

San Diego

SPECIAL EDITION

# Physician

OFFICIAL PUBLICATION OF SDCMS APRIL 2016

*YOUR SDCMS FOUNDATION IS NOW ...*



CHAMPIONS  
*for* HEALTH

PHYSICIANS  
IMPROVING HEALTH  
CHANGING LIVES

“PHYSICIANS UNITED FOR A HEALTHY SAN DIEGO”



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[www.championsforhealth.org](http://www.championsforhealth.org)

Dear Reader:

We are all Champions for Health. Whether you are improving your family's diet, volunteering to see uninsured Project Access patients, encouraging staff to increase their physical activity, or a myriad of other healthier living activities, you understand how important it is to take control of your health and improve the health of others.

Our new brand, Champions for Health, incorporates all our constituencies – the physicians, nurses and allied health professionals. Our ancillary health partners. Those community members we serve. And those who contribute time, talent and treasure to assist us in meeting our mission. Together, we are improving health and changing lives.

April is Volunteer Appreciation Month, so what could be more appropriate than our ability to feature many of our volunteers in the April issue of San Diego Physician Magazine, published by the San Diego Medical Society. We thank SDCMS, our founder, for the foresight to create an organization with our original charge: provide physicians opportunities to volunteer in the community doing what they love most – caring for patients. We take on this legacy with passion and vigilance, and have grown over the years to address many unmet health needs. And we will continue our mission to improve community health and wellness, access to care for all, and support for physicians through engaged volunteerism for many years to come.

This report includes excerpts from the April San Diego Physician issue, as well as serves as our 2015 Annual Report. Thank you for being a Champion for Health. Live Well! Salud!

Al Ray, MD  
President of the Board

Barbara Mandel, MBA  
Chief Executive Officer



PHYSICIANS IMPROVING  
HEALTH, CHANGING LIVES



**CHAMPIONS**  
*for* **HEALTH**

**PHYSICIANS  
IMPROVING HEALTH  
CHANGING LIVES**





# SDCMS Foundation Changes Name to *Champions for Health*

NEW BRANDING ILLUMINATES  
PHYSICIANS' ROLE IN COMMUNITY HEALTH  
**BY BARBARA MANDEL, MBA**

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**C**hampions for Health” was unveiled as the new name for the SDCMS Foundation at the Health Heroes Awards event on April 18, culminating the annual Aces for Health golf and tennis tournaments. “Physicians exemplify the word ‘champions,’” said Albert Ray, MD, president of the Champions for Health board of directors. “Our new branding will help us tell the story in the community more effectively regarding the critical role of physicians not only in healthcare, but in health and wellness.”

When SDCMS’s physician leadership conceived of the creation of a nonprofit organization to facilitate physician volunteerism in 1999, it was not clear which direction the new organization would take. Medical student loans led to a medical student scholarship fund. In 2005, a roast of San Diego anesthesiologist Robert Hertzka, MD, funded the initiation of support for medical student trips to Sacramento for advocacy training.

James T. Hay, MD, served as the first president of the board of directors of the SDCMS Foundation and led efforts to launch Project Access San Diego, providing specialty care health services to uninsured, low-income adults, in late 2008. “Throughout the development of the organization and even more today, I reiterate to the SDCMS leadership and members that Champions for Health is their organization, created by physicians to facilitate what we love to do most: care for patients,” says Dr. Hay.





PHYSICIANS  
IMPROVING HEALTH  
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“Project Access would not exist without the dedication of more than 600 physicians who provide *pro bono* specialty care to uninsured, low-income adults in our community,” says James Schultz, MD, CMO of Project Access and board member of both Champions for Health and SDCMS.

Not all physicians have the opportunity to volunteer with Project Access, as it provides specialty care alone. The SDCMS Foundation explored opportunities for primary care physicians and physicians in foundation-model health systems to get involved, as providing these opportunities was one of the guiding principles for establishing the 501c3 organization. The organization has increased the scope of services in the community, from access to specialty care through Project Access San Diego to a variety of preventive and early detection programs.

Physicians are critical role models and voices of authority to community residents, and physician involvement is core to Champions for Health’s future as the organization implements these preventive services.

In 2012, then-board president Stuart Cohen, MD, identified the urgent need to increase flu immunization. A pediatrician, Dr. Cohen understood that one flu shot

might reduce the risk of potentially fatal illness in the entire family. Partnering with the County of San Diego’s HHSA, the San Diego National Association of Hispanic Nurses, the American Red Cross of San Diego/Imperial Counties, and the Nursing Education Department at Palomar College, the SDCMS Foundation facilitated more than 1,100 free flu shots in community locations to adults and children who may not have a medical home or who may not seek regular medical care.

A similar need to expand mammography was identified in 2013; while uninsured women were covered for breast exams and mammography, many women did not avail themselves due to transportation issues, time, or simply not knowing the services were available without charge. Partnering with a grassroots organization in South Bay, along with a number of community clinics, the SDCMS Foundation received initial funding from Susan G. Komen San Diego to launch a mobile mammography program. The program has expanded throughout North County, and, in 2015, 1,370 women received clinical breast exams and mammograms close to home.

