

San Bernardino County Medical Society 2009-2010 Annual Report to Members



Thank you for your loyal support in 2009-2010, our 132nd anniversary. Your Medical Society had an overwhelmingly successful year that would not have been possible without your continued commitment and support.

Your membership dues were spent with one objective in mind, one vision – **to return satisfaction to the practice of medicine for physician members and their patients.**

This report covers our significant progress in:

- Advocating for physicians in San Bernardino County, Sacramento, and Washington, D.C.
- Creating Value for member physicians by returning money to their practices
- Communicating our story to physicians, to the public, and to the decisions makers
- Building the Infrastructure necessary to support our physician members and our leaders
- Community Outreach activities



2009/2010 Board

Rodney Borger, MD, President
Rick Murray, MD, President-Elect
Mohan Mallam, MD, Vice President
Leroy Ounanian, MD, Secretary
Raman Poola, MD, Treasurer
Guillermo Valenzuela, MD, Past President
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Marti Baum, MD, District 3
C. Paul Sinkhorn, MD, District 3
John Testerman, MD, District 4
Montri Wongworawat, MD, District 4
Sharen Jeffries, MD, District 5
Michael Sequeira, MD, District 5
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Brian Bearie, MD, At Large
Christopher Tsai, MD, At Large
Clifford Walters, MD, District II Vice Chair
Ihab Dorotta, MD, Young Physician Rep.
Iqbal Kasam, MD, House Officer Rep.
Chris Ellstrom, Student Rep.



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Leadership

2009/2010 Officers

Officers, board and delegation members were installed June 24,



2009 at the Redlands Country Club. Dr. Rodney Borger became the 117th president. CMA President Dev GnanaDev, MD, conducted the inauguration of Dr. Borger and fellow officers, Rick D. Murray, MD, President-Elect; Mohan Mallam, MD, Vice President; Leroy L. Ounanian, MD, Secretary; Raman S. Poola, MD, Treasurer; and Guillermo Valenzuela, MD, Past President.

Legislative Advocacy

Victories in the Midst of Battle

It was another busy year for CMA and SBCMS. State budget cuts consumed many hours as we worked to defend the already abysmally low Medi-Cal reimbursement rates. Ultimately CMA's Center for Legal Affairs was forced to sue the state to block the Governor's attempts to reduce rates by ten percent. The court found in favor of physicians and ordered an injunction against the state prohibiting implementation of the cuts. In the Legislature we faced fights difficult and sometimes ugly – fights over scope of practice, peer review, the bar on the corporate practice of medicine and rescission of insurance policies. Fortunately, we were able to defeat every bill we opposed. Not a single bill we opposed made it to the Governor and every scope bill was defeated in their first committee meeting.

A Win at the County Level

SBCMS President and EMS Funds Committee Chair Rodney Borger, MD was concerned why EMS monies from traffic fines were so low. He questioned the Executive Officer of the San Bernardino Courts and court staff conducted an investigation and identified a miscalculation dealing with traffic school cases. The miscalculation represents \$2,444,821. The monies have now been transferred to the EMS fund for pediatric trauma, acute care hospitals, physicians, and ICEMA.

SBCMS Physicians Represent your Interests in Washington, DC

SBCMS President Rodney Borger, MD; President-Elect Rick Murray, MD, SBCMS/CMA Past President Dev GnanaDev, MD, and medical students Laura Gephart and Ryan Eggers attended the AMA National Advocacy Conference March 1-3, 2010 in Washington, D.C. They joined CMA physician leaders, county society leaders, residents, medical students and the CMA Alliance



in urging the President and Congress to work together to provide universal access to care for the millions of uninsured and underinsured Californians.

