



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

California Antibiotic Resistance Kick-Off!

In November 1999, the CMA Foundation will embark on a five-year project to reduce the unnecessary use of antibiotics and decrease antibiotic resistant bacteria in California. 235 million doses of antibiotics are prescribed annually in the US of which 20 to 50% are unnecessarily prescribed. The rise in antibiotic resistance prolongs illness, increases illness rates and results in higher and unnecessary healthcare costs. Treatment of diseases caused by bacteria is now compromised due to growing resistance to antibiotics.

In 1998, the CMA House of Delegates adopted a resolution designating Antibiotic Resistance as a serious community health problem in California. The CMA Board of Trustees affirmed this resolution. On November 4th, the CMA Foundation will bring together a statewide collaborative of physician organizations, health systems, health plans, employer groups, public health agencies, consumer organizations and pharmaceutical companies to

address the impact of antibiotic resistance throughout California.

While the decision to prescribe antibiotics rests with the individual physician, health consumers have played an important role in creating this situation. Significant pressure is put on physicians to prescribe antibiotics, often unnecessarily. Consumers and communities can significantly impact physician prescribing patterns as a result of their understanding and awareness about the appropriate use of antibiotics.

The overarching purpose is to focus consumers and health providers on the appropriate use of antibiotics to treat illness and disease. Goals of the project are to-

1. Change Physician and Health Provider Attitudes and Behavior Regarding the Use of Antibiotics to Treat Infectious Disease

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Summit Draws National Press Coverage

Over 200 healthcare experts including, physicians, lawyers, economists, legislative staff, hospitals, health plans and patients convened in Sacramento on September 2, 1999 for the CMA Foundation-Sponsored Medical Group Insolvency Summit titled, "Patients, Profits, and Policy: What happens to Me When my Doctor is Bankrupt?" Front-page articles about the event in the Los Angeles Times and San Francisco Chronicle, and other stories in USA Today and on National Public Radio, drew national attention to the financing problems threatening quality of care for all Californians.

Luncheon speaker, State Senator Jackie Speier (D-San Mateo) congratulated CMA for taking on a complex issue so difficult to explain to the public. The Summit unveiled a PricewaterhouseCoopers report which found the average capitation payment to medical groups from HMOs has fallen from a high of \$45 per month per patient in 1990 to

a low of \$29 this year, while the cost of living has increased 25.2 percent in the same period. According to Cherise Skeba of PricewaterhouseCoopers, "The problem

"The risk with any group, if it can't pay its bills, is that the patients might not be able to get care. That's the thing we all worry about."

- Ronald Bangasser, MD, Beaver Medical Group

is complicated, it didn't happen overnight and now it's hitting the medical groups full force." For information on obtaining the PricewaterhouseCoopers report and cassette recording of the Summit, please contact Susan Romig McKee, at 916/444-5532.



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A Look Back At Our ComPACT Project

After 35 months, the ComPACT project (Community/Physician Activists Countering Tobacco) will be ending on December 31, 1999. The goals of this project have been to provide training and resources to, and increase the participation of, health professionals fighting tobacco. ComPACT, a project of the CMA Foundation, has been funded under a \$275,000 grant from the California Department of Health Services' Tobacco Education Account. It was our fourth grant from the department in the past ten years.

We have trained hundreds of health professionals in cessation counseling, about talking to youth regarding the health risks associated with tobacco, and community and media advocacy. We provided trainings for medical and nursing students at UCLA, USC, Drew University, and UCSF. Our materials have been distributed and used by tobacco control advocates throughout California. And our campaign, "Gummy Bears Against Tobacco," which was born as a response to Philip Morris president James Morgan comparing cigarettes to Gummy Bears in terms of addictiveness, spawned over three dozen events around the state.