More than 100 physicians have volunteered to be a part of the *Live Well* Speakers Bureau, providing the message of

**“OUR NEW  
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NOT ONLY IN  
HEALTHCARE,  
BUT IN  
HEALTH AND  
WELLNESS.”**

health and wellness to school children, parents, seniors, members of service organizations, and members of faith communities.

Champions for Health not only exemplifies our partners, but will also help the organization be more recognizable in the general community. At least weekly, someone asks if we gave away money because our name included “Foundation,” or people assumed we raise money for physicians. Both of these misnomers made fundraising in the community difficult. With the need for broad-based financial support to assure that the tremendous donation of time and talent of physicians can be operationalized, it was time for a name that meant more in the public eye.

“Our goal aligns with that of the Medical Society — to create the healthiest community in the nation,” says Will Tseng, MD, board member of Champions for Health and president of SDCMS. “The two organizations continue to be united; the SDCMS Foundation, now Champions for Health, has facilitated the public health portion of the Medical Society’s mission.” As the community builds on the momentum of health, not just healthcare, Champions for Health is ready to pursue its mission with passion! **SDP**

*Ms. Mandel is CEO of  
Champions for Health.*



# Project Access San Diego: Improving Health Since 2008

## \$10.6

Million in Donated Care,  
Thanks to Physicians, Hospitals,  
Surgery Centers, and Ancillary  
Healthcare Providers

## 4,508

*Uninsured Patients Assisted  
to Improved Health*

## 75%

*Reduction in  
Patient Workdays  
Missed Due to  
Illness or Disability*

## 89%

*Reduction in  
Patient Return  
Visits to ERs*

*twenty-six*  
**LIVES SAVED**

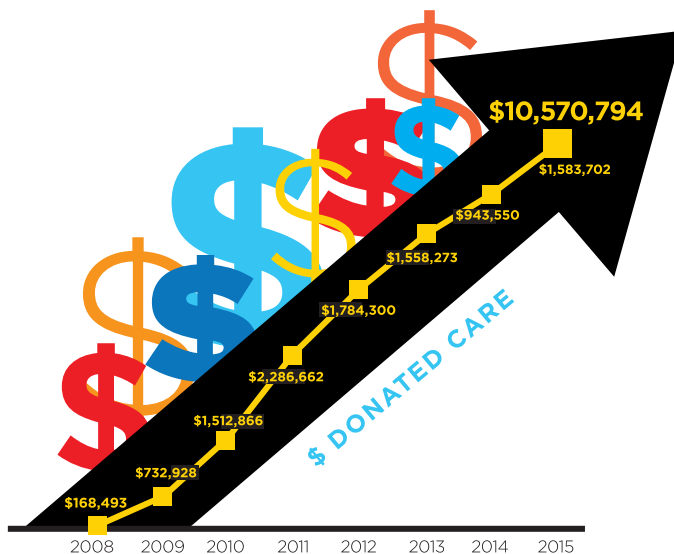
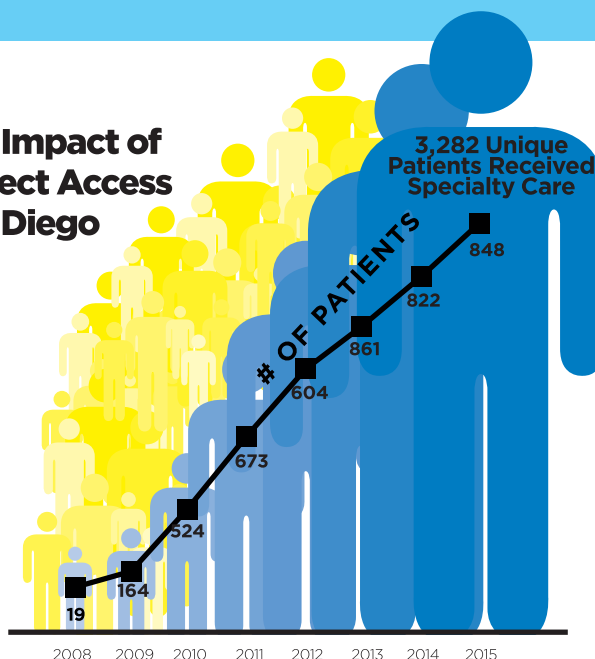
**SURGERIES AND GI PROCEDURES**

## 1,092

## 11,377

*Specialty Care Appointments*

### The Impact of Project Access San Diego



We are grateful to the hundreds of physicians who volunteer to provide care for uninsured residents of our community, assuring that they return to health, return to work, are able to care for their families, and contribute to their community. Without their commitment, Project Access would not exist. While we cannot provide a full listing of all the physician volunteers, we are fortunate to count over 650 physicians as Project Access Champions to date.

