



Network of Ethnic Physician Organizations
 California Medical Association Foundation
*Optimal Wellness and Equality in Healthcare
 for All Communities*

MAY 2011 E-NEWSLETTER
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Network of Ethnic Physician Organizations
A Project of the California Medical Association Foundation

REGISTER TODAY!!!

**ETHNIC PHYSICIAN
 LEADERSHIP SUMMIT**

“The Challenge of Health Care Reform”

*Saturday & Sunday,
 September 17th-18th*

*Hilton San Jose Hotel
 300 Almaden Boulevard
 San Jose, CA*



Registration Fees:

\$50 for Physicians & Members of a Community-Based Organization

\$25 for Medical Students | \$150 for Other Attendees

** Limited scholarships are available for medical students for travel & hotel **

Visit www.ethnicphysicians.org to register and to view 2010 summit highlights and presentations.

To be added to our NEPO Summit Updates Email list, or for more information on how to become a Supporter or to have an Exhibit Table at the Summit, please contact Anna Gutiérrez, NEPO Project Assistant at agutierrez@thecmafoundation.org or (916) 779-6627.



Is There an ACO in Your Future?

NEPO Chair, José A. Arévalo, MD, FAAFP



By now you are likely getting tired of hearing the term “ACOs” since probably more has been written on ACOs in health care in the last 12 months than any other major topic in American Medicine. Yet, when I speak with many of my colleagues around the state it is surprising to realize that many are still confused and unsure how this new model differs from the standard HMO model of care. On March 31, 2011, the Department of Health and Human Services issued a Press Release announcing the release of the proposed rule for the Medicare Shared Savings Program (available at www.gpo.gov/fdsys/pkg/FR-2011-04-07/pdf/2011-7880.pdf) True, the final regulations are yet to be released, but we know much from the current interim rules as to how CMS wants to reshape the way Medicare and Medicaid will conduct business in the future.

What is also true is that “As Medicare goes, so will the health plans” and that many of the requirements for participating in the new model will eventually spread to the commercial health insurance marketplace. Exactly how these changes will affect our NEPO members in their every day practice is yet to be determined. I want your comments and concerns so that we can forward these comment to HHS before June 6, 2011 when the comment period ends.

I believe that NEPO should play a role in ensuring our ethnic physician organizations and the member doctors are well informed and knowledgeable in order to make the right decision when the times comes to choose one ACO from another. In the next coming months we hope to provide you information through our newsletter and through our leadership meetings so that our NEPO doctors are as informed as possible. In addition, we are planning on providing relevant, timely and credible information during our NEPO Summit in September in San Jose. I welcome your comments. Please email me at arevalj@sutterhealth.org.

5th Annual EMOS / NEPO Ethnic Physicians Legislative Day

State Capitol, Sacramento

June 29th, 2011 | 10:00 am - 5:00pm



Training:

- **How to Speak to Your Legislator**
- **Current Policy & Legislation**
with a special look at
CMA'S physician reference on
Electronic Health Records.
Reserve your seat TODAY!

Put your training into ACTION ! Visit Your Legislator on June 29th.

For more information, please contact:

Veronica Ramirez, CMA - Ethnic Medical Organization Section

916.551.2887 or vramirez@cmanet.org

Phoua Moua, CMA Foundation - Network of Ethnic Physician Organizations

916.779.6636 or pmoua@thecmafoundation.org

To submit articles or announcements, please contact:
agutierrez@thecmafoundation.org

The CMA Foundation reserves the right to edit all contributions for clarity and length, as well as the right not to publish submitted articles, for any reason.

Help us improve the health of California!
Click here to donate.



NEPO Co-Chair, Dr. Margaret Juarez, testified before Congress to Stop the Medi-Cal cuts and the Affects on the Patients

NEPO Co-Chair, Dr. Margaret Juarez



On May 5th & 6th, current CMA President Dr. Hinsdale, CEO of CMA Dustin Corcoran, and the fearless Vice President of Government Relations of CMA, Elizabeth McNeil and myself went to Washington, DC. We went to discuss the medical cuts that would affect the safety net providers in the state of California and also the effects of CMS cuts and the impact CMS changes would have on the state. This day also happened to be one of the momentous in the Obama Administration with the death of Osama bin Laden.

We certainly felt the weight of the government as we negotiated the Senate and the House in our efforts to present our case. Congressional offices visited belonged to Congressman Adam Schiff, Congressman Henry Waxman, Congresswoman Lois Capps and Congressman Mike Thompson.

