



*Just for the HEALTH of it!*



MARCH | 2010

*California Medical Association Alliance*

# NEWS-LINE



**CMA Legislative Leadership Day**  
**Tuesday, April 27, 2010**  
**Sheraton Grand Hotel**  
**Sacramento, CA**

Don't miss the opportunity to meet one-on-one with your elected officials in the State Assembly and Senate to discuss important health policy issues that affect the practice of medicine in California. The event is free to all CMAA members.

Reserve your spot by contacting Nicole Madani at (916) 444-5532 or send an email to [nmadani@cmanet.org](mailto:nmadani@cmanet.org). In addition, contact your local medical society and see if they are planning to take a group and ask to join them.

For CMAA member questions, please contact Sandi Anderson at (530) 872-9036 or Nancy Schneider (209) 951-3945

For Legislative Leadership Day and legislation advocacy updates, visit [www.cmaalliance.com](http://www.cmaalliance.com) and click on the **Member Alerts** and/or **Legislative Advocacy** links.

## **CMA ALLIANCE ANNOUNCES NEW WEBSITE!**

[www.cmaalliance.com](http://www.cmaalliance.com)



The new CMAA website is finally here. Log on to [www.cmaalliance.com](http://www.cmaalliance.com) for up-to-date information. Be sure to click on the **Member Alerts** link for important information that may need your immediate attention.

**The website is best viewed with the internet browser -- Firefox 3.6 You may download Firefox for FREE at [www.mozilla.com](http://www.mozilla.com).**

We encourage Alliance members to provide feedback on the new website. If you have questions, please contact us at [alliance@cmanet.org](mailto:alliance@cmanet.org) or Naomi E. Flam, Vice-President of Marketing & Public Relations at [naomiflam@comcast.net](mailto:naomiflam@comcast.net)



**Message  
From The  
CMAA  
President**

Focus for 2010...  
Keeping our leaders, members and other interested parties informed about key issues is a top priority this year as we enter the second year of implementing our CMAA Strategic Plan. (View the plan on our website.)

Electronic newsletters inform the membership about current issues. The usage of email as the primary source of communication is cost effective and provides timely information. Programs such as Skype, iChat, and Go-to-Meeting provide the avenue for virtual meetings which allows for group interaction and immediate action to be taken on important issues.

Scheduling monthly Executive Committee and President's Forum conference calls to our county past presidents, presidents, presidents-elect & county representatives, keep our board members and county leaders informed, connected to each other and up-to-date.

I encourage you to visit our new website as information is being added regularly. We welcome your input and any photos or other items you would like to have posted. Check out our photo gallery. You might see someone you know!

With Warm Regards,  
Debbi Ricks

**CMAA BOARD OF DIRECTORS STRUCTURE EXPLAINED**

The new CMAA Board and the Four-Council Structure was ratified at our Fall Board Meeting in October, 2009. The four councils are: Governance & Leadership; Finance & Operations; Marketing & Public Relations; and Programs & Events.



The new structure is designed to streamline the board, to better define job responsibilities, and to ensure that board members work together as a team.

The **Executive Board** consists of the **President, Immediate Past President** who also serves as the Parliamentarian, **President-elect, Secretary, Vice President of Governance & Leadership, Vice President of Finance & Operations, Vice President of Marketing & Public Relations and Vice President of Programs & Events**. This board meets monthly via conference call or as needed in order to conduct CMAA business.

In addition to the 22 voting members of the Board shown above, each active county is given one vote on the Board. The **Board Development Committee** replaces the traditional Nominating Committee. This committee will be working with the local Alliances to identify future leadership.

For more information, please visit [www.cmaalliance.com](http://www.cmaalliance.com). Click on **About Us**

**MAKE SURE YOU ARE RECEIVING OUR CMAA E-NEWS!**

Due to increasing printing costs and to do our part in sustaining the environment, our goal is to reduce the number of printed newsletters that are mailed out and be able to send the newsletter to our membership via electronic mail (email). For those members who do not have email addresses, we will continue to send you a printed copy.