Likewise, we acknowledge the hospitals, outpatient surgery centers, and ancillary health providers who also provide pro bono care required to improve the health of these individuals. Their support of the physician community, and those most vulnerable, is remarkable and greatly appreciated. A listing of these partners is included in this report.



# Champions for Health's 2016 Health Heroes

BY CARLOS MEDINA

Champions for Health honored its 2016 Health Heroes at an awards ceremony on April 18. The organization's honorees shared the following about their involvement in improving health and changing lives of vulnerable San Diegans:



**Legacy Award:** Kaiser Permanente Saturday Surgery Team: Daniel "Stony" Anderson, MD, FACP, Paul Bernstein, MD, FACS, Sandra Lynn Friewald, MD, and Shreya Shah Sasaki, MPH

Approximately 25% of the surgeries needed have been done through a Saturday Surgery Day at one of the Kaiser Permanente facilities, with up to 150 physicians and medical staff volunteering to provide life-changing procedures for Project Access patients. Medical director Paul Bernstein, MD, commented on the benefits for the KP team, "I've seen at Kaiser Permanente that all of our physicians and staff have been more energized about Project Access over the years. They look at it as an opportunity to give back to the community."

Dr. Bernstein removed a significant tumor from the forehead of a young Somali refugee at one of the first Surgery Days. "The tumor created a lot of angst for him and affected his ability to get a job and be seen in public," he added. "It was really a privilege to remove his growth and transform him into an individual who was more outgoing, who could actually get a job and do well. A lot of people fly thousands of miles to participate in medical missions when there are people right here in San Diego who need our help, people that are uninsured, and for whom we can make a difference in all their lives."

Sandra Friewald, MD, has served as lead surgeon since 2008. "One of the things that I've noticed as time has passed is that other surgeons are coming up to me with ideas about patients that we might be able to serve in addition to the ones we've been serving so far," says Dr. Friewald. "The bottom line is that everybody wants to be healthy and work."

"One of my first Project Access patients was a young man with rectal bleeding for years, causing iron deficiency and anemia," says Daniel "Stony" Anderson, MD. "He had an obvious colon cancer and hundreds of polyps. It turns out he had familial adenomatous polyposis, and we got him genetically tested and treated for his cancer. Of his two children, his son also tested positive for the gene, so now his son can have the necessary surveillance and never develop colon cancer. That's two lives saved through this program. I find it hard to imagine how difficult it must be to be uninsured and have something that you know is wrong and not be able to afford the diagnostics or necessary treatment."





**Above and Beyond Award:** James Santiago Grisolia, MD

Dr. Grisolia, a neurologist, was recognized for his longtime commitment to the organization as an early board member, as well as his commitment to take on challenging Project Access cases. "My personal commitment to Project Access arises from being a doctor," says Dr. Grisolia. "I'm a stealth Latino, I speak Spanish, and I'm pretty bicultural. So I have special gifts to help people in the Latino community, but I believe in reaching out to all communities here in San Diego. Heaven knows we're a crossroads and we've got a lot of communities here that need help."

**Champion Award:**  
Hernan Goldsztein, MD,  
and Moses Salgado, MD

Drs. Goldsztein and Salgado, ENT specialists, have seen and treated dozens of uninsured Project Access patients with health issues, many due to a lack of iodinated salt in their diet. "We see more advanced disease in Project Access patients given a history of lack of access to healthcare," says Dr. Goldsztein. "I remember a lady who had a very, very sick child, and all her resources, her time, were dedicated to that child, and she neglected herself. She had a growth in the thyroid, and we were able to take the growth out, and fortunately it was a benign disease. She was so happy; she was one of the most grateful patients we have had. What's really gratifying from the Project Access patients is that they are extremely grateful. Giving back is what reminds me every day why I went to medical school and why I completed 18 years of training."

"My primary motivation to volunteer with Project Access is, it may sound hokey, but it's the right thing to do," adds Salgado. "My most memorable Project Access patient was a lady who had a massive goiter from her chest to her chin, taking over her entire neck. It was essentially choking her, she had trouble eating, and she couldn't sleep or breathe well. It was hard to believe that this had gone on for eight to 10 years. After surgery she was super grateful to be living a normal life again. That's why we get into medicine, to help people, and these really are the people who need it the most. Project Access is really focused on helping that invisible population, and it's some of the most rewarding work that I do."



**Volunteer Medical Interpreter of the Year:**  
Stephanie Rosas

Language is a major barrier for many immigrants in need of medical care. Champions for Health initiated a volunteer medical interpreter program in 2014 to address the need in a cost-effective manner. Stephanie Rosas quickly became one of the first and most prolific volunteers. "I became a volunteer medical interpreter because my grandma would go to her medical visits, and she needed help," says Ms. Rosas. "I saw that there was a great need when she was trying to express her health issues, what she was feeling, and her pain. It made her feel comfortable to open up more, and once I thought, maybe there's something I can do. Maybe I could help others who don't have this kind of assistance."



