



SAN DIEGO COUNTY
MEDICAL SOCIETY
FOUNDATION

2011 ANNUAL REPORT



HIGHLIGHTS OF OUR ACCOMPLISHMENTS DURING 2011

600 Physicians Volunteer for PASD

Project Access San Diego now counts over 600 specialty care physicians as volunteers, providing specialty healthcare consultations and services to uninsured adult patients. PASD is recognized throughout the county as the organized system for local healthcare volunteerism. Thanks to our growing number of volunteers, we have been able to increase the number of patients served each month.

2011 Project Access San Diego Highlights

Number of uninsured patients receiving specialty care services	673
Number of uninsured patients assisted to receive public benefits	363
Number of donated specialty healthcare appointments	1,863
Number of donated surgeries	121
Number of volunteer specialty care physicians	616

SDCMSF Receives Coveted Ardash S. Mahal, MD Award from CMA Foundation

Project Access San Diego and the SDCMSF received the 2011 Ardash S. Mahal MD Access to Health Care & Disparities Award at the California Medical Association (CMA) Annual Conference and CMA Foundation dinner on Sunday, October 16 for our work in addressing the unmet healthcare needs of uninsured patients throughout San Diego County.

SDCMS and SDCMS Foundation White Coat Gala

On June 4, 2011, the annual SDCMS dinner honored incoming and outgoing SDCMS presidents, and highlighted the efforts of physician volunteers, as well as raised funds for SDCMSF's flagship program, Project Access San Diego.

Our Mission:

Improving community health, access to care for all, and wellness for patients and physicians through engaged volunteerism.

Vision:

Improving health, changing lives

858.300.2777
www.sdcmsf.org

March and October 2011 KP Super Saturday Surgery Days

Project Access San Diego coordinated 76 free surgeries and GI procedures in partnership with Kaiser Permanente and Southern California Permanente Medical Group volunteer physicians at its March 26 and October 15 Super Saturday Surgery Days. KP assisted to launch PASD with the first Saturday Surgery Day in December 2008. Eight surgery days since inception have resulted in health improved and lives changed for 281 uninsured patients.

New Website Launched in 2011

To improve access to information about SDCMSF, www.sdcmsf.org now contains links to current local, regional and national news, and better tells the Foundation's story. Physician volunteers, our heroes, are highlighted on numerous pages.

eConsultSD Expands Access to Specialty Healthcare

Through the generous support of Kaiser Foundation Hospitals, Southern California Region, and in partnership with the Council of Community Clinics, SDCMSF launched eConsultSD in early 2011 to assist primary care physicians practicing at the area community health centers with fast access to specialty care consultations for their patients. The system is HIPAA-compliant, able to accommodate imaging and medical notes from EHRs, and increases the capacity of PCPs to manage patient care. For those specialists who may not be able to volunteer to see patients in their offices, eConsultSD is an easy way to provide support to PCP colleagues, and improve the health of uninsured patients.

Carlsbad Surgery Center Adds Saturday Surgery Day Capacity

More patients are now able to receive general surgeries, including hernia, gallbladder and lipoma removal, thanks to an increased partnership with Surgery One's Carlsbad Surgery Center. Through the efforts of Adam Fierer, MD and Eileen Natuzzi, MD, the first Saturday Surgery Day improved the health and changed the lives of five patients in August 2011. Two surgery days there are planned annually, in addition to the two Super Saturday Surgery Days at Kaiser Permanente, and the regularly scheduled surgeries at our hospital and outpatient surgical center partners throughout the year.

Text4baby Shown to Improve Maternal and Child Health

Text4baby, a national mobile health education program launched locally by SDCMSF in 2010, has been shown to increase users' health knowledge, improve interaction with healthcare providers, improve adherence to appointments and immunizations, and increase access to health resources. Recent evaluation has demonstrated the potential positive impact of the Text4baby program and mobile health interventions as a whole. The program presented its findings at the 2011 American Public Health Association annual conference. Text4babySD utilizes localized messages, and by the end of 2011, more than 2,700 expectant and new parents had utilized the text messaging program.

Retired Physicians Society Relaunched

Thanks to the efforts of Mitsuo Tomita, MD and Rosemarie M. Johnson, MD, the Retired Physicians Society is taking on new life. During fall 2011, retired physicians were polled on their interests. On the docket for 2012 are quarterly noon-time educational meetings; many of these will include opportunities to earn CME credits.

Financial Highlights

(From Audited Financial Statements year ended September 30, 2011)
SDCMSF received an unqualified opinion from Leaf & Cole, LLP, the highest designation from an independent audit.

Total Assets:	\$963,506	
Support & Revenues:	\$980,020	
Expenses:		
Program Services:	\$757,785	86%
Management & General Supporting Services:	\$36,297	4%
Fundraising Expense:	\$26,611	3%
Special Event Expense:	\$61,921	7%
Contributed medical services:	\$2,413,905	

Medical Student Scholarships

2011 scholarships were awarded to UC San Diego Medical School first year student Omid Yousefian and to new medical residents Christopher Reid and Kimberly Smith. Congrats to all three!

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