



# 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.*



# 2010/2011 Annual Report

# LEADERSHIP



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

C. Paul Sinkhorn, MD, Treasurer  
Rodney Borger, MD, Past President  
Raman Poola, MD, Secretary  
Rick D. Murray, MD, President  
Mohan Mallam, MD, President-Elect  
Leroy Ounanian, MD, Vice President

## Board of Directors

Mohinder Ahluwalia, MD, District 1  
David Quam, MD, District 2  
Christopher Tsai, MD, District 2  
Marti Baum, MD, District 3  
Webster Wong, MD, District 3  
John Testerman, MD, District 4  
Montri Wongworawat, MD, District 4  
Sharen Jeffries, MD, District 5  
Michael Sequeira, MD, District 5

Clinton Adams, DO, At Large  
Charles Chen, MD, At Large  
Brian Bearie, MD, At Large  
Clifford Walters, MD, District II Chair  
Victor Ching, MD, CMA Trustee/AMA Delegate  
Dev GnanaDev, MD, AMA Alt. Delegate  
Ihab Dorotta, MD, Young Physician Rep.  
Adam Dunn, MD, House Officer Rep.  
Chris Ellstrom, Student Rep.

## Staff

Jim Peterson, Executive Director  
Lucy Garcia, Membership & Marketing Director  
Linda Sue Myers, Senior Administrative Assistant  
Jenise Solorio, Executive Assistant  
Debbie Long, Membership Assistant  
Sue Bradshaw, Contributing Writer  
Therese Bova, Accountant  
Geena Fiorucci, Clerical Assistant

# MEMBERSHIP & INFRASTRUCTURE

SBCMS' 1,588 members represent all categories of membership, with many of our active members filling positions on one or more of our 15 boards, commissions and committees.

We are very proud and supportive of our medical students and resident members. They are involved in leadership positions at CMA and AMA as well as serving on SBCMS' Board of Directors. They are the future of medicine!

Even in these challenging economic times, we continue to maintain a level membership enabling us to offer you and your staff a myriad of opportunities for professional and career development and we will continue offering programs that benefit you - our members.

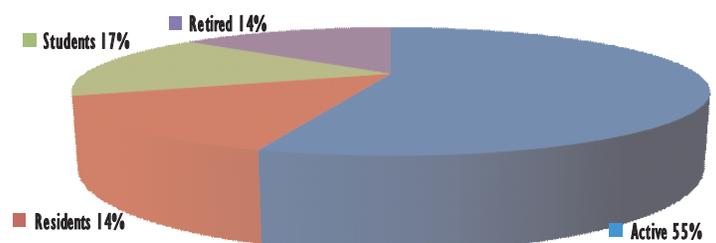
Recruitment remains a top priority. Attracting the younger generation into organized medicine has presented a challenge and we are working towards solutions that will move us into a new arena of membership; including implementing a Membership Committee that will help identify and recruit potential members; peer-to-peer activities; and developing visual products highlighting the benefits of membership.



Annual Student Recruitment at LLUSM

Technology is changing rapidly, and so must we! Use of these new tools has enabled us to be more in sync with today's and yesterday's generations, so you can stay connected via our updated website and/or our new Facebook and Twitter pages.

Change is inevitable, and staff is now under the supervision of James Peterson, who has worked in organizational management for over 27 years.



## STOPPED CUTS TO MEDI-CAL & MEDICARE

- Prevailed in court cases in 2010 that held the 2008 10% Medi-Cal reimbursement cut was illegal
- Thanks to SBCMS/CMA, the Centers for Medicaid Services (CMS) backed away from plan that would have shifted more than a \$1 billion in funding from urban states to rural states. - at issue was nearly \$150 million for California physicians

## PROTECTING MICRA

- Worked to ensure that federal health reform efforts did not undermine MICRA
- Continue to be engaged on all levels of preparation for an expected attack by trial lawyers in 2011-12

## HEALTH REFORM & ACOs

- Ensured health reform bills were amended to account for California's socioeconomic difference, health status differences, and geographic differences in practice costs
- Held conference with panel speakers, including CMA's Francisco Silva, General Counsel, to speak to members about ACOs and medical foundations.



## EMS/MADDY FUND

- The status of EMS/Maddy Fund was a concern during the California Legislative session, but with an extensive grass root and CMA lobbying effort it appears the Fund will continue to be available in the near future. How the Fund is administered at the county level is still under review and consideration.

