

San Bernardino

President's Letter

Calling All Fighters

As the San Bernardino County Medical Society celebrates its 126-year anniversary, I am pleased to serve as its new president. Also new is the design of our magazine. Notice how the county sections now sport a new color format. All regions are included, allowing you to read about news in other counties as well as our own. I welcome the change since it reflects the important goal of uniting doctors in our efforts to improve the practice of medicine.

I hope to advance that cause this year, using my leadership experience with other organizations. I served as president of the Inland Empire Chapter of the American Diabetes Association. Later, I served on the board of the California Chapter and the Western Region of the American Diabetes Association.

I joined a group of physicians and bankers to form the first graduating class of the Executive MBA program for California State University San Bernardino. During the MBA program, I accepted at Kaiser Permanente the position of Physician in Charge of the Departments of Preventive Medicine and Health Education. Using state-of-the-art computer systems to achieve our goals, we now impact the lives of more than 27,000 people with diabetes and many more with heart dis-

ease, heart failure and asthma.

My efforts at Kaiser are connected to my goals for my SBCMS term. I want to put more emphasis on preventive



> Edward A. Hess, MD

care and early intervention. Within my specialty, I see obesity and unhealthy lifestyles as having the greatest impact on our aging population. Diabetes is only the tip of the iceberg. The United States, followed by the rest of the world, is on the brink of an epidemic of chronic progressive diseases that are preventable, but not curable. Programs designed to thwart "super-sizing" and "under-exercising" must follow education of the public. I want to establish a public health forum for addressing these problems.

Beyond creating programs to advocate preventive patient care, I want to help improve physicians' practice of medicine. But the lack of excitement about bettering the lot of our fellow physicians is palpable. There has to be a crisis before many physicians will

step forward and take personal responsibility for challenging the status quo. MICRA was the result of such a crisis back in 1975. I joined organized medicine in order to prevent another such crisis.

Yet there may be another crisis brewing in the form of physicians' diminished influence. Despite many advances, we physicians seem to lack the authority to control many of the factors that affect our practices. Insurance companies make decisions that may determine whether your patient receives needed interventions. Attorneys and judges determine what information you learn and what information you give patients. Regulatory agencies determine what tests you may perform in your office and how you must keep your medical records. All these situations point to physicians' reduced impact on regulators and the public.

But we can make changes though organized medicine. Organized medicine is our voice. We must stand together on areas that improve our lives and the lives of our patients. That means growing our membership and educating all physicians in San Bernardino County about the value of membership in SBCMS.

We are not a social club. We are physicians fighting for the right to practice medicine in a nurturing environment. Bottom line: We need more fighters.

Membership Report

Change of Status

Reinstatement:

Bharti Jain, MD

Retired:

Tak Chow, MD

Thomas Prendergast, MD

Arthur Silvergleid, MD

Applicants

Subash Chander, MD

House Officer

(Family Practice)

Arrowhead Regional

Medical Center

909/580-1000

Sindh Medical College,

Pakistan, 1989

William E. Pazdral, MD

Pediatrics

Desert Valley Medical Group

760/241-8000

Medical College of

Wisconsin, 1971

Membership Categories

Regular Active -----831

Applicants -----10

Associates -----6

Affiliates -----11

Out of State -----2

**Postgraduate
leave of absence -----1**

House Officers -----199

Students -----438

Retired -----240

Total -----1,738

ASSOCIATION LEADERSHIP

San Bernardino County
Medical Society



OFFICERS

President Edward Hess, MD
President-Elect Dennis Flynn, MD
Vice President Manmohan Nayyar, MD
Secretary Clifford Walters, MD
Treasurer Guillermo Valenzuela, MD
Past President Samuel Wilson, MD

DIRECTORS

DISTRICT 1 Mohan Mallam, MD
 DISTRICT 2 Rick Murray, MD
 Elliot Weinstein, MD
 DISTRICT 3 Andre Blaylock, MD
 Robert Rentschler, MD
 DISTRICT 4 James Couperus, MD
 Linda Mason, MD
 DISTRICT 5 Joseph Dotan, MD
 AT LARGE Pierre Assaf, MD
 Rodney Borger, MD

CMA Past President/AMA Delegate

Ron Bangasser, MD
CMA Trustee Dev Gnanadev, MD
District II Chair Thelma Korpman, MD
Young Physician Rep.
 Kenneth Maxwell, DO

House Officer Rep. Donald Anderson, MD
Student Representative Shelley Caltharp
Public Health Officer Eric Frykman, MD
Ex-Officio Emeritus Gebre Gobezie, MD