What CMA/SBCMS Did for Physicians in Health Care Reform

Our amendment requires health plans to direct 85% of revenues to direct patient care; prohibits insurance companies from rescinding insurance when a patient becomes ill; and requires health plans to have adequate provider networks. We strongly advocated for affordable universal access to care for California's low income uninsured and advocated for expansion of private insurance coverage vs. Medicaid. We vigorously promoted a Medicaid payment increase to accompany any Medicaid coverage expansion to ensure Medicaid patients have access to all physician specialties. We successfully advocated for 100% federal financing for the Medicaid expansion and the Medicaid rate increase to reduce the burden on the state of California; opposed a public option that mandated physician participation and paid Medicare rates. We successfully argued for state-based health insurance exchanges rather than one national exchange of private health plan choices; fought for an additional Medicare payment increase for primary care physicians on top of a rate increase for all physicians to bolster primary care in California; fought efforts by the Midwest rural states to implement a "value index" payment system that would have reduced payments to California physicians by up to 15%. Won a series of amendments to protect and ensure the accuracy of physician information in quality reporting programs. CMA and SBCMS will continue to vigilantly press Congress to address a number of issues including: repeal the Medicare SGR and update the California GPCI.

Healthcare Reform Town Hall

On August 12th SBCMS held a Healthcare Reform Town Hall at the IEHP conference room in San Bernardino. The event



was hosted for physicians and hospital CEOs; 120 attended. US Representative Jerry Lewis was the special guest; the program was moderated by CMA President Dev GnanaDev, MD. The panel included Rebecca Patchin, MD, Chair AMA Board of Trustees; John Husing, PhD, Inland Empire economist; and Brad Gilbert, MD, CEO of the IEHP. There was a heated debate concerning the healthcare reform proposal. Most agreed that any reform should be in the patient's best interests, decrease the number of uninsured, and fix some of the fundamental problems so that the United States continues to have the premiere healthcare system.

Legislative Leadership Conference



Thirty SBCMS members participated in CMA's 36th Annual Legislative Leadership conference on April 27 in Sacramento, joining over 400 physicians from throughout the state. We met with many

of our elected officials in the State Assembly and Senate to discuss important health policy issues that affect the practice of medicine in California. SBCMS hosted a dinner for our legislators to thank them for their hard work and dedication in Sacramento. Our mission as physician advocates is to keep legislators aware of how proposed legislation could enhance or threaten patients' health or physicians' ability to practice medicine. These one-on-one meetings are invaluable and serve to strengthen our ongoing relationship with our representatives in Sacramento.

Physician Advocacy

Delegation Members at the CMA House of Delegates

Twenty-seven SBCMS Delegates and Alternate Delegates attended CMA's 138th House of Delegates in



Anaheim October 17-19. Dr. Brennan Cassidy took the gavel from outgoing CMA president/former SBCMS president Dr. Dev GnanaDev. The HOD determines CMA policy. Debate took place on a wide range of public health, science and health care issues. Three SBCMS members (Mohan Mallam, Thelma Korpman and Clifford Walters) served on CMA Reference Committees.

Medicare: Helping our Members

CMA and SBCMS fought long and hard to fix the Medicare SGR. However, three times this year Congress recessed without stopping the 21% cut. On June 24 the U.S. House of Representatives approved, and sent to the White House, a 6-month reprieve of the 21% cut that took effect June 1. The measure increases reimbursements by 2.2%, effective June 1, but expires on November 30. If Congress fails to intervene, Medicare cuts mandated by the SGR will take effect on December 1, 2010. CMA and SBCMS will continue to advocate as strongly as possible for a repeal of SGR and stable Medicare funding. Reasonable payments are essential to maintain the economic viability of physicians and ensure they can treat senior citizens.



2010 Medicare changes created problems for physicians and their office staff. Another concern was the possibility

of physicians having their claims or orders for Medicare services rejected if they were not enrolled in Medicare's Provider Enrollment, Chain and Ownership System (PECOS). To help members, SBCMS conducted Medicare workshops and posted up-to-date information on our website including a document to guide physician members through the PECOS process. CMA's Center for Economic Services attended the workshops and helped members get payment resolution. It's our business to assist and take care of our members. Live assistance is available by calling SBCMS, 951-787-7700, or toll free from center specialists 888-401-5911. Members have free access to CMA On-Call, a repository of thousands of pages of up-to-date medical, legal, regulatory, and reimbursement guidance.

