

# Annual

2012-2013

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.*



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## MEMBERSHIP & INFRASTRUCTURE

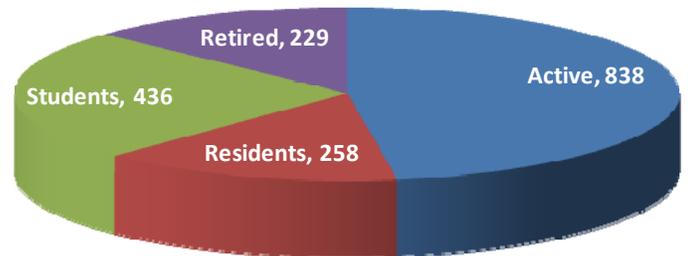
A strong membership base is the foundation of the San Bernardino County Medical Society. Our membership has consistently maintained nearly 850 active physicians for the past several decades, and we continue to be one of the most stable county medical societies in California.

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 membership to more than 1,700.

Last year the Membership Development Committee under the leadership of Dr. Raman Poola, President-Elect, SBCMS, set goals to increase membership in all areas – active physicians, residents, and medical students. Twelve physicians representing all areas of medicine and geographical areas within the county participated.

With the change in the California Medical Association (CMA) bylaws waiving membership dues for both medical students and residents, nearly 90% of the incoming freshman medical students from LLUSM became members. That brought our total student membership to 436 making SBCMS the second largest student membership in California. We are confident that in FY2014 that number will be close to 600 making SBCMS tops in the state.

Our goal for the near future is to surpass the 1,000 active physician mark. We reached out to San Bernardino County physicians by hosting “meet and greets” onsite at area hospitals prior to board meetings. This gave 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, including Loma Linda University School of Medicine which represents nearly 30% of all the physicians in San Bernardino County.

When people talk about the San Bernardino County Medical Society the word “family” often comes to mind. This is attributed to the dedicated and long time involvement of member physicians and our physician leaders - some of which joined us as medical students and stayed involved to their retirement. And, of course, part of this family is the professional staff. Three of the five full time staff members have been with SBCMS for more than 20 years.

A special thanks to Dr. Leroy Ounanian, President of SBCMS during FY2012-13, for his outstanding leadership, support and good-nature. His medical group, Beaver Medical, continues to set the example of unwavering support of organized medicine with 100% membership of their physicians.

**Thank You SBCMS Members!**

Critical issues affecting today's physicians are being decided in the legislative arena at a fast and furious pace. Health care reform, medical liability and insurance regulations are just a few of the vital issues being debated and voted on by decision-makers in Sacramento. CMA has some of the best lobbyists, lawyers and other advocates in the Capitol, but the most powerful weapon in advancing the cause of physicians and their patients is you. Hearing from a physician with experience from the frontlines of medicine can make all the difference for a legislator facing a complicated health care issue.

## Join the Fight to Protect Medicine

You don't have to be a political expert or know a legislator directly to serve as a Legislative Key Contact. You just need the desire to make an impact, and CMA will give you the rest.

## Quick and Easy

SBCMS/CMA will provide you with all the tools you need to quickly and effectively deliver your message to legislators, from talking points to sample letters.

## Strength in Numbers

Organized medicine is strongest when more individual physicians speak up and are heard. The stronger we are, the greater the opportunity for success.

