during the individual's lifetime. Individuals who are recognized through the Honor Roll will receive the following: (1) Certificate to the honoree or his/her family member; (2) Recognition in the CMA Foundation newsletter; and (3) A press release to the local media.

Gifts given through the Honor Roll will support the CMA Foundation and the community health and physician and patient education programs it operates.

What Is The CMA Foundation Endowment?

The CMA Foundation Endowment Fund was established in 1996 to support the programs and activities of the Foundation. Establishment of the CMA Foundation Endowment Fund was made possible by generous donations from the Audio-Digest Foundation. The income generated by the Fund is used to fund the programs and activities of the Foundation.

The Endowment Fund attracts donors who like the idea that the principal of their gift stays intact while the income is used for a worthy cause. Donors realize that someday they will be gone and their annual gifts no longer will be available. But through an endowment, they can, in essence, keep making their annual gifts.

Some donors are attracted to the opportunity to memorialize a loved one or other respected person. Others want to establish endowments in their own names to place themselves on permanent record as persons who believe in and support a particular program or cause. An endowment can be created during life or at death through a bequest or remainder trust. It can be restricted to specific needs or unrestricted for general use. Endowments can be made at once with a single gift or established over time with repeated gifts. For more information, contact Carol Lee at 916.551.2562 or cleec@calmed.org.

CMA Foundation Honor Roll Recognizes Scripps Clinic Physicians and Staff

The Foundation is pleased to announce that Rosemarie Johnson, MD, has made the first donation to the Honor Roll to recognize the Scripps Clinic physicians and their staff. According to Dr. Johnson, "They gave my mother (Lucy Rubino) superb and gentle care for her recent cancer. They all went above and beyond! There is no way to adequately thank them."

We honor the following: Steven Copp, MD; Luke Vaughan, MD; Joan Kroener, MD; Nicole Wentworth, MD; Prabhakan Tripuraneni, MD; Blaine Phillips, MD; Stephen Bartz, MD; and their nursing staffs, especially the angels of the Oncology Treatment Room.



California Medical
Association Foundation

1201 K Street, Suite 1050
Sacramento, CA 95814

CMA Foundation News is a periodic publication distributed to our supporters to inform communities throughout the state of California on the activities and projects that build new collaborative efforts that address critical health care issues. If you would like a special activity mentioned, please send information to CMA Foundation News

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Pain Management Series Continues-- Back By Popular Demand

In June, the CMA Foundation presented its most recent Pain Management Seminar. The seminars have been well received by all who attended. The Foundation is very honored to have the caliber of speakers at these seminars. The speakers for our three seminars included Dr. Philipp Lippe, Dr. Lee Snook, Dr. Richard Payne, and Bill Marcus of the Attorney General's Office.

The CMA Foundation will be presenting its final Pain Management Seminar on January 20, 2001 in San Diego. The seminar will take place as a part of the Annual Session of the California Association of Neurological Surgeons and the Association of California Neurologists. Anyone who is interested is encouraged to attend. CME credits will be again be available. If you would like more information please contact Carol Lee at 916.551.2562 or e-mail mail to: cleec@calmed.org.

Save
the Date!

On April 24, 2001, the CMA Foundation will conduct a workshop on "Grant Writing and Funding for Community Health Activities." The workshop will be held in Sacramento from 1 p.m. to 4:30 p.m. During the past year, the CMA Foundation has been working with the county medical societies to identify community health projects, provide training on community collaboration, and encourage physician involvement in the health of their communities.

Sandi Palumbo, the chair of the Medical Executive Conference, has asked the CMA Foundation to present a workshop on Grants. We are pleased to offer this workshop. The workshop will cover three interest areas: (1) Meeting the Foundation Grantmakers; (2) Other sources of Funding; and (3) Writing the Grant Proposal.

If you are interested in the workshop, please call Carol Lee for further information at 916.551.2562 or e-mail her at mail to: cleec@calmed.org cleec@calmed.org .