Health Information Technology (HIT)

The SBCMS, RCMA and IEHP developed a Local Extension Center (LEC) Inland Empire E.H.R. Resource Center committed to assisting health care providers in the Inland Empire. Approximately \$4,000 per priority primary care physician (PPCP) will be received from the California Health Information Partnership and Services Organization (CalHIPSO), a federally-designated Regional Extension Center - www.calhipso.org. The monies will be used for direct service to physicians and hiring of LEC staff that will serve as the resource for physicians. The LEC will provide direct outreach, education, and technical assistance services to health care providers. Focusing intensively on the physicians, physician assistants, and nurse practitioners who work as part of individual and small group primary care practices, as well as those who dedicate themselves to providing health care to the underserved. On-site technical assistance will be a key service offered. The LEC will assist providers who have not adopted EHRs, as well as those who have but need help progressing to meaningful use.



The EHR Best Practice Series™



We hosted Basic and Advanced EHR Workshops throughout the year to assist physicians and their office managers learn best practices for selecting, implementing, and optimizing an electronic health record (EHR) system.

Inland Empire HIT Coalition (IEHITC)

The IEHITC is represented by Inland Empire physicians, medical group administrators, nursing homes, community clinics, IPA administrators and hospitals. Initial meetings were spent educating the group about the stimulus funds and the need for a Health Information Exchange (HIE). In

July 2010, IEHITC selected Object Health as its consultant as the group moves forward with HIE planning. Object Health, headed by Lori Hack and Lyman Dennis has worked in California on HIE for many years and brings expertise to our region. The goal of the IEHITC is to develop an HIE for health care providers in the Inland Empire and increase efficiency and quality of care. The HIE will assist physicians and other providers in qualifying for ARRA Incentive Funds and reaching meaningful use. The group's goal is to be operational the first quarter of 2011.

OSHA Training

On August 6th an Employment Law and OSHA Training presentation was held at the Inland Empire Conference Center in Riverside. Nearly 30 medical office managers attended to hear two outstanding presentations. Attorneys Isabel Safie, Esq. and Mark Lovell, Esq. Best, Best & Krieger in Riverside reviewed recent changes in laws governing COBRA and FMLA and also discussed harassment prevention. Carrie Champness, RN, followed with OSHA-required annual safety training.

Leadership Academy

Nineteen San Bernardino County representatives attended CMA's Health Care Leadership Academy "The Era of Health Reform: Harnessing the Currents of Change" April 9-11, 2010 at the San Diego Marriott Hotel & Marina. The academy promotes effective medical practice management and facilitates the development of essential health care leadership skills.



Medical Review Advisory Committee

This important advisory group is a peer and medical review committee. The MRAC reviews all available medical information pertaining to certain cases of alleged medical malpractice against NORCAL Mutual Insurance Company insureds. This confidential review is for the benefit of the defendant physician, by providing his or her legal representatives with medical information that will be helpful in evaluating the case, specifically from a standard of care perspective.

22nd Annual Western States Regional Conference-Physicians' Well Being

The May 19th conference was hosted by the RCMA and SBCMS Joint Physicians' Well Being Committee. The program was co-sponsored by the California Society of Addiction Medicine and the Univ. of California, Riverside. Course objectives led attendees to understand the recovery process, differentiate disruptive behavior from impairment, create an effective Well-Being Committee, and demonstrate the benefits of anger management.

High Desert General Meeting



Over 100 physicians and their guests attended the November 4th annual High Desert General meeting at the Courtyard Marriott in Hesperia. Dustin Corcoran, CMA's VP of Government Relations (now CMA CEO/EVP) was the keynote speaker. He provided a historical overview of health care reform proposals dating back to President Lyndon Johnson when the Medicare and Medicaid programs were first introduced.