**Spirit Award:**  
Bob DeSimone

Bob DeSimone, principal of The Doctors Insurance Agency, has served in several capacities on the Champions for Health board of directors since 2011. Under his leadership, the organization has been able to grow through the inauguration of two signature annual events: the Aces for Health Golf and Tennis Tournament, and the Solana Beach Sunset 5K Run/Walk. Through his energy, enthusiasm, and dedication the organization has raised more than \$400,000 over the past four years. "I am proud we've been able to raise over a couple hundred thousand dollars to help the Foundation," says Mr. DeSimone. "I work with physicians to provide medical malpractice insurance, and so it was a perfect fit. It was a way for me to give back to the community."



**Corporate Partner of the Year:** The Doctors Company

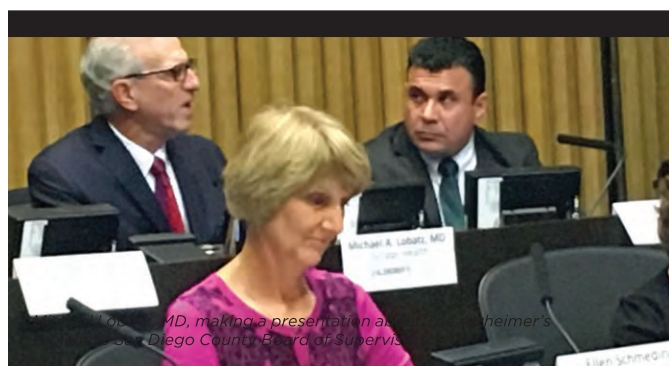
"We're so grateful for The Doctors Company's partnership to inaugurate our Aces for Health golf tournament and our Solana Beach Sunset 5K Run/Walk," says Champions for Health CEO Barbara Mandel. "In addition to providing event sponsorship, The Doctors Company has been very involved with patient safety, so we also partner with them to provide continuing medical education credits for active and retired physicians. Their commitment to the medical community has been huge." **SDP**

*Mr. Medina is communications manager for Champions for Health.*



# The Alzheimer's Project Supports Community Physicians

BY BARBARA MANDEL, CEO, CHAMPIONS FOR HEALTH



With more than 62,000 San Diegans suffering with Alzheimer's disease and other dementia, and only 900 neurologists, psychiatrists, and geriatricians in our region, primary care providers are tasked with screening, evaluating, and treating this complicated and terminal disease. Primary care physicians now have new tools at hand to assist their care of patients and their family caregivers.

The Alzheimer's Project, launched by County Supervisors Dianne Jacob and Dave Roberts in 2014, brings together experts in dementia to address the cure, care, and clinical aspects of the disease. Michael Lobatz, MD, Scripps Health neurologist and SD-CMS board member, serves on The Alzheimer's Project Steering Committee and co-chairs the Clinical Roundtable with County HHS medical director and Champions for

Health board member Nick Yphantides, MD.

"We have been working over the past year to develop standards of practice to be utilized across health systems," says Dr. Lobatz. "These standards will assure that physicians have best practice tools to facilitate appropriate screening and diagnosis of dementia, and knowledge of resources to assist patients and their caregivers in the progression of this degenerative disease."

Neurologists, psychiatrists, and geriatricians met over a one-year period to develop and test algorithms. Pilot studies at several health systems informed the work to fine-tune the pathways, including recommendations for most effective screening and evaluation instruments. Physicians will be invited to learn these best practices and adopt usage in their practice over the next 18 months. Champions for Health is facilitating these efforts, including the development of a

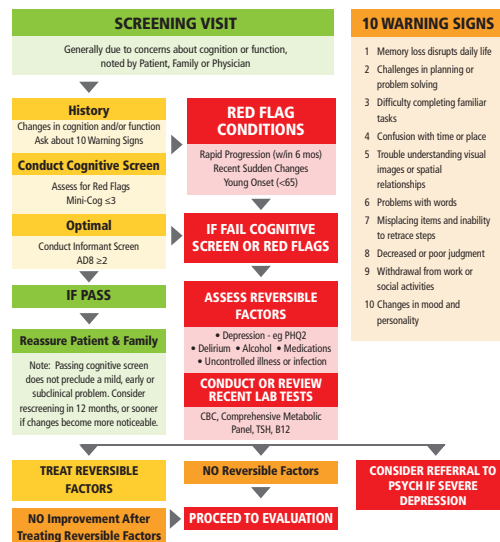
toolkit for physicians. Funding is provided by the County of San Diego and by a federal grant led by San Diego State University.

In addition to the work of the Clinical Roundtable, the Project includes the Cure, Care, and Public Awareness Roundtables. The Cure Roundtable has assembled \$500,000 in funding that brings together researchers from UC San Diego,

Scripps Research Institute, the Sanford Burnham Prebys Medical Discovery Institute, and the Salk Institute to fast-track drug development. The caregiver community has developed recommendations at the Care Roundtable to support family and professional caregivers, and a public awareness campaign has launched to inform the public of available resources. **SDP**

## ALZHEIMER'S CLINICAL ROUNDTABLE RECOMMENDED SCREENING ALGORITHM FOR ADULT COGNITIVE IMPAIRMENT

NOTE: Cognitive screening may be a part of a regular annual physical exam.