As an Alliance member, you are entitled to receive our electronic newsletter -- the CMAA E-NEWS. If you are not receiving the E-NEWS, please email us at [alliance@cmanet.org](mailto:alliance@cmanet.org) and provide us with your correct email address. Thank you!



## **DUSTIN CORCORAN NAMED CEO OF THE CALIFORNIA MEDICAL ASSOCIATION**

Dustin Corcoran, who has worked for the CMA for nearly 12 years, has been promoted to Chief Executive Officer.

“Dustin brings tremendous leadership to CMA at the time we most need it, when physicians are fighting like never before to maintain practice viability and improve the quality of care and access to care for all of their patients.”

- Brennan Cassidy, MD;  
CMA President

Corcoran has advocated tirelessly for California physicians and the patients they serve since 1998 and led CMA's lobbying efforts for five years before becoming Deputy CEO last fall.

“I couldn't be more thrilled to step into this role,” Corcoran said. “It's an honor to work for such a wonderful profession. The work that physicians do is truly amazing and I could not think of a job I would rather have than serving the physician community.”

- Dustin Corcoran

Alfred Gilchrist, who was hired as the CEO in September resigned in January to return to Colorado where he will resume his previous position as CEO of the Colorado Medical Society.

**For updated information, visit:**  
[www.cmanet.org](http://www.cmanet.org)

## **THREE PHYSICIAN CANDIDATES RUNNING FOR STATE ASSEMBLY IN THE 2010 PRIMARY ELECTION**

**By David Pruitt, Vice-President  
Political & External Affairs, CALPAC**

The 2010 primary election is particularly exciting because we have three physician candidates who are running for Assembly with a great shot at getting elected: Dr. Don Kurth, Dr. Linda Halderman and Dr. Richard Pan.



Dr. Kurth is currently the Mayor of Rancho Cucamonga and is a Republican candidate in the 63rd AD, in the Inland Empire Region. He is lining up endorsements and just received the Rancho Cucamonga Firefighters and the San Bernardino County Deputy Sheriffs and Safety Employees.



Dr. Halderman is a board-certified general surgeon and currently serves as the Senior Health Policy Advisor to Senator Aanestad. She is a Republican candidate in the 29th AD in the Central Valley Region. She received the unanimous endorsement of the CMA Solo and Small Group Practice Forum, representing 8,500 physicians across California.



Dr. Pan is currently an Associate Professor of UC Davis and Community Leader and is a Democratic candidate in the 5th AD, in the Sacramento Region. He recently received the endorsement of AFSCME and Asian Pacific Islander Legislative Caucus.

Of the 120 members in the Legislature, not one is a MD. Having three Physicians serving on both sides of the aisle would be a major asset for the House of Medicine.

---

### **CMAA Annual Session April 30-May 1, 2010 Embassy Suites, Sacramento (Registration Forms Available on the Website)**

At Annual Session, the CMAA membership comes together to celebrate and recognize the accomplishments of the past year and to launch the new year. All are welcome.

#### **Conference Highlights**

State Assembly Member, Mary Hayashi  
CMA CEO Dustin Corcoran  
UBS Financial Consultant, Matt Morehead  
Past President/Honorary Member Reception  
CMAA 80th Year Celebration Dinner  
Dedicated County Alliance Members Honored  
Installation of New Officers  
CMAA Foundation Grants Awarded



**Assembly Member  
Mary Hayashi**

## **FALL LEADERSHIP CONFERENCE 2009**

**By Mary Hayashi, President  
Santa Clara County Medical Association Alliance**



**(Back row - L to R)  
Judy Corless, Pat Hyer, Lorene Sponsler,  
Mary Hayashi, Victoria Soto, Mary Bock,  
Michelle Benson & Ting Kuraihara  
(Front Row) Essie Sinerez-Palencia,  
Debbi Ricks, & Jeanne Siu)**

In October, 2009, the Fall Leadership Conference was held in conjunction with the CMA House of Delegates. The Alliance was in attendance to hear CMAA President, Debbi Ricks speak to over 1,000 doctors about the importance of the Alliance and her challenge to them to join us in "increasing the ability of Californians to improve their own health".