Communications

Website

A premier accomplishment this year was the launching of the new SBCMS website, www.sbcms.org. It is loaded with practical features and valuable resources allowing members and their staff access 24 hours a day. In the next few months we will add a Buyer's Guide that will provide a searchable database of vendors and professional service providers. Physicians can now join and pay their dues on line. The Physician Locator allows patients to search and find physicians. Our affiliated organizations' websites - Inland Wellness Information Network and the San Bernardino County Sheriff Medical Reserve Corps have the same fresh look. Our intent in all avenues of communication is to bring our members timely news and information not only about SBCMS programs and activities but to bring value to physicians and their practices.

Annual Physician Directory

With the creation of high tech features that the Physician Locator provides on our website, comes the end of the annual pictorial physician directory. As with the directory, each member's personalized profile includes photo, office address, office phone, specialty, and board certification. It also includes hospital affiliation and the ability to add more in depth personalization which was not possible in the directory. The 2010 directory is the last SBCMS will publish. We are committed to ongoing improvements and enhancements as we strive to provide you with the finest service imaginable and we feel it is best achieved through our website and the new Physician Locator.

Newsletters

SBCMS publishes four newsletters: the monthly Fax Alert; twice monthly E-newsletter; quarterly Medical Office Managers newsletter; and the quarterly San Bernardino County Sheriff Medical Reserve Corps (MRC) newsletter.

Southern California Physician Magazine (SCP)

The award winning SCP is a 4-color magazine highlighting

news and issues for physicians, including policy updates, public health, practice management, patient communication, billing and much more. It is printed monthly and is the official magazine of the San Bernardino, Los Angeles, Orange, Riverside, Imperial and Ventura county medical societies.

Community Advocacy

San Bernardino County Sheriff's Medical Reserve Corps (MRC)

The MRC, a medical volunteer unit created by the SBCMS and housed within the County Sheriff's Volunteer Forces Unit, maintains its team of 100+ volunteers in a continued state of response readiness via team member education and training. 25 volunteers were sworn in as active members. Volunteers gave 1,725 hours of service representing \$188,870 in donated time. The unit held regular trainings throughout the year and was deployed twice: in September to the Yucaipa Community Center to help fire evacuees, and in January to Big Bear during a severe snowstorm. The MRC served as a medical team in case of injuries at the Sheriff Hazmat Exercise, the Rodeo and the MUD RUN; three Public Health H1N1 Flu Vaccination Clinics, and MSAR Search & Rescue Training. Volunteers are registered with the Disaster Healthcare Volunteers of California; during a disaster this system will be accessed to deploy volunteers. The MRC won a second national award "Picture of the Year" from the Office of the Civilian Volunteer. The MRC extends thanks to our supporters for their contributions that allow us to recruit and train volunteers who stand ready to assist the citizens of San Bernardino County when disaster strikes: National Association of County & City Health Officials; Sam's Club Foundation; Inland Counties Emergency Medical Agency; and Michael Neeki, MD.



Healthy Lifestyles Award (HLA) Program



The HLA Program is a community partnership initiative of the SBCMS and its Alliance, and Inland Wellness Information Network. The program encourages school children in grades K-6 to learn and develop healthy lifestyles involving good nutrition, regular exercise, and awareness of the dangers of smoking, alcohol and drugs. Elementary teachers submit a contest entry that captures their efforts to integrate health instruction in their class rooms. First-place winners receive \$300. This year 14 classes received cash awards. Five elementary schools participated. IWIN/SBCMS also supported Camp "Operation Fit," health-education camps with lectures and

activities that teach children basic nutrition, understanding the food pyramid, reading nutrition labels and choosing healthy portions.

Speakers Bureau

The Speakers' Bureau is comprised of 32 physician volunteers who were available to speak to various community organizations on current health care issues.

Southern California Medical Museum

On April 25th nearly 60 attended the Medical Museum's 13th Annual Open House. The main focus was on "The Needle Versus the Pox," a discussion of worldwide efforts to eradicate endemic disease such as smallpox and the Guinea Worm. Veteran Public Health Officer Rick Miller discussed his experiences as a member of a team that worked to eradicate smallpox in Somalia and Bangladesh in the 1970s. Nearly 370 adults, college students, and children visited the museum this year; docents conducted 26 tours. The museum is supported by donations and funds through the Physicians' Memorial, Gift and Benevolence Fund, a 501(C) (3) charitable organization. Visit the Museum at www.socalmedicalmuseum.org.