THE ALZHEIMER'S PROJECT



The Dementia Screening Algorithm assists primary care providers in assessing symptoms of memory loss and is the first pathway in the toolkit.

## DICE APPROACH TO BEHAVIORAL AND PSYCHOLOGICAL SIGNS AND SYMPTOMS OF DEMENTIA

DESCRIBE	Caregiver describes behavioral factors: • Social & physical environment • Patient perspective • Degree of distress to patient and caregiver	Look for: • Antecedents • Patterns • Context • Co-occurring events
INVESTIGATE (ASSESS)	Investigate possible causes of behavior	
CREATE (TREATMENT)	Provider, caregivers, clinical team collaborate to create and implement a treatment plan Address physical problems and medical issues first Employ behavioral interventions Ensure that the environment is safe	
EVALUATE (AND RE-EVALUATE)	Evaluate whether "CREATE" interventions implemented by caregiver(s) have been safe/effective	

THE ALZHEIMER'S PROJECT



Treatment of the behavioral and psychological symptoms of dementia is addressed utilizing the DICE method: Describe, Investigate, Evaluate, and Create. Its effectiveness was first documented by Helen C. Kales, MD, and colleagues at the University of Michigan. Models have been created to address the most common behavioral issues of dementia.



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## 2<sup>nd</sup> Annual Solana Beach Sunset 5K Run/Walk 5K TO SUNSET DIABETES

Physicians and their families joined close to 650 runners and walkers at the second annual Solana Beach Sunset 5K Run/Walk and health expo on Nov. 14, 2015. The event enjoyed huge support from the medical community, including presenting sponsors The Doctors Company, The Doctors Insurance Agency/Bob DeSimone, and the County of San Diego's Health and Human Services Agency.

The event raised close to \$35,000 to support diabetes prevention targeting vulnerable populations living with pre-diabetes; only about one in eight people with pre-diabetes know they have the condition, according to a 2015 study in the *American Journal of Preventative Medicine*. "We're here to get people running and walking to reduce their risk of developing diabetes," said Barbara Mandel, SDCMS Foundation executive director.

San Diego County Third District Supervisor Dave Roberts again served as honorary chair of the event and presented a certificate of recognition to the SDCMS Foundation for raising funds and awareness to sunset diabetes. The health expo featured dozens of booths promoting active living and healthy eating: free blood pressure tests from UC San Diego Health and free skin screenings from Arch Health Partners, as well as 24 Hour Fitness, Fitwall, and free samples from Naked Juice and Clif Bar. **SDP**

## Aces for Health Golfers Support Efforts to Improve Health and Change Lives



April 18 marked the date for the fourth annual Aces for Health golf tournament, joined this year with the inaugural tennis tournament. This year's event was held at Lomas Santa Fe Country Club in Solana Beach. The golf and tennis activities were followed by the Health Heroes Awards reception and silent auction.

Last year, on March 12, 2015, physicians and their friends supported the SDCMS Foundation at the third annual Aces for Health golf tournament at Del Mar Country Club. The tournament was followed by an evening reception and silent auction raising \$81,000 for Project Access San Diego, which provides *pro bono* specialty care to low-income, uninsured San Diegans through a network of specialist and surgeon volunteers.

Major sponsors for the events both years were presenting sponsors The Doctors Company and The Doctors Insurance Agency/Bob DeSimone, joined by Pettigrew Surgical Associates/Spinal Elements, UC San Diego, and Wealth Advisors. **SDP**



## Medical Student & Resident Scholarships Support the Future of Medicine

Michael Langley-deGroot was selected as the 2015 SDCMS Foundation resident scholarship winner. Michael is currently a psychiatry resident at UC San Diego. He completed his medical school training after a decade working to provide services to the homeless and mentally ill at several nonprofit organizations, and worked at the Department of Mental Health in Los Angeles on the psychiatric emergency response team. At UC San Diego, he completed several of his clinical clerkships with honors, including medicine, psychiatry, neurology, and primary care. He began volunteering at the UCSD Student Run Free Clinic during his first year, and worked every year since, including during the summers when staffing is greatly needed. He was honored during his fourth year at UC San Diego with the Gold Humanism Honor Society membership.

