



Network of Ethnic Physician Organizations
California Medical Association Foundation

*Optimal Wellness and Equality in Healthcare
for All Communities*

**SEPTEMBER 2011 E-NEWSLETTER
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CA Senate Supports Increase in California Physician Supply
José A. Arévalo, MD, NEPO Chair



The California State Senate recently gave bipartisan support to a joint resolution that urges the President and Congress to provide resources to increase the supply of physicians in California to improve access to care in underserved areas. The resolution called for policy changes to increase the number of residency positions to keep pace with the growing need for physicians in our great state. NEPO strongly supports this resolution but urges that we need to do more to address the impending physician undersupply. INEPO has also gone on record to voice that the current number of primary care physicians is barely meeting the recommended supply and that many communities are starving for access to primary care doctors.

The Council on Graduate Medical Education (COGME) recommends that a state have between 60-80 primary care physicians per 100,000 people. In California, there are on average of 63 primary care physicians for every 100,000 people. Of California's 58 counties, 42 fall below COGME 's recommendations for the minimum number of primary care doctors. Of those 42 counties, 16 have a Latino population that exceeds 30 percent. Of the rural counties with the lowest number of primary care doctors, three have a Latino population over 50 percent. Latinos, African Americans, Samoans, Cambodians, Hmong and Laotians are underrepresented in California's medical workforce. Latinos represent over one-third of the state's population but only 5 percent of the state's doctors. The majority of the state's ethnic communities enjoy a ratio of 361 physicians per 100,000 residents but African American communities have only 178 physicians per 100,000 residents and Latino communities have only 56 physicians per 100,000 residents.

NEPO salutes the Senate for sponsoring this resolution. But, if we are to adequately address these growing access problems, we need to come up with rationale and logical public policy that gets to the root of these problems. NEPO is committed to continue the dialogue and we welcome your support. Please send me your comments to arevalj@sutterhealth.org.

Champions for Health Training—FREE!!

Friday, November 4th, 2011 | 8:00 AM — 5:00pm

Location: KVIE Television, Sacramento, CA

More Information on page 6

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.



2011 Ethnic Physician Leadership Summit



This year NEPO and NORCAL Mutual Insurance jointly hosted the 2011 Ethnic Physicians Leadership Summit on September 17th-18th, 2011 at the Hilton San Jose Hotel. It was a great success. The focus was on the *Challenges and Benefits of Health Care Reform*. It was an agenda packed weekend filled with presentations.

Richard Figueroa, Director of Human Services at the California Endowment gave a great overview of all the challenges and benefits of the Healthcare Reform and set the stage for the subsequent topic issues. Ignatius Bau moderated a panel discussion on Health Information Technology that included Laura Landry, Interim CEO of Cal E-Connect,

Dr. Elise Singer, Chief Medical Officer of CALHIPSO and Dr. José A. Arévalo, NEPO Chair and Senior Medical Director of Sutter Independent Physicians. We learned from the panelists that there are still work to be done at all levels of implementation of HIT in order for it to be successful in California. During the working lunch Dr. Wilma Wooten and Elissa Maas, Vice President of Programs of the CMA Foundation used the opportunity to complete a great session on strategic planning for the future of NEPO.

Brenda Solórzano from Blue Shield of California Foundation discussed the report, **“On the Cusp of Change – The Healthcare Preferences of Low-Income Californians”** which contains the results of a new statewide survey of low-income adults (those earning less than 200% of the Federal Poverty Level, or about \$45,000 household income for a family of four) providing authentic and fresh insights on how these families might take advantage of the expanded access to care provided through health reform. The report was followed by the physician shortage and diversity discussion was lead by Dr. David Carlisle, President & CEO, Charles Drew University, with Gilbert Ojeda and Dr. Katherine Flores. This discussion invigorated the need for more diverse physicians in the workforce, the importance of sustaining medical students and helping students through the education pipeline. The first day closed with National Ethnic Physician Organization updates by Dr. Dexter Louie on National Council of Asian Pacific Islander Physicians, Dr. Katherine Flores on the National Hispanic Medical Association and Dr. Arthur Fleming on National Medical Association.



During the Networking Reception, we had the honor of presenting this year's Ethnic Leadership Award to Dr. Frank Staggers Sr. for his leadership and passion in improving public health, bettering underserved communities, enriching the diversity of the medical profession and advocating tirelessly for physicians and patients.

On Sunday morning, the Summit opened with a thought provoking and passionate medical student reactor panel lead by Dr. Raquel Arias. All of the medical students identified with the challenges that they will face as future physicians and encouraged the current physicians to mentor students as a way of retaining the physician workforce. There were two sessions of workshops with included topics on Diabetes lead by

Dr. Gordon Fung, Clinical Professor of Medicine, University of California, San Francisco, HPV/Cervical Cancer presented by Dr. Carole Jordan-Harris, Attending Physician of the Department of OB/GYN of Cedars-Sinai Medical Center and Catherine Flores Martin, Director of the California Immunization Coalition. Dr. Christine Wood, MD, Co-Chair, San Diego County Childhood Obesity Initiative presented on the importance of physician involvement in Obesity Prevention and her work in San Diego on this issue in the Physician Champions- Obesity Prevention workshop.

Continued on next page

(2011 Ethnic Physician Leadership Summit continued)

The Policy Advocacy workshop lead by Elizabeth McNeil, Vice President of Federal Government Relations, California Medical Association, S. Alecia Sanchez, Policy Director of California Center for Public Health Advocacy, and Dr. Wilma J. Wooten, Public Health Officer of San Diego County Health and Human Services Agency presented current health care policies and tips on how to be a better advocate. Sandy Close, Executive Editor and Director of New America Media and Bobby Peña, President of BPCubed, Inc. lead the Media Advocacy workshop that helped physicians learn to be a resource to the media and provided tips on how to engage the media on important community health issues.