There was a dynamic set of speakers that inspired and challenged those in attendance: Rebecca Patchin, AMA Board of Trustees Chairperson; Susan Reynolds, MD; David Pruitt, CALPAC Director; Ron Lopp, CMA Membership Outreach Director; Pat Hyer, AMAA Director; Sergeant Ron Grimm and Officer Michael Scholl from the Fresno Police Department, Terrorism Liaison Officer Program; and Kathryn Childers, Texas Alliance member and one of the first women in the USA to become a secret service agent.

Overall, CMAA put together a fantastic and fascinating program!

---

## **AMAA LEADERSHIP DEVELOPMENT CONFERENCE 2009**

**By Naomi E. Flam, CMAA Vice-President**



**Back Row (L-R) Nancy Schneider, Pat Hyer, Tricia Hunstock, Lisa Sugarman, Mary Hayashi & Naomi Flam  
Front Row: Narinda Ludder, Renu Duggal, Marilyn Kezirian, & Debbi Ricks**

For the first time ever, I had the opportunity to attend this wonderful AMAA conference. These past years, I had been President of the Fresno Madera Medical Society Alliance and am now serving as CMAA VP of Marketing & Public Relations, but due to scheduling conflicts with my business, I was never able to attend. So last year, I made a decision that I WAS GOING TO GO...and I'm glad I did!

There were great speakers on subjects important to medical families. One of my favorite sessions was the train-the-trainer workshop presented by AMAA past-president, Sandi Frost on the "21st Century Medical Families". The session identifies, provides tips and gathers feedback on achieving work/life balance in the medical marriage.

Professor David Crane of Syracuse University College of Law, gave a compelling presentation on his work as Chief Prosecutor of the Special Court for Sierra Leone. His mandate was to prosecute those responsible for war crimes and other serious violations of international human rights during the civil war of Sierra Leone.

There were many roundtable discussions where Alliance members were able to share ideas. Overall, it was a great educational and fun Alliance experience! Visit [amaalliance.org](http://amaalliance.org) for podcasts of this conference.

## **WINTER BOARD OF DIRECTORS MEETING**

**January 12, 2010 - Sacramento, CA**

**By Debbi Ricks, CMAA President**



**(Back Row) Halaine Rose, Nancy Schneider, Suzanne Jackson, Ting Kurihara, Gabby Neubuerger, Sandi Anderson, Kathleen Suros, Ann Hurd, Naomi Flam, Margaret Peterson, Lisa Sugarman & Betsy Voelker.**

**(Front Row) Anita Balardi, Mary Hayashi, Jackie Gelderman, Debbi Ricks, Susie Bartlett, Tricia Hunstock & Victoria Soto**

This year, the Winter Board Meeting was scheduled for one-day only to accommodate member schedules. It was a great meeting full of creative, constructive communication and productive board interaction. Primarily, the focal point was how the CMAA can help the county Alliances -- regional conferences, county visits/trainings by CMAA board members, timely communication, and clear expectations were discussed.

The Board Development Committee (replaces the traditional Nominating Committee) met and selected Susie Bartlett, past CMAA President, to be its chairperson. The BDC will select officers for the 2010-2011 year. Members of the committee include Sandi Anderson (Butte-Glenn), Ann Hansen (San Luis Obispo), Ting Kurihara (Los Angeles), and Victoria Soto (Sonoma.) Anyone who interested in a position on the board or on a committee, may contact Susie Bartlett by leaving a message on the CMAA line, 800- 892-3789.

---

## **LEGISLATIVE ADVOCACY TRAINING**

**By Gabby Neubuerger, President**

**Sierra/Sacramento Valley Medical Society Alliance**



On February 9, 2010 ten CMAA Board members and several county leaders met with Jodi Hicks, Vice President of Government Affairs; David Pruitt, Vice-President of Political and External Affairs; and Associate Director, Nicole Madani for an eye-opening session on legislative advocacy. I must confess that other than voting and the occasional letter to my city councilman on affairs close to home, I have not participated in the political process. The legislative training was a great first step in my education to learn about the political process and what steps to take for my voice to be heard. What can we do?