2015 medical student scholarship recipients Jacqueline Lee and Michael Pimienta will receive financial support for the four years of their medical school training. Awards are granted annually on merit and the candidate's personal beliefs and actions aligning with Champions for Health's mission. **SDP**

## Celebration 10 Gala CELEBRATING THE COMMITMENT OF JAMES T. HAY, MD, TO COMMUNITY HEALTH



The SDCMS Foundation honored its founding president, James T. Hay, MD, at Celebration 10, its 10<sup>th</sup> anniversary gala on Feb. 7, 2015. Event honorary chairs included Bob Hertzka, MD, Roxana Foxx, Al Ray, MD, and Cheryl Ray. Former State Assembly Speaker Toni Atkins, Congresswoman Susan Davis, County Supervisors Greg Cox and Dave Roberts, San Diego City Councilmember Todd Gloria, and more than 260 attendees toasted Dr. Hay's remarkable efforts to improve health and change lives. "We're now up over \$9 million of free care given to patients in San Diego," said Dr. Hay of the Foundation's success.

The gala's cocktail hour featured a silent auction of original artwork by San Diego artists that built on the SDCMS Foundation's heartfelt theme. Close to \$100,000 was raised to support the SDCMS Foundation's flagship program, Project Access San Diego, as well as health policy education for students at UC San Diego's School of Medicine. Dr. Hertzka said of the health policy education, "After our students see policy in practice, they understand why being a part of organized medicine is so important to the profession." **SDP**





## THANKS TO OUR MANY HEALTHCARE PARTNERS

Project Access patients greatly benefit from the generosity of our many healthcare partners, working with more than 625 physicians to improve health and change lives.

Alcon  
Allosource  
Alvarado Hospital  
American Medical Systems  
American Red Cross of SD/IC  
Amplatzer  
Anesthesia Consultants  
of California Medical Group  
Anesthesia Service Medical Group  
Applied Medical  
Arthrex  
Black Nurses Association  
BioTissue  
Boston Scientific  
Cardinal Health Radiopharmacy  
Carlsbad Surgery Center  
cCare California Cancer  
Associates  
Coast Surgery Center  
Community Health Imaging  
County of SD Health & Human  
Services Agency  
The Endoscopy Center  
Escondido Surgery Center  
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Longevity Physical Therapy  
Miraca Life Sciences  
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North Coast Surgery Center  
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Ottobock  
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Palomar College School of  
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Alvarado  
Poway Surgery Center  
Practice Plus Solutions  
Premier Lithotripsy  
Prime Anesthesia Services  
Quest Diagnostics  
Rancho Bernardo Surgery  
Center  
SD County Speech Pathology  
Services Inc.  
San Diego National Association  
of Hispanic Nurses  
San Diego Outpatient  
Ambulatory Surgical Center  
San Diego Pathologists  
Medical Group  
San Diego Spine and Sport  
Scripps Health  
Scripps Mercy Surgery Pavilion  
SIGVARIS, Inc.  
Smith and Nephew  
SpineZone  
Stryker  
Surgical Center of San Diego  
Tri-City Medical Center  
UC San Diego Health System  
UC San Diego Radiation  
Oncology Center South Bay  
Vital Wear

## YOU Are a Champion for Health

Champions for Health is seeking your assistance to improve the health and wellness of community members. Make a few community presentations or provide care to a few patients a year. Provide leadership to guide the organization by serving on the Program Leadership Team. Play in the Aces for Health golf and tennis tournaments. Bring office staff, family, and patients to the Solana Beach Sunset 5K Run/Walk. Make a contribution, either annually or monthly through automatic payments. Champions for Health is your organization, and is only as strong as your commitment.

## Champions for Health Prevention Programs TARGETING THE MEDICALLY UNDERSERVED



### Love Your Heart Day

SDCMS president William Tseng, MD, promoting cardiovascular disease screenings, during the County of San Diego's annual Love Your Heart Day (Feb. 11, 2016). During the one-day event, Champions for Health rallied physicians and nurse volunteers to provide and record 2,530 free blood pressure screenings to patients and the public, 47% more than in 2015. A total of more than 25,000 blood pressures were recorded countywide that day.



### Immunizations

During the 2015–16 flu season, Champions for Health nurse volunteers provided 1,135 free flu immunizations to medically underserved county residents at convenient locations, 100% more than the previous flu season.



LIVE WELL  
SAN DIEGO

## Live Well Speakers Bureau's Physician Volunteers

IMPROVING COMMUNITY HEALTH EDUCATION

Physicians from across San Diego County are volunteering to build the public's knowledge, skills, and positive attitudes about health through the *Live Well* Speakers Bureau (LWSB) at Champions for Health. The LWSB consists of *pro bono* interactive presentations to groups of youth, adults, seniors, employees, and community residents on a wide range of topics including:

- Easy Ways to Eating Right for a Healthy Body and Mind
- How to Live Your Best Life
- Creating a Healthier Workforce
- Athletics: Playing for Life (teen sports benefits and issues)
- Recognizing Unhealthy Relationships
- Reading Your Child's Emotional Health

### Breast Cancer Screenings

In 2015, Champions for Health facilitated 1,370 free community-based breast cancer screenings through partnerships with community clinics and Susan G. Komen San Diego, including 169 screenings at a one-day event at Qualcomm Stadium last October.