## POLICING THE HEALTH PLANS

- After extensive advocacy efforts, the Office of Administrative Law disapproved regulations legitimizing discount health plans. Many physicians are unaware that they are included in a discount health plan marketing list.

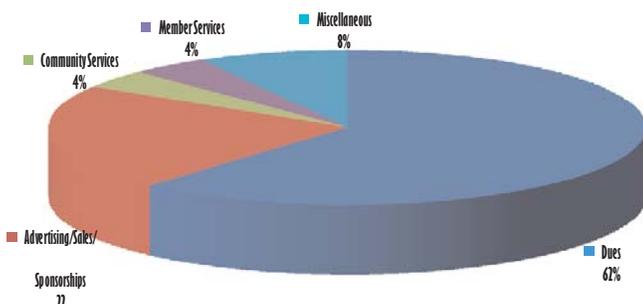
## HEALTH INFORMATION TECHNOLOGY & ELECTRONIC HEALTH RECORDS

- SBCMS, along with RCMA, partnered with Inland Empire Health Plan to form a local extension center (LEC) - Inland Empire EHR Resource Center - which 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.

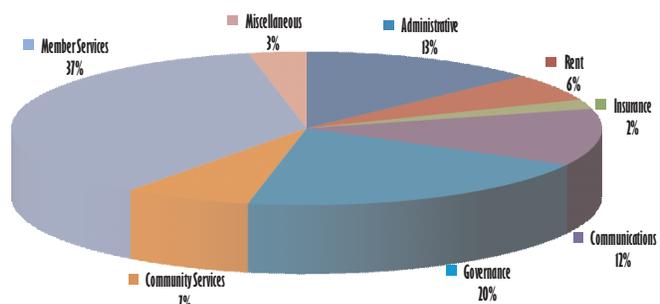
# REVENUE & EXPENSES

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

**Income FY 10/11**



**Expenses FY 10/11**



# COMMUNITY PROGRAMS (under SBCMS' subsidiary/affiliate organizations - IWIN, PMGBF & Alliance)



Sheriff's Mud Run

During 2010-11 the **Medical Reserve Corps' (MRC)** 125 volunteers provided close to 3,500 hours of service with a total value of donated time \$287,890. Three major grants were received - \$25K (HPP), \$5K (Union Pacific Foundation), \$5K (NACCHO). Recruiting and training are provided on a regular basis to keep the volunteers prepared for any catastrophic event(s).

This year three elementary schools participated in the **Healthy Lifestyles Award Program**: Solorio Elementary, Wildwood Elementary and Chapman Heights. IWIN board members and staff presented the cash awards to the classes (\$300 to winning classes and \$200 for second place along with certificates of recognition for the students and teachers). We look forward to more participation next year as we continue to encourage school children (K-6) to learn about and develop healthier lifestyles. Supporters of the program are NORCAL/NORCAP's Community Involvement Fund (\$3,000) and the SBCMS Alliance (\$2,000). Thank you for your continued sponsorship.

**Southern California Medical Museum** continues to receive donations of artifacts and books from physicians and the general public. Feedback from the museum's website, [www.socalmedicalmuseum.org](http://www.socalmedicalmuseum.org), has

been far-reaching, and includes an appearance on A&E's *Storage Wars*, and many requests for tours by adults, college/high school students, as well as Boy Scout troops. Our museum has been fortunate in receiving the Newman Family Collection of pap boats, invalid feeders and medicine spoons. Our annual open house continues to attract a number of people interested in learning the history of medicine.



Elliot Weinstein, MD with Darrell Sheets

The **School Nurse Physician Collaborative** continues to provide an opportunity for pediatricians and district nurses to collaborate for the health and safety of school children in our County. Health school forms developed on a variety of topics provide consistency across all districts. Forms are downloadable in English and Spanish. Nurses also made referrals to our co-sponsored **Operation FIT** program, an exciting summer camp about healthy living and nutrition.

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



Alliance Luncheon

## AWARDS



The **Outstanding Awards** were presented by Doctors Murray and Mallam to Henry Lambertson, PsyD, (Citizen); Scott Nelson, MD (Community); Stewart Shankel, MD (Medicine); and Jay Shankar, MD (Medical Society).



Rodney Borger, MD was honored with the MBC's Humanitarian Award and Dev GnanaDev, MD was the recipient of the John P. McGovern Compleat Physician Award this year.



Manpreet Singh, UCR (pictured) and Jonathan Heldt (LLUSM) were the recipients of this year's **Bangasser Medical Student Scholarship**.

Doctor Murray awarded the **Presidential Award** to SBCMS staff for their hard work.