Physicians and other health care providers remain the most important weapons in the war against tobacco, yet

most still lack access to training and resources to help tobacco users to quit and prevent children from starting. It is imperative, if we are to curb the increase in teen smoking and motivate

Selected highlights of the ComPACT Project:

- *Gummy Bears Against Tobacco* - community and media activities
- *Don't Be A Tobacco Target* - slide show and curriculum on tobacco influences
- *Cessation and Media Trainings for Health Professionals*
- *Guide to Community and Media events* - a resource on media work in tobacco
- *"Above and Beyond"* and *"Superheroes of Health"* - media campaign featuring the stories of physicians and youth activists who have done outstanding work in their communities against tobacco.

tobacco users to quit, for physicians to continue to be leaders and role models in office-based cessation and community advocacy.

We would like to thank the board and staff of the CMA Foundation for their help and support throughout this project.

For information or materials, please contact Susan Yael Smith, at 415/882-5124.

Board Chair Saluted by President

On October 22, 1999, the President and Mrs. Clinton recognized Doctor Lowe as one of the most charitable philanthropists in the county at the "White House Conference on Philanthropy: Gifts to the Future." The event hosted in the East Room of the White House highlighted philanthropic giving as one of America's core values and a long-held tradition practiced by every segment and level of American society. This message was conveyed in the spirit that, whether through donation of money, items or time, philanthropic giving is a form of citizenship that supports public purposes, strengthens communities and encourages the development of a civil society.

Doctor Lowe was recognized for his accomplishments as the first ever Asian American President of the California Medical Association and his commitment to providing low-income immigrants with high quality healthcare and advocating for better healthcare within the Chinese American community.

How YOU Can Help Us Make a Difference!

Dear Colleagues,

The CMA Foundation has had an exciting year. . .

- Sponsoring a Medical Group Insolvency Summit, which received national coverage
- Working to eliminate the sale of tobacco products in pharmacies around the state
- Conducting pain management forums for physicians, nurses, pharmacists, and social workers
- Developing a statewide initiative to educate and encourage physicians to become involved in the health of their communities
- Initiating a 5 year statewide physician and patient education project on the growing resistance to antibiotics

However, much of our future success will be dependent upon you. Under the leadership of Carol A. Lee our energetic President & CEO, our staff has successfully applied for program-specific funding totaling over \$500,000. However, the Foundation cannot exist without at least \$150,000 dedicated to general operations expense. 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.

It is the intent of the Foundation to leverage the ideas of CMA members, with a broad base of physician, corporate and foundation support to do much more than the individual physician can do alone. By supporting CMA's public health and research priorities, CMA Foundation enables physicians in all practice areas and geographic regions to unite around a common good: improving the health of all Californians.

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



Rolland C. Lowe, MD
CMA Foundation, Board Chair



Ralph R. Ocampo, MD
CMA Foundation, Programs and Fund Development Committee Chair

Letter from the President and CEO

Dear Friends:

As I begin my second year with the CMA Foundation, many of our dreams are on the way to becoming reality. The year 2000 will see the start up of our antibiotics-resistance, diabetes management and domestic violence projects. We will continue to work hard on tobacco education and pain management. We have exciting conferences planned around biotechnology, mental health parity and external review for managed care. We will begin to implement our initiative to assist those physicians who want to improve the health of their communities.

We could not carry out these activities without financial help: individual physicians, corporate sponsors and grant making foundations.

I would particularly like to thank the members of our Corporate Advisory Committee who have given unrestricted gifts that have furthered the mission of the Foundation and who believed that giving to the CMA Foundation would help improve healthcare in California. It has been a pleasure to work with you and I look forward to next year.

Finally, echoing the request of Doctor Lowe and Doctor Ocampo, I would encourage individual physicians to make an annual financial commitment to the Foundation. I would also encourage you to become involved in the health of your community. If you are not sure how to get started, please give me a call, at 916/444-5532.

Sincerely,



Carol A. Lee, Esq. President and CEO

Helping the Next Generation...

We received the following letter and wanted to share it with you as an example of why the Foundation exists and why our work is so exciting:

Please find my enclosed check for \$500 made payable to the California Medical Association Foundation. As we discussed, this gift is made in memory of my father, I. Jay Schiff, MD.

My father was a prodigy, graduating medical school at the age of 21. While he was a quiet, unassuming man, he was also a strong advocate for his patients. Knowing all of his patients well, my father often used humor to help treat their medical problems. Above all, his patients knew that they could always count on him to do what was needed. They also knew he would fairly and honestly guide them through the healthcare system. By his actions, my father strongly promoted the physician-patient relationship.