### CRC Screenings, Diagnostics, and In-service

Daniel "Stony" Anderson, MD, California Colorectal Cancer Coalition (C4) board president and Champions for Health volunteer and leadership team member, with four Project Access colorectal cancer (CRC) survivors. Champions for Health provides in-service training to help community clinic physicians and staff improve CRC screening rates, and partners with Kaiser Permanente and Tri-City Medical Center for *pro bono* diagnostics and treatment for the uninsured. **SDP**



Champions for Health provides adaptable presentation materials tailored to each audience's age (ranging from 5 to 105) and interests. Because 75% of a person's health is determined by their behaviors, these interactive presentations engage and initiate a dialogue on how individuals can improve public health, starting at home. The LWSB is made possible through a partnership with the County of San Diego's Health and Human Services Agency.



Jeffrey Howell, MD, educating San Diego's Retired Senior Volunteer Patrol, North Division, about "Living Your Best Life."

In 2010, the San Diego County Board of Supervisors adopted the *Live Well San Diego* (LWSD) health strategy. LWSD involves partners from government to business, schools, and faith-based and community organizations, working together to plan and implement innovative and creative projects that improve the health, safety, and well-being of all county residents. The County of San Diego's Board of Supervisors recognized SDCMS Foundation/Champions for Health as a *Live Well San Diego* partner in 2014 and proclaimed "SDCMSF Live Well Day" on Sept. 27, 2014, the organization's inaugural Solana Beach Sunset 5K Run/Walk. The event helped 650 attendees participate in fitness fun while learning about healthy eating and raising awareness about poor diet and physical inactivity to address diabetes among all San Diegans at risk. **SDP**



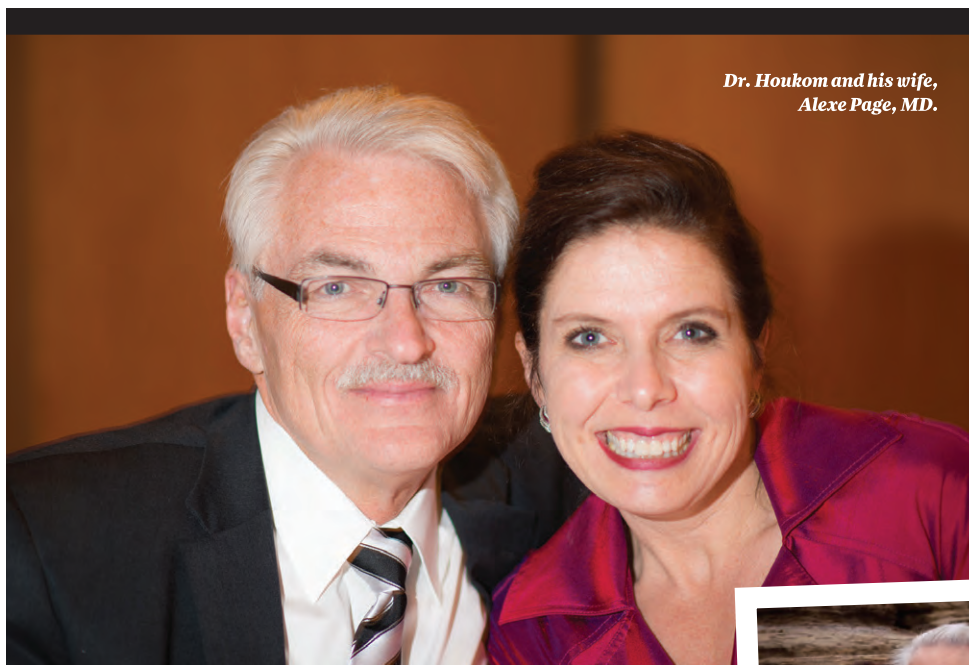
# John Houkom, MD, Memorial Scholarship Fund

by Al Ray, MD

Dr. Houkom will be greatly remembered for his caring commitment to his patients as an orthopedic surgeon with Southern California Permanente Medical Group, as well as his charm and great dancing skills. Now his legacy and commitment to the medical profession will be memorialized through the establishment of the Memorial Scholarship Fund in his name, endowing a medical student scholarship each year. The SDCMS Foundation has provided UC San Diego School of Medicine student scholarships, as well as resident scholarships, for the past eight years. Dr. Houkom's wife, Alexandra Page, MD, made the gift in her husband's honor last October.

The John Houkom, MD, Memorial Scholarship Fund is the first endowment fund established by Champions for Health. Physicians can memorialize their legacy by making either a cash contribution or a legacy gift in their estate plan. For more information, contact Barbara Mandel at Champions for Health. **SDP**

*Dr. Houkom and his wife, Alexe Page, MD.*





## Longtime Champion for Health at Home and Abroad

Adam Fierer, MD, is one of our many Champions. Dr. Fierer had helped on several medical mission trips out of the country, and realized there were unaddressed health issues in San Diego County he could impact. He talked with the Carlsbad Surgery Center, and together began a partnership that has assisted dozens of Project Access patients since 2012.

