



Legislative Leadership Day



House of Delegates



Installation of Officers and Awards Recognition

2011/2012 Annual Report

SAN BERNARDINO COUNTY MEDICAL SOCIETY

Promoting the science and art of medicine, the care and well-being of patients, the protection of the public health and promoting the betterment of the medical profession.





MEMBERSHIP & INFRASTRUCTURE

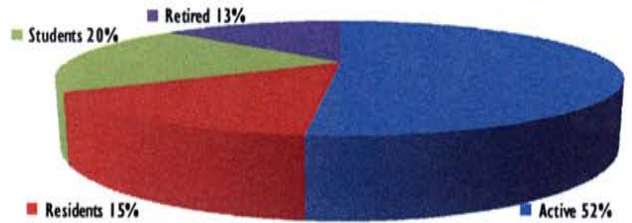
A strong membership base is the foundation of the San Bernardino County Medical Society. Our membership has consistently maintained nearly 900 active physicians for the past several decades.

Joining those physicians are hundreds of medical students from Loma Linda University School of Medicine and residents throughout San Bernardino County which puts our organization's total members to more than 1,700!

Last year the Membership Development Committee was formed under the leadership of Dr. Mohan Mallam to set goals to increase membership in all areas – active physicians, residents, and medical students. Fifteen physicians representing all areas of medicine and geographical areas within the county participated.

Physician and staff leadership began the membership campaign by visiting with medical groups having the most members. These groups account for 70% of the total membership of SBCMS. The mission of the visits was to “inform and thank.” Dustin Corcoran, CEO of the California Medical Association, participated by attending and delivering presentations on the importance of large medical groups being active and engaged in organized medicine.

SBCMS entered into a pilot program to waive dues for medical students. The initiative was successful with 82 freshman medical students from LLUSM becoming members. In October, SBCMS held its first “Freshman Welcome” at the Southern California Medical Museum. Students had the opportunity to meet and visit with current physician leaders to learn more on how organized medicine can help them throughout their medical career.



Member physicians were provided the opportunity to make a donation to sponsor residents as members. The generosity of our physicians enabled SBCMS to provide SBCMS/CMA membership free of charge to 73 house officers.

Our goal for the near future is to surpass the 1,000 active physician mark. We are reaching out to San Bernardino County physicians by hosting “meet and greets” onsite at area hospitals prior to board meetings. This has given us the unique opportunity to network with both members and non-members to highlight the value and importance of membership. Several initiatives are underway to increase membership with several of the largest medical groups in our county, as well as hosting programs geared towards our resident physician.



Student Recruitment at LLUSM

ADVOCACY

RECOUPED ALMOST \$3 MILLION IN 2011

CMA's Center for Economic Services recouped more than \$2.7 million from payors on behalf of its members and has fielded almost 2,400 calls about billing and contracting issues. Assistance can range from education on how to increase a practice's efficiency to direct intervention with payors or regulators. This support is reserved exclusively for SBCMS/CMA members.

STATE'S ATTEMPT TO SLASH MEDI-CAL REIMBURSEMENT RATE BLOCKED

Because of efforts of a coalition led by the CMA, a final ruling was issued by the California Central Federal District Court blocking a 10% Medi-Cal reimbursement rate reduction. It is more important than ever that we fight these fights and that we set a precedent for other states to follow. As the nation faces a changing health care landscape over the coming years, it is critical that physicians stand together.

ELECTRONIC HEALTH RECORDS

Primary care providers and specialists in San Bernardino County can now take full advantage of the Inland Empire EHR Resource Center's (IEEHC) experience and expertise on a discounted fee-for-service basis under their new non-subsidized provider program. IEEHC is committed to assisting health care providers in implementing an EHR and attaining meaningful use in order to qualify for the American Recovery and Reinvestment Act payment of \$44,000-\$64,000 per physician.

HEALTH CARE REFORM

Members are now able to find out the latest developments in the implementation of federal health care reform through a newsletter developed by CMA. Coverage will include developments from the California Health Benefit Exchange Board, law and policy updates from the Centers for Medicare & Medicaid Services, as well as overall implementation timelines.