My family and I wish the Foundation well with its ongoing struggle to preserve physician autonomy. We hope this donation will be used to help teach young physicians the opportunity they have to positively impact the lives of their patients.

Sincerely,

Anthony Hunter Schiff, Schiff and Bernstein

Physicians Get "Focused" on Patient Information

A patient walks into your office the day after watching "Chicago Hope" and they are convinced they have that one in a million disease. Do your patients get a lot of their information from sensationalism TV series and news programs or wacky interest stories?

On October 13, 1999, the California HealthCare Foundation hosted a physician focus group put together by the CMA Foundation.

There was thoughtful and lively discussion around the issue of consumer education and quality of care.

In 1998, the California HealthCare Foundation established the Quality Initiative to improve the quality of care for all Californians. The intent is to distribute quality information through patient-friendly outreach and easy-to-understand communications. The focus group discussion identified the types of information patients bring with them to

the office; physicians' reaction to such information; and what types of information physicians believe patients should bring with them to the office.

After extensive surveying and research, it is the intent of the California HealthCare Foundation to establish pilot projects in selected communities. For further information, please contact Ann Monroe, at the California HealthCare Foundation, at 510/238-1040 or Carol A. Lee, at 916/444-5532.

Experimental Treatment Seminar Scheduled

In response to the growing interest in external review for disputes on health plan coverage, the CMA Foundation is sponsoring a one-day seminar on December 2, 1999, at the Claremont Hotel in Berkeley. The Program will provide current information and first hand accounts designed to assist healthcare providers in seeking experimental treatment or

investigational therapies for patients who have a terminal condition. Speakers include: Sharon Levine, MD, Kaiser Permanente (discussing the review process from a health plan perspective); Jill Silverman, Institute for Medical Quality (discussing the role of IMQ accrediting and monitoring the independent review organizations), Doug Blayney, MD (discussing

perspective of practicing oncologist); and Alice Gosfield, Esq. (discussing the importance of physicians and health plans working together to assure quality of care). The seminar is from 9:00 a.m. to 3:30 p.m. The cost is \$75 for CMA members and \$125 for non-CMA members. For more information, please contact Carol A. Lee, at 916/444-5532.

Kick-Off *continued from page 1*

2. Change Consumer Awareness and Understanding Regarding the Responsible Use of Antibiotics
3. Mobilize the Community to Reduce The Unnecessary Use of Antibiotics

Foundation staff has been engaged in the early stages of raising the seed funds to support this project. To date \$200,000 has been pledged to support the effort, on our way to a goal of \$500,000. In the project's first year, we plan to conduct a baseline survey of physicians regarding prescribing practices and a similar survey of consumers in English and Spanish regarding their awareness and practices regarding use of antibiotics. Training for physicians to serve as community educators on the appropriate use of antibiotics will be developed. Education programs through local school/parent organizations, a media campaign and a process to track prescription trends will also be established. One unique component of our project will be to address antibiotic use among new immigrants to California.

Let's thank the CMA Board of Trustees and Dr. Joseph Silva for their leadership in bringing greater awareness to this important public health issue.

Corporate Advisory Committee Furthers Our Mission

The CMA Foundation thanks its Corporate Advisory Committee members for their generous support, which enables us to grow and expand our programs in physician and patient education, community health and quality of care initiatives. We salute:

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A NOTE FROM OUR CHAIR



Rolland C. Lowe, MD

This past year revealed a promising future for the Foundation! After two years of transition where we made a steadfast dedicated effort to establish our mission statement, goals and infrastructure, the Foundation has emerged with a flurry of activities and projects.

Not only has the Board of Directors and staff been excited and energized, but also our major funders both corporate and grant making foundations have been most pleased with the quality of the work produced. We hope that you, our friends, supporters, CMA and Alliance members are equally enthused.

Credit should be given where credit is due. To Hibbard Williams, MD, Chair of the Board of Directors of the Foundation since January, 1997, to Robert Sparks, MD, our first President and CEO. They guided us with their mature experience in our formative years. Also, to Carol A. Lee,

our current President and CEO and her energetic staff with their tireless work ethic, not to mention the financial support for our projects they have garnished to date has truly amazed us.