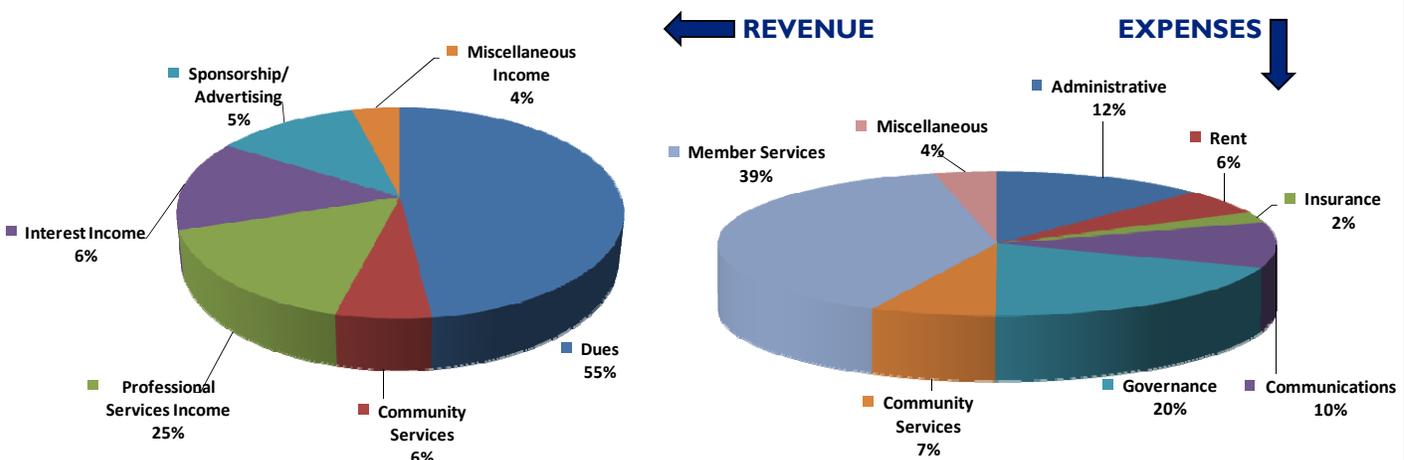
# AWARDS



**SBCMS Award Winners:** Brad Gilbert, MD (*Presidential Award*); Thomas Minahan, DO (*Outstanding Contribution to Medicine*); Paul Whiteside, MD (*Outstanding Contribution to the Community*); Thomas Gibson, Jr., MD (*Outstanding Contribution to the Medical Society*); Shahrzad Lalezari (*Bangasser Scholarship Recipient*); Nancy Young (*Outstanding Citizen*)

# REVENUE & EXPENSES

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



# COMMUNITY PROGRAMS

## ALLIANCE

Because of their dwindling membership and no new potential leaders, the Alliance determined to dissolve their program. Their final meeting was on June 4, where they voted to approve disbanding.



## HEALTHY LIFESTYLES AWARD PROGRAM

This year a total of \$2,300 was distributed to 10 participating classes from five elementary schools in San Bernardino County. Elementary schools are invited to participate by creating a video, book, song, wall hanging, etc. to earn cash awards for their classes while learning about the importance of choosing a healthy lifestyle. This event takes place each year beginning in January with awards given out in April and May, just prior to the end of the school year.



## MEDICAL RESERVE CORPS (MRC)

The MRC remained busy working on events throughout the year while also restructuring their trailer to be more useful and to hold important equipment needed in an emergency. They also participated with the County of San Bernardino, along with Public Health, EMS, local hospitals, sheriffs, police and other county participants, in a mock mass shelter exercise at the National Orange Show Fairgrounds. The event included actors playing the role of the injured. Two grants were received: 1) \$4000 award from NACCHO and 2) \$10,000 award from the San Bernardino County HPP grant.



## SOUTHERN CALIFORNIA MEDICAL MUSEUM

- **Annual Open House** – Lane Thomsen, DDS, presented the history of dentistry including artifacts, at our annual event, which provided an appreciation for all the dental advances that have been made.
- **Boy Scout Medicine Merit Badge Workshops** – Because of the popularity of this workshop, it will be offered twice a year. Docent and MRC volunteers assist in putting the program together. The per scout cover charge has become a helpful resource benefitting the museum's finances.
- **Museum Tours** – Many schools and groups are taking advantage of the docent led tours, with staff scheduling as many as 3 to 4 tours a week. Because of the increased interest, we are in need of a few more docents.



# LEADERSHIP



### Executive Committee (pictured from l to r)

Leroy Ounanian, MD President; Raman Poola, MD, President-Elect; Montri Wongworawat, MD, Vice President; Marti Baum, MD, Secretary; Michael Sequeira, MD, Treasurer; and Mohan Mallam, MD, Past President

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