**(L-R) Gabby, Jeanne Siu, Mary Bock & Margie Koldinger**

- Educate ourselves:** Become a CMA key contact to get regular updates on legislative issues that directly affect the medical community by registering at [keycontact@cmanet.org](mailto:keycontact@cmanet.org).
- Become an Advocate:** Call your legislator. State that you are a constituent. Keep to one or two key issues. (Hint: Have a like-minded colleague also make a call to reinforce your position.)  
Plan/Schedule a meeting with your legislator. (Hint: pick a key issue and research his/her position)  
Write a brief issue-related statement. (Hint: Handwritten is best)

I came away from the training feeling like MY VOICE COUNTS and that if I don't make my voice heard, then I open the door for all of the competing interests. It was a valuable training session and a great introduction to learning how to shape public policy through advocacy!

## **BE PREPARED -- "ICE" YOUR PHONE**



There are over 215 million cell phone users in the United States today. Industry experts expect over 300 million users by 2010. The U.S. Centers for Disease Control and Prevention reported in 2006 that 1,600,000 emergency room patients could not provide contact information because they were incapacitated. Many individuals, including teenagers, leave their home each day without any identification or emergency contact information, yet they carry a cell phone

A global campaign that started in the UK in 2005, has spread to the United States calling for individuals to program an **In Case of Emergency** contact (or **ICE** for short) into their mobile phones.

### **How to program ICE into your cell phone**

Type in "ICE", then the contact name (for example, ICE Name). If possible, list more than one ICE contact in case the first cannot be reached. Make sure your ICE contact is familiar with your medical history. **DO NOT** password-protect your contact list.

Cell phones are personal items that must remain with the victim. Written information can be photocopied. Keep ICE information limited – as this is accessible to anyone finding your cell phone.

### **ICE Advice – Make sure:**

1. The person whose name and number you are giving has agreed to be your ICE contact.
2. Your ICE contact(s) should have a list of people they should contact on your behalf, including your place of work.
3. Your ICE contact should know about any medical conditions that could affect your emergency treatment
4. If you are under 18, your ICE partner is either your mother or father or an immediate member of your family authorized to make decisions on your behalf—for example, if you need a life-or-death operation.

Note: ICE is not a substitute to keeping written emergency information in a wallet or purse. Emergency response teams first look to identify you before trying to contact next of kin.

For more information, visit [www.cmaalliance.com](http://www.cmaalliance.com). Click on the **Health Promotions** link.

---

## **CMAA Excellence Award 2009**

### **Dr. David & Donna Sabet Founders of "JourneySafe"**

In October at the CMA Foundation dinner, Dr. David and Donna Sabet, founders of the JourneySafe program were awarded the 2009 CMAA Excellence Award. During the award ceremony, the Sabetts were also recognized by Diane L. Harkey, Assembly Member 73rd District.

**JourneySafe** is an educational outreach of the *Gillian Sabet Memorial Foundation* that teaches safe driving at all times for teens and parents, nationally and internationally.

The CMA Alliance Excellence Award is a recognition award given by the CMA Alliance to a volunteer who is a member of the medical family and has made a significant contribution to a health related issue in California.



(L to R) Jeff Corless, Chief of Staff to Diane Harkey, Donna Sabet, Dr. David Sabet, & Assembly Member Diane Harkey.

## PHYSICIANS-IN-TRAINING & MEDICAL FAMILIES

### New Link on CMAA Website!



The California Medical Association Alliance recognizes that physicians-in-training and their families face unique demands as they navigate the way through the high demands of medical school and then

residency. It is often difficult to balance these demands with maintaining healthy personal relationships and outside interests.

Physicians-in-training and their families also face the uncertainty of where to live, what type of practice to join, and even what the practice of medicine may look like altogether. Therefore, the CMA Alliance is focusing efforts to address the issues that matter to physicians-in-training and their spouses/partners, such as:

- Providing information on the new CMAA Website
- Leadership conferences designed to train and improve the young physician's leadership skills
- Invitations to talks pertaining to the latest in medical legislation and advocacy from top key-note speakers and policy-makers
- Local work/life balance seminars
- Quarterly newsletters about the latest issues in health care and Alliance activities
- Links to local resources for family support

Log on to  
[www.cmaalliance.com](http://www.cmaalliance.com)

## THE #1 KILLER OF TEENS IS OTHER TEENS. THEY DON'T CARRY FIREARMS... THEY CARRY CAR KEYS.



Beginning in 2005, following the tragic death of their daughter, Gillian, age 17, and her boyfriend, Jonathan Schulte, age 16 in a solo car accident caused by a distracted driver, Dr. David and Donna Sabet recognized the major contribution distraction causes in the deaths of over 6000 teens annually.