We know that the next phase into the new millennium will be equally challenging. We have learned in the past year that for the Foundation to continue to be successful, we must focus our activities on issues of major concern to the health profession and the public we serve and we must maintain the commitment to the quality of our work. That implies that we must be selective in what we do and not spread ourselves too thin. Finally, to establish long-term sustainability we must work toward a financially viable permanent endowment fund to ensure the continued success of the Foundation for many years to come. With your continuous and generous support, the Foundation can and will have a bright future.

COUNTY CORNER

Healthcare Superheroes Protect Inland Empire Kids

There are times when most kids, especially younger kids, wish they had a big, strong superhero to protect them from danger. That wish came true recently for more than 6,000 Inland Empire kids when not just one, but two superheroes came to their rescue.

The American Medical Association's anti-smoking champion - The Extinguisher - flew across America to make his first visit to California. His purpose - to help Inland Empire children fight the \$2.5 billion "Big Tobacco" spends annually on advertising targeting kids.

He was joined by Inland Empire Health Plan's own "Wiz on Wheels," Rad Rider - Safety Cyclist. His purpose - to remind kids to always obey bike safety rules and to always wear a bike helmet, especially here in the sixth most dangerous place for bike riders in America. This historic event for the Inland Empire and for California was co-sponsored by Riverside County Medical Association, San Bernardino County Medical Society, and Inland Empire Health Plan.

The "Dynamic Duo" zoomed across Riverside and San Bernardino counties during their four-day crusade September 18-21 to reach as many kids, parents and grandparents as possible. The two superheroes "landed"



The Extinguisher, the American Medical Association's anti-smoking superhero, takes questions from students at Riverside's Taft Elementary School during his historic first visit to California.

first at the Route 66 Rendezvous in San Bernardino for two days and distributed over 15,000 pieces of anti-smoking material to 5,000 kids. They starred in special assemblies for 700 second through fourth grade students at Walnut Elementary School, Chino, and Taft Elementary School, Riverside. They also greeted hundreds of afternoon shoppers at local retail stores.



California Medical
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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 Editor-in-Chief, Bryce W. A. Docherty.

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Medicine & Public Health Conference a Success!

Over 180 physicians, public health professionals and individuals working in community based health organizations came together for two days on October 1st and 2nd. Entitled, "Building Capacity for Community Health," the conference focused on learning ways to collaborate to improve community health. The conference was the first step in a multiyear initiative to build support for long-term collaboration between medicine, public health and community health organizations at the state and local levels to improve the health of Californians.

In 1998, the California Conference of Local Health Officers [CCLHO] and the California Medical Association [CMA] began a series of meetings which provided the ground work for more broad-based collaboration. In the fall of 1998, the California Public Health Association-North, together with

the CMA, CCLHO, the CMA Foundation, the Public Health Institute [PHI] and the Southern California Public Health Association [SCPHA] were awarded seed money to launch the California Medicine and Public Health Initiative. California was one of 19 sites awarded funds by the "Cooperative Actions for Health Program", a joint initiative of the American Public Health Association and the American Medical Association, with funding from the Robert Wood Johnson Foundation.

The steering committee for this initiative has grown to include representatives from public and private health agencies, community organizations and medical providers at both the state and local levels. The common element among all of these groups is the desire to identify arenas where collaboration can strengthen the capacity of medicine and public health organizations to improve

community health.

During the two day conference, participants heard from leaders such as Reed Tuckson, MD, Senior VP for Professional Standards for the AMA as well as Mohammad Akhter, MD, MPH, Executive Director of APHA and Diana Bonta, RN, DrPH, Director, California Department of Health Services. Attendees were also able to participate in small group discussions and learn about the issues and resources that will be needed to build collaboration at the local level.

Evaluations from the conference will provide critical direction as the Initiative's steering committee plans for the future. In particular, those in attendance would like to see support and training provided on a regional basis in community organizing, leadership development, team building and learning to work effectively with diverse communities.