The Senate offices also provided us an opportunity to present our case as regards to the Medi-Cal cuts and the CMS compensation for California. The aides in both offices were gracious and quite well informed about the healthcare issues of the state.

The meetings we had at CMS, while more specific to the general functioning of CMS as a whole, provided us an opportunity to interact with the DHHS and allowed them to ask us questions as well. Dr. Hinsdale and I both hoped that in spite of the large and complex government machinations that is healthcare, we had put a human and personal spin on the contributions of California's physicians.

CMAF Clinical Toolkits—Obesity Prevention Project Survey

The CMA Foundation Obesity Prevention Project is working to update our Child & Adolescent Obesity Provider Toolkit. If you've used any of our Clinical Toolkits, we'd like to hear from you!

Please take the time to participate in this quick survey to let us know how the CMA Foundation can provide resources that focus on key messages and issues that are important to California Healthcare Professionals.

This survey should take less than 10 minutes to complete and all responses will be kept confidential. Upon full completion of this survey, participants will be given an opportunity to enter a drawing to win one of five \$25 Starbucks gift cards.



Please click the link below to take the survey:

<http://www.zoomerang.com/Survey/WEB22CF5A8527A/>

If you have any questions, please contact Vanessa Saetern, Obesity Prevention Project Assistant at vsuertn@thecmafoundation.org or (916) 779-6631.

SOUTH BAY AREA HIT INFORMATIONAL MEETING

An open forum for Solo/Small group physicians, primary care physicians and practitioners in the South Bay Area to learn more about Health Information Technology Implementation to meet Meaningful Use. An opportunity for networking with EHR Vendors also provided.

Location: Santa Clara County Medical Association, 700 Empey Way, San Jose, CA 95128

Time: 5:30 p.m.—9:00 p.m.

***Dinner will be provided.**

Meetings are Free, Registration is mandatory.

For more information or to register, please contact Anna Gutierrez at 916.779.6627 or agutierrez@thecmafoundation.org



If you haven't looked at the CMA June [education calendar](#), now is the perfect time! Check out their new website, including their updated registration process!

[EHR: SELECTING THE RIGHT SYSTEM FOR YOUR PRACTICE](#)

Webinar | June 29, 2011 | 6:15pm - 7:15pm

CMA's David Ford will guide physician practices through the process of selecting an Electronic Health Record system, including things to consider before you get started. This webinar is intended for practices at the very early stages of considering making the transition to EHR.

Please visit [CMA events](#) to view all upcoming webinars. If you have any questions, please contact the CMA Member Help Center at 800.786.4262.

Nominate an Outstanding Colleague for the CMA Foundation Leadership Awards

The CMA Foundation is accepting nominations for the 2011 Leadership Awards, which celebrate the efforts of individuals or organizations that make a difference in the health of Californians. The Robert D. Sparks, M.D., Leadership Award, the Ethnic Physician Leadership Award, and the Adarsh S. Mahal, M.D., Access to Health Care and Disparities Award recognize the compassion and commitment of California's health care professionals. The deadline to submit nominations is June 23.

Nomination information and packets for each award are available at the [CMA Foundation website](#) at www.thecmafoundation.org.
Contact: Carol Lee, 916/779-6622 or clee@thecmafoundation.org.



National Cancer Institute

New Resources to Raise Awareness in Minority Populations about Skin Cancer

NCI's Division of Cancer Epidemiology and Genetics (DCEG) and Office of Communications and Education (OCE), have published new educational resources for African American, Asian American, Native American, and Hispanic/Latino audiences to help dispel the belief that only people with light skin are at risk of skin cancer. While skin cancer is less common among people with darker skin, when the disease does occur in these individuals, it often is detected at later or advanced stages.

A new brochure titled *Anyone Can Get Skin Cancer* discusses how to find skin cancer early, what skin cancer looks like, and how to lower the chance of skin cancer. This content is also available in an NCI *Lifelines* video and news article. These materials can be accessed in English and Spanish.

View these resources and order a copy of *Anyone Can Get Skin Cancer* [online](#) by going to <http://www.cancer.gov/anyone-can-get-skin-cancer> or by going through [NCI's Publications Locator](#) or by calling 1-800-4-CANCER (1-800-422-6237). For more information about cancer, please visit the NCI website at www.cancer.gov.