This year we had 120 physicians, medical students, community health advocates and health care professionals in attendance. If you missed it, we hope you will mark your calendars for next year in Southern California. The conference materials will be posted to the NEPO website soon.

To download Summit Presentations and more, please go to www.ethnicphysicians.org and click on *Leadership Summit*.

If you have any comments about the Summit, please contact Anna Gutiérrez, NEPO Project Assistant at agutierrez@thecmafoundation.org or 916.779.6627.





15th Annual President's Reception and Awards Crystal Gala
Celebrating our commitment to community service

Honoring CMA President-Elect , James T. Hay, M.D., and
California's Community Health Leaders



Special Appearance by
Performance Painter
David Garibaldi
featuring
DJ Joseph One
and
Music by Big Bad
Voodoo Daddy

Sunday, October 16, 2011 • Anaheim Marriott, Anaheim, CA

6 p.m. Reception, 7 p.m. Dinner

RSVP Online: www.thecmafoundation.org/events/gala

The California Medical Association Foundation's Network of Ethnic Physician Organizations (NEPO),
Orange County Medical Association and Cal Optimal Regional Extension Center (COREC)

Presents

Orange County HIT Implementation Information Seminar

Tuesday, October 11, 2011

6:00 p.m. – 8:30 p.m.

** Dinner will be provided.*

LOCATION:

Orange County Medical Association

(New Location)

17322 Murphy Avenue, Irvine, CA 92614

Please RSVP at <http://hitseminar.eventbrite.com/>

For more information, please contact Phoua Moua at pmoua@thecmafoundation.org or
916.779.6636.

Literacy, Health Communications and Diabetes Disparities

Tuesday, October 25th, 2011 | 12:00 p.m.—1:00 p.m.

Location: Webinar—Free!!



Faculty: Dean Schillinger, MD, Professor, Department of Medicine, UCSF

Target Audience: physicians and other health care provider types who care for patients with diabetes

Register: click [here](#) or go to www.theCMAFoundation.org/projects/aped and click on Calendar of Events

Learning Objectives:

- * Recognize the prevalence and scope of limited literacy and numeracy in health care settings.
- * Develop an appreciation for the ways in which limited health literacy affects communication in chronic disease care, using diabetes as an exemplar.
- * Identify 3 evidence-based ways to improve communication for patients with limited health literacy and chronic disease.

For more information contact Joseph Mette at (916) 779-6633 or jmette@theCMAFoundation.org

Disclosure of Commercial Support

The following companies provided financial support for this educational activity: Takeda Pharmaceutical Company Limited

Join the Conversation

LillyPAD

Of all the 9th graders in the U.S. in 2001, what percentage do you think are predicted to earn college degrees in Science, Technology, Engineering and Math by 2011?

A) 14%	C) 4%
B) 22%	D) 34%

ANSWER: C) 4%

SURPRISED? It is critical that the U.S. address the lack of proficiency and interest in science and math education in order to keep our global competitive edge. Eli Lilly and Company is committed to engaging Americans on new and innovative ways to invest in programs and ideas that can improve results and help spark student passion for these subjects.

Come to LillyPod.Lilly.Com or follow us on Twitter @LillyPod to share your thoughts and perspectives!

Champions for Health Training—FREE!!

Friday, November 4th, 2011 | 8:00 AM — 5:00pm

Location: [KVIE Meeting Space](#) 2030 W. El Camino Ave, Sacramento, CA 95833

Target Audience: **physicians and other health care provider who want to advocate for their community's public and individual health**

Register: For questions about registration, please contact Senely Navarrete, Director, at (916) 779-6638 or go to www.theCMAFoundation.org/projects/champions

Who are CMA Foundation Champions?

- A CMA Foundation Champion is a health care professional who is an expert in their field with a passion for improving patient and community health. A Champion is someone who would like the opportunity to educate their peers and the public in hopes of improving health outcomes at individual and community level.

Training Goal:

- The goal of the Champions training program is to train and inspire physicians and health care professionals to achieve practice excellence and become more effective spokespersons, community health advocates, and community leaders.
- The CMA Foundation will convene a 1-day training where Champions will participate in skill building sessions on health advocacy, media training, practice excellence, and reducing health disparities.

For more information contact Senely Navarrete at (916) 779-6638 or snavarrete@theCMAFoundation.org

CalOptima Regional Extension Center

Your Trusted Advisor in Health IT

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COREC

Enroll with COREC Today!

CalOptima Regional Extension Center (COREC), a federally funded program for Orange County priority primary care providers. COREC provides subsidized, on-site technical assistance to implement or upgrade to a certified electronic health record and achieve meaningful use.

Enrolling with COREC, we help you:

Prepare your practice for the selection of a suitable EHR platform that meets your needs.

Incorporate all components of the “meaningful use” matrix and clinical quality measures.

Ensure implementation meets the compliance objectives of the Medicare and Medi-Cal Incentive Programs.

Ensure progress towards meaningful use and participation in Health Information Exchange.

Learn more about meaningful use, EHRs, and incentive payments when you ENROLL in COREC. All Orange County priority primary care providers receive these technical assistance services at no cost to YOU!!! Find out if you are eligible – CALL TODAY 1-855-241-1145 or COREC@caloptima.org

COREC – With You Every Step of the Way



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

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"



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Help us improve the health of California!
[Click here to donate.](#)



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