AWARDS



Outstanding Awards (l to r): David Baylink, MD (*Medicine*); Rodney Berger, MD (*Community*); Mohan, Mallam, MD, President; Craig Byus, PhD (*Citizen*); and David Quam, MD (*Society*)



Presidential Award (l to r): Mohan Mallam, MD and Vodur C. Reddy, MD (*Recipient*)

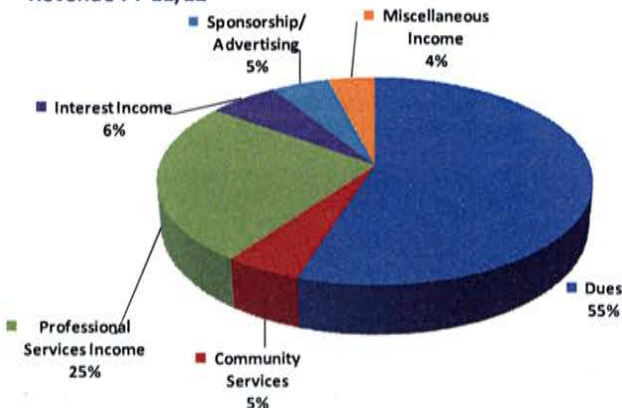


Bangasser Scholarship (l to r): Mohan Mallam, MD; Jasmine Turner (*Recipient*); and Susan Bangaser, PhD

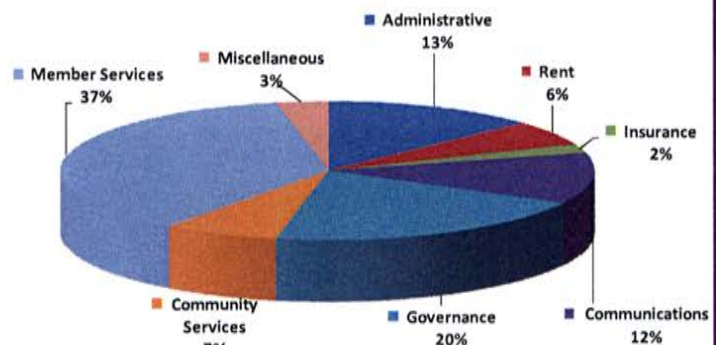
REVENUE & EXPENSES

Your SBCMS' financial position remains steady. Detailed financials are on file at the SBCMS office.

Revenue FY 11/12



Expenses FY 11/12



COMMUNITY PROGRAMS

ALLIANCE

This group remains committed to supporting our programs by providing invaluable assistance at Healthy Lifestyle presentations and reception for the museum's open house.



HEALTHY LIFESTYLES AWARD PROGRAM

Chapman Heights, Solorio, Valley and Wildwood Elementary schools participated in this year's program. Each received between \$200-\$500 based on class participation and effort for their submissions. We continue to encourage school children (K-6) to learn about and develop healthier lifestyles. We thank NORCAL/NORCAP for its continued sponsorship of the program.

MEDICAL RESERVE CORPS (MRC)

During 2011-12 the MRC's volunteers provided nearly 3,900 hours of service with a total donated time valued at \$325,060. Hospital Preparedness Program (HPP) (\$10K) and Union Pacific (\$5K) annually support our endeavors - thank you for your continued support. Recruiting and training are provided on a regular basis to keep the volunteers prepared for any catastrophic event(s).



SCHOOL NURSE PHYSICIAN COLLABORATIVE (SNPC)

Pediatricians and district school nurses continue to collaborate for the health and safety of school children in our County. SNPC responded to a survey this year from the Inland Empire Community Health Initiative (IECHI), which is working to create a program to link at-risk children with pro-bono specialized medical assistance.

SOUTHERN CALIFORNIA MEDICAL MUSEUM

We appeared on A&E's *Storage Wars* again and also provided artifacts to ABC's *The Doctors* for their *Medicine Then and Now* segment. Our Boy Scout Medicine Merit Badge workshop continues to be popular with 60 scouts participating, and quarterly workshops being planned for 2012/13. Our annual Open House was a great success with a car show prior to the lecture and over 125 people attending and viewing the museum. Requests to tour the museum continue to be very successful with 78 scheduled this year and led by our volunteer docents.

LEADERSHIP



Executive Committee (pictured from l to r)

Mohan, Mallam, MD, President; Leroy Ounanian, MD, President-Elect; Raman Poola, MD, Vice President; C. Paul Sinkhorn, MD, Secretary; Montri Wongworawat, MD, Treasurer; and Rick Murray, MD, Past President

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