CMA DELEGATES

DISTRICT 1 Gebre Gobezie, MD
 DISTRICT 2 Victor Ching, MD
 DISTRICT 2 Elliot Weinstein, MD
 DISTRICT 3 Frank Randolph, MD
 DISTRICT 3 Conrad Salinas, MD
 DISTRICT 4 John Testerman, MD
 DISTRICT 4 Clifford Walters, MD
 DISTRICT 5 Michael Sequeira, MD
 AT LARGE Peggy Fritzsche, MD
 AT LARGE Thelma Korpman, MD
 SOLO/SMALL GROUP
 Jeannette Benjamin, MD
 OMSS Damodara Rajasekhar, MD

CMA ALTERNATE DELEGATES

DISTRICT 1 Mohan Mallam, MD
 DISTRICT 2 Edward Hess, MD
 DISTRICT 2 Paul Liu, MD
 DISTRICT 3 Albert Arteaga, MD
 DISTRICT 3 Heather Shover, MD
 DISTRICT 4 Fred Soeprono, MD
 DISTRICT 4 Montri Wongworawat, MD
 DISTRICT 5 Sharen Jeffries, MD
 AT LARGE Rodney Borger, MD
 AT LARGE David Quam, MD

EDITORIAL STAFF

Southern California Physician Advisory Board Members
 Rodney Willard, MD, Editorial Board Chair
 Ronald Bangasser, MD
 Thelma Korpman, MD

EXECUTIVE STAFF

Executive Director Linda Stratton
Managing Editor Sue Bradshaw

SAN BERNARDINO COUNTY MEDICAL SOCIETY

P.O. Box 11029
 San Bernardino, CA 92423-1029
 Phone: 909/825-6526
 Fax: 909/787-8795
 E-mail: membership@sbcms.org
 Web: www.sbcms.org

Introducing the 2004-05 Executive Committee

PRESIDENT

Edward A. Hess, MD
Internal Medicine/Endocrinology, Diabetes and Metabolism, Fontana



Member of SBCMS since 1989, former President-Elect and member of the Board of Directors. Member of CMA and AMA. CMA Alternate Delegate. Chair of SBCMS Electronic Communications and Finance Committees, and member of the Nominating Committee, Speakers' Bureau and Legislative Commission. Legislative Key Contact. Diplomate of the American College of Physicians, American Board of Internal Medicine and American Diabetes Association.

PRESIDENT-ELECT

Dennis Flynn, MD
Family Practice, Redlands



Member of SBCMS since 1979. Former Vice President and member of the Board of Directors. Member of CMA and AMA. Member of the American Academy of Family Physicians, Diplomate of the American Board of Family Practice and member of the American College of Physician Executives. President of San Bernardino Community Hospital medical staff in 1989. Vice president of Medical Affairs Epic Management, LP, and chair of Beaver Medical Group Quality Improvement Committee. Member of three Quality Review Committees at Redlands Community Hospital—Maternal Child QRC, Surgical QRC and Medical QRC. Chair of SBCMS Medical Review Advisory Committee.

VICE-PRESIDENT

Manmohan Nayyar, MD
Neurology, Apple Valley



Member of SBCMS since 1987. Former Secretary and member of the Board of Directors. Member of CMA and AMA. Member of American Electrodiagnostic Medicines and Association of California Neurologists. Fellow of American Academy of Neurology and QME State of California. President of St. Mary Choice Medical Group Inc. Clinical Assistant Professor Western University of Health Sciences, Pomona. Member of SBCMS Legislative Commission/LOPAC Committee and Speakers' Bureau.

SECRETARY

Clifford A. Walters, MD
Gynecology/Reproductive Endocrinology, Loma Linda



Member of SBCMS since 1985. Former Treasurer and member of the Board of Directors and SBCMS Finance Committee. Member of CMA and CMA Delegate District 4. Associate Professor, Loma Linda University School of Medicine. Member of American Society of Reproductive Medicine, Pacific Coast Reproductive Society and American Fertility Society. Fellow of American College of Obstetrics and Gynecology and Los Angeles Obstetrical and Gynecological Society. Former President of Riverside-San Bernardino County Obstetrical and Gynecological Society. Member of Medical Education Speaker's Bureau.

TREASURER

Guillermo Valenzuela, MD
Obstetrics and Gynecology, Colton



Member of SBCMS since 1984. Member of the Board of Directors. Member of CMA and AMA. Fellow of American College of Obstetrics and Gynecology. Member of

Society of Perinatal Obstetricians, Society for Gynecologic Investigation, American Society for the Study of Hypertension in Pregnancy, Latin-American Society for the Study of Reproduction, Association of Professors of Gynecology and Obstetrics, and Riverside-San Bernardino County Obstetrical and Gynecological Society. Chair of Department of Obstetrics and Gynecology at Arrowhead Regional Medical Center and Western University of Health Sciences. Vice-Chair of Department of Obstetrics and Gynecology at Riverside County Regional Medical Center and Clinical Professor of Department of Obstetrics and Gynecology at University of California, Irvine. Associate Medical Director of Arrowhead Regional Medical Center.