CalHIPSO EHR Vendor Partners Identified

Rich Swafford, Chief Technology Officer, CalHIPSO

CalHIPSO is pleased to announce its first Vendor Partners: **eClinicalWorks, e-MDs, NextGen, AthenaHealth, GE Centricity and McKesson.**

CalHIPSO has negotiated significant provider protections for its members, including “most favored nation” pricing and master contract terms and conditions. The terms and conditions include:

- Clarifying that patient data belongs to the provider, not the vendor
- Protecting the use of patient level data by the EHR vendor either through using a “opt-in” or “opt-out” process and clarifying how de-identified patient data will be used.
- Holding the EHR meaningfully liable if there is a breach in the contract
- Requiring that the vendor enhance the product to provide for Stage 2 and Stage 3 Meaningful Use Criteria and limiting the cost of these upgrades to “most favored customer” rates
- Detailing specific service level agreements and training programs that the provider can rely on – and outlining additional fees, if any, for additional services provided.
- Providing limits on the fees paid by providers for health information exchange and interfaces
- Providing for a detailed process that protects the provider, and patient data, in the event that a provider chooses to change EHR vendors

All of CalHIPSO Vendor Partners will be part of the Office of the National Coordinator’s Certified Health Information Technology (HIT) Product List (CHPL). If you have questions regarding vendor contract activities, please contact service@calhipso.org or info@calhipso.org.



Helping California Clinicians
Successfully Transition to Electronic
Health Record Systems

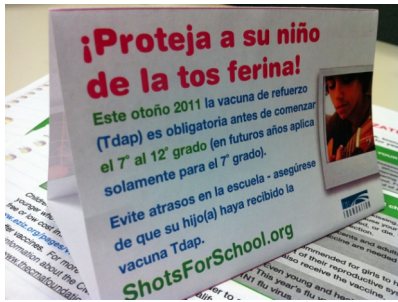


The California Health Information Partnership and Services Organization (CalHIPSO) is an independent, non-profit, vendor neutral organization founded by clinical providers, for clinical providers. CalHIPSO provides technical assistance, guidance and information on best practices to support and accelerate providers’ efforts to become meaningful users of certified EHR technology.

Ph: 510-285-5723 Toll-free: 888-589-4897 info@calhipso.org

Visit us online at www.calhipso.org and click on “Join Now”

FREE patient education materials now available to help promote the 2011-2012 Tdap (pertussis) school mandate



The California Medical Association Foundation's Cervical Cancer/HPV Project has launched a campaign that promotes awareness about California's new whooping cough vaccine requirement for 7th through 12th graders.

California is facing a whooping cough epidemic. In 2010, more than 8,000 confirmed, probable and suspect cases of whooping cough were reported to the California Department of Public Health (CDPH) - the highest incidence rate in 52 years. To combat the high levels of

disease and death from whooping cough that occurred in California in 2010, a new school immunization law will be in effect for the 2011-2012 school year.

All California students entering 7th through 12th grades must be immunized with the Tdap booster. The CMA Foundation's goal is to help reach the 3 million children who need to be vaccinated before they are allowed to enroll back in school in Aug/Sept. 2011.

To help health care providers educate patients about the new vaccination requirement, the Foundation has published a number of patient education materials, including a 7th – 12th grade immunization chart, a table tent, and reminder postcard. All of these materials are available in English and Spanish.

The CMA Foundation also encourages health care providers to talk with parents about all of the recommended adolescent vaccines available (HPV, chickenpox, seasonal flu and meningococcal) when administering the required Tdap shot.

PDFs of Tdap mandate patient education materials are now available on the CMA Foundation's Cervical Cancer/HPV Project web page ([click here to view/download the materials](#)) or if you would like to order FREE copies of these patient education materials, please contact Leslie Barron at lbarron@thecmafoundation.org or 916.779.6630.

What is HITEC-LA?

Health Information Technology Extension Center for Los Angeles, and it's federally-funded and here to help you select, implement and meaningfully use EHRs. Our support services and resources

include: Education and Outreach, Vendor Selection and Group Purchasing, Implementation and Project Management, Practice and Workflow Redesign, Functional Interoperability and Health Information Exchange (HIE) Services, Privacy and Security Best Practices, Progress Towards Meaningful Use. All Los Angeles County health care providers may enroll for free. Subsidies are available for those that meet federal 'priority primary care provider' criteria. (Contact HITEC-LA for criteria).

Why Should Your Small or Solo Practice Enroll?

- You receive advice that is in your best interest; we are an impartial, trusted source.
- You get access to our free and reduced-cost services as well as volume discount programs
- You learn best practices via peer-to-peer collaboration within Los Angeles County and throughout the United States
- You benefit from the experience of our EHR technology and meaningful use teams who help you select the right system for your practice.

Sign Up Now—For Free! Contact HITEC-LA at 888.524.4832 or hitec-la@lacare.org



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