School Nurse Physician Collaborative (SNPC)

The SNPC is a dynamic collaborative of the SBCMS, the San Bernardino County Superintendent of Schools, and IEHP. It provides an opportunity for local pediatricians and school district nurses to work together for the health and safety of school children in San Bernardino County. School health forms have been developed in English and Spanish for a variety of topics related to medication and procedures which provide consistency across all districts within San Bernardino County. The health forms are available to download as Word documents on the SBCMS website.

Awards

Outstanding Physicians, Citizen, and Presidential Awards

Awards were presented on June 24, 2009 to Dennis P. Flynn, MD, Nicholas Krikes Award for Outstanding Contribution to the Medical Society; M. Kenneth Mudge, MD, William Cover Award for Outstanding Contribution to Medicine; Aaron Rubin, MD, Merlin Hendrickson Award for Outstanding Contribution to the Community; and Mark H. Uffer, Outstanding Citizen Award. Presidential Awards were presented to Rose GnanaDev and Lorene Sponsler.

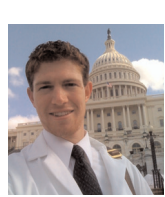


Medical Student Scholarships

It is because of Dr. Ron Bangasser's love for medicine and his faith in and encouragement of medical students as the future of medicine that the Bangasser Scholarship Fund was established in his memory in 2007. The scholarships



were presented by Susan and Sandi Bangasser. The recipients: Andrew Wai, Loma Linda University School of Medicine; and Vanessa Correa, UCR School of Medicine. They each received a \$2,000 scholarship.



Testimony from Medical Student Ryan Eggers

2010 AMA National Advocacy Conference: "This was my first visit to Washington, DC and I was honored to be serving in this capacity. It was very exciting to be part of an organization so integral in the advocacy for patients, physicians, and medical students. I had the opportunity to meet with legislative assistants for Senators Boxer and Feinstein and Representative Jerry Lewis. I discussed the pressing need for increased funding for GME positions, the negative effects of the burden of graduate debt on the profession of medicine, and how those shortcomings are ultimately harming the people of our state. It reinforced in my mind the value of organized medicine and political action, and it convinced me of my future in advocacy for my peers and future patients."

SBCMS Alliance

For 81 years the SBCMS-Alliance has sponsored, developed, and participated in community programs and conducted social activities for physicians and their spouses while supporting the CMA and AMA Alliances. Members of the Alliance provided invaluable assistance to the Medical Museum Open House with refreshments and as hostesses and greeters. They held their annual salad luncheon on June 2nd and presented SBCMS/IWIN with a \$2,500 donation to underwrite the Healthy Lifestyles Award program. Alliance Advisors Lorene Sponsler, Jeannine Lutz and Linda Letson serve to oversee the revenue and projects supported by our Alliance.



Executive Director

After 33 years of employment, Executive Director Linda Stratton will retire in September 2010. Following a thorough search a new Executive Director, Tobi Ferguson, was selected; she will begin in August 2010.



SBCMS Membership

SBCMS is the 9th largest county medical society in California representing 1,729 members. Over 160 physicians participate in one or more of the SBCMS 14 boards, commissions and committees. We worked diligently this year on membership recruitment targeting medical students; residents; high desert, young, and SCPMG physicians. We increased our numbers and gained a CMA Delegate. Our efforts continue in 2010-2011.

Resident & Student Members

We are very proud and supportive of our 405 medical student and 176 resident members. Medical student Chris Elstrom and resident Iqbal



Kasam, MD served as 2009-2010 voting members on the SBCMS board. Students and residents are also involved in leadership positions at the CMA and AMA. Pictured is the February 18th legislative advocacy training session at SCPMG Fontana; 52 residents attended the luncheon meeting.

Financially Strong

Your SBCMS' financial position is steady. Detailed financials are on file at the SBCMS office and available for members' review.