PAST-PRESIDENT

Samuel G. Wilson, MD
Emergency Medicine, Barstow, Loma Linda



Member of SBCMS since 1993. Former President and member of the Board of Directors. Member of CMA and AMA. Medical Director of Barstow Community Hospital and Assistant Professor of Loma Linda University Medical Center Department of Emergency Medicine. Master's degree in business administration, California State University. Member of American College of Emergency Physicians and Diplomate of the American Board of Emergency Medicine. Member of SBCMS Communications Committee, Electronic Communications Committee, Editorial Board and Legislative Commission/LOPAC Committee. Director of Inland Wellness Information Network, African-American Health Initiative and member of AAHI Executive Committee.

Board Briefs

April 26, 2004—

Alliance President Lorene Sponsler was elected State Chair for Legislation. Alliance is celebrating its 75th anniversary.

Inland Empire Health Plan Medical Director Brad Gilbert, MD, provided a graph showing membership growth for IEHP IPAs and IEHP direct contracting. IEHP pays the same capitation rate to its primary care physicians regardless of line of business, members' age and physician specialty, etc.

Public Health Officer Eric Frykman, MD, reported that the Public Health Department is preparing for West Nile virus. There have been no reported positive cases in San Bernardino County to date.

The Finance and Strategic

Planning Committee is developing an investment policy for SBCMS and approved a 2004-05 SBCMS budget that will be presented to the board of directors for approval on May 24.



Executive Director Linda Stratton noted construction on the new suite and conference room is moving along and should be completed by early June. Riverside County Foundation for Medical Care is in the final formative stages

of the new subsidiary, Inland Empire Foundation for Medical Care (IEFMC), which will house the network of physicians in Riverside and San Bernardino counties. The IEFMC board will be comprised of the board of RCFMC plus two SBCMS physicians appointed by the SBCMS board.

The board approved the recipients of the 2004 Outstanding Physicians and Citizens Awards, which will be presented June 17 at the Installation of Officers meeting.

CMA Trustee Dev Gnanadev, MD, clarified some erroneous reports that CMA and other partners have abandoned the Coalition to Preserve Emergency Care (CPEC) Initiative. CMA

remains committed to the emergency room and trauma care ballot initiative.

Sam Wilson, MD, reported CMA has released its 11th annual Knox-Keene Health Plan Expenditures Summary, which details the financial status of California's HMOs.

May 24, 2004—

Alliance President Lorene Sponsler reported the Alliance will install its officers for 2004-05 on June 8 at the Arrowhead Country Club in San Bernardino. The Alliance again donated \$1,000 to four local nursing programs at California State University San Bernardino, Victor Valley Community College, Chaffey Community College and San Bernardino Valley College.

Public Health Officer Eric

Frykman, MD, reported the West Nile virus has been detected in eight dead crows in San Bernardino County and confirmed by the State Department of Health Services and the Center for Vector-Borne Disease Research Unit at UC Davis. No human cases have been reported at this time. Dr. Frykman asked the board to be more cautious about any odd neurological cases that might arise. A positive test on a collection of mosquitoes was reported in Montclair. San Bernardino County Vector Control staff will distribute fact sheets to residences and look for water sources on properties within a 1-mile radius of the locations where the birds were collected.

Inland Empire Health Plan Medical Director, Brad Gilbert, MD, reported that IEHP's total pharmacy costs will increase by 10 percent compared with the previous year, and IEHP plans to put a more aggressive pharmacy management program in place. To cover the budget shortfall caused by pharmacy expenses, IEHP will make rate reductions in the following areas: general and administrative, pharmacy, physician PIP program; hospital risk pool; hospital capitation; and IPA.

The board approved the SBCMS 2004-05 committee appointments, 2004-05 budget and the 2002-03 annual reports from the committee and commission chairs. The board approved a draft investment policy. The policy pro-

vides a basis by which the SBCMS board can make future decisions related to the management of SBCMS assets.

The board gave its support to CMA Trustee Dev Gnanadev, MD, who will be a candidate for Vice Chair of the CMA Board of Trustees in 2005. An overview of CMA's 2004 membership bylaw amendments to be incorporated in the SBCMS bylaws was provided for the board's information. The board thanked Sam Wilson, MD, for his hard work and dedication this year as SBCMS president.

The full text of the Board Briefs may be read online at www.sbcms.org/southcalphysician under "Current Issues."



NEW OFFICES

SBCMS reopened for business July 6 following a two-week closure to move the administrative offices and the Medical Museum to a new location. Please visit us at 3993 Jurupa Ave. in Riverside between 8:30 a.m. and 5:00 p.m. and see how the museum is taking shape. SBCMS will continue to receive mail at P.O. Box 11029, San Bernardino, CA 92423-1029. Our phone number remains 909/825-6526. However, please make a note of our new fax number, 909/787-8795. See you soon!