Their program, **JourneySafe** is an educational outreach of the "Gillian Sabet Memorial Foundation" that utilizes the "Remember the 5 Tips" to survive. A powerful DVD presentation and booklet is given at each presentation to teens and their parents that promotes a positive peer pressure for driving safely. It promotes a "friends protect friends" concept that teens can use as a tool to protect themselves and each other.

Multiple high schools have incorporated the **JourneySafe** programs to encourage teen drivers and their passengers to be safe while driving at all times. In addition the local CHP Driver Education program in Orange County includes **JourneySafe**. An internet video campaign has now spread to 28 countries.



For information on how to implement the **JourneySafe** program into your community, visit [www.cmaalliance.com](http://www.cmaalliance.com)

## FEATURED COUNTY ALLIANCE PROMOTION SCCMA Alliance Volunteer in Food Basket Program



Mary Hayashi & Carolyn Miller

Volunteers from the Santa Clara County Medical Association Alliance are spending one morning per month helping with the Food Basket Program in Santa Clara County. This program provides groceries for the HIV/AIDS population in the county.

Qualified individuals come to the center and fill out requests for needed grocery items. SCCMA Alliance volunteers then take those lists and "shop" in the warehouse for the groceries, bag them up and then help to deliver those items to the waiting client. Those who qualify for this relief are ill, on medications for their disease and cannot work. These groceries provide staples and even add fresh fruits and vegetables to their diet. The Food Basket Program is an ongoing project in conjunction with the Health Trust of Santa Clara County. **Great job SCCMA Alliance!**



1201 J Street, Suite 300  
Sacramento, CA 95814

#### EVENT CALENDAR



#### March 18, 2010

**CMAA Regional Conference**  
CMA Conference Room, 2nd Floor  
1201 J Street; Sacramento

#### April 27, 2010

**CMA Legislative Leadership Day**  
Sheraton Grand Hotel; Sacramento

#### April 30 - May 1, 2010

**CMAA Annual Session**  
Embassy Suites; Sacramento

#### June 13-15, 2010

**AMA Alliance Annual Session**  
Chicago Marriott Downtown; Chicago, IL

**CMA Alliance**  
(800) 492-4054 (916) 551-2028 (Office)  
(916) 551-2029 (Fax)

Email: [alliance@cmanet.org](mailto:alliance@cmanet.org) [www.cmaalliance.com](http://www.cmaalliance.com)

Editor: Naomi E. Flam, CMAA Vice-President  
Marketing & Public Relations Council

## CMAA REGIONAL CONFERENCE

March 18, 2010 -- 10 a.m. - 3 p.m.

CMA Office -- Sacramento, CA

The first one-day regional conference will be held in Sacramento. All Alliance members throughout the state are welcome to attend, but the primary purpose of these regional conferences is the following:

- To encourage Alliance members who would like to receive CMAA training in addition to the Annual Session and Fall Leadership Conference multi-day events.
- Conference topics will be customized to each region. The Alliance members tell us what they want to learn.
- To make the conference more affordable to our members.

Speakers & Topics: Nicolette Bautista -- Working with Foundations

Tricia Hunstock -- Leadership Potential & Different County Leadership Structures  
Suzanne Jackson

Debbi Ricks -- Spreadsheet Basics Using Excel

Cost: \$25.00 per person or \$100 from a county by March 12, 2010 Lunch & parking fees will be covered by the CMAA

For more information, log on to [www.cmaalliance.com](http://www.cmaalliance.com). Click on **Event Calendar** link.

**For questions, please contact Debbi Ricks, CMAA President (800) 492-4054 Email: [debbiricks@aol.com](mailto:debbiricks@aol.com)**