Maribel Ramirez-Campos (pictured with her daughter and Champions for Health patient care manager Melissa Martinez Escalante) received care through Project Access. Maribel suffered for four years with a hernia so unbearably painful she could not easily breathe.

As an uninsured adult earning a modest income, she could not afford treatment. Maribel has four children under the age of 15, and even lifting her youngest caused great pain. She appreciated the opportunity to receive a pro bono hernia repair surgery through the Project Access care coordination between Dr. Fierer, Carlsbad Surgery Center, and her community health center. Last March, Maribel received the care needed to improve her health so she can be the fun loving mother and productive employee she has always wanted to be.

Carlsbad Surgery Center, one of the Sutter Health/SurgeryOne outpatient surgery centers in San Diego County, engages their staff as well as surgeons and anesthesiologists to improve health of community members. "It takes a team to accomplish these surgeries in one day," says CEO Scott Leggett. "We appreciate our staff dedicating a day of their time to support the physicians who lead this volunteer effort."

## 2015 Service Highlights

**\$1,583,702**

Donated Medical Services

**848**



Patients Served PASD

**1,933**



Medical Appointments

**190**

Surgeries & C2RC Diagnostics

**419**



Enabling services provided

Women receiving free mammograms

**1,370**

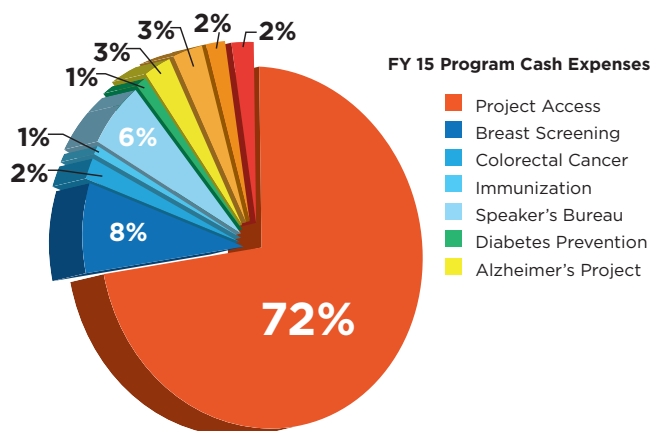
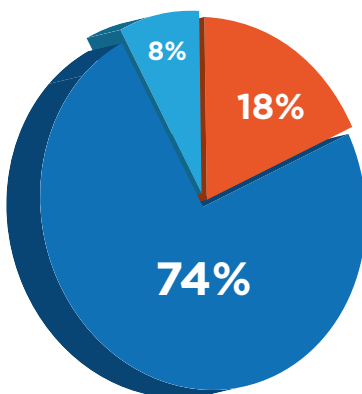
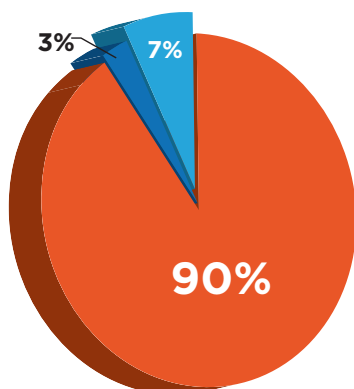
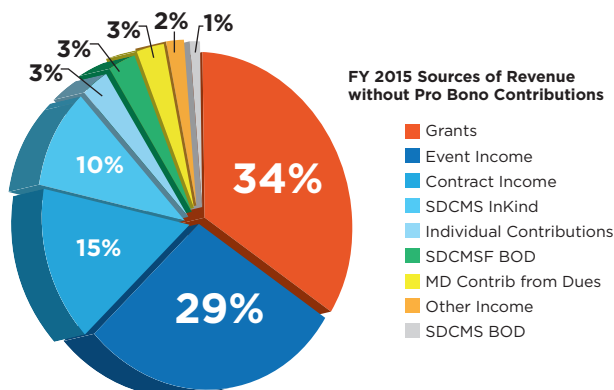
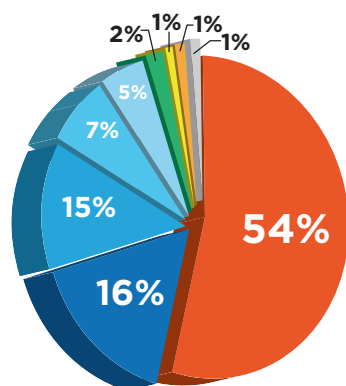


**1,135**



Children & Adults receiving flu shots





#### STATEMENT OF FINANCIAL POSITION as of September 30, 2015

##### Current Assets

Cash	\$107,857
Investments	\$173,586
Grants & Contracts Receivable	\$38,148
Accounts Receivable	\$7,764
Prepaid Expenses	\$5,162
<b>Total Assets</b>	<b>\$332,517</b>

##### Current Liabilities

Accounts Payable	\$91,646
Deferred Income	\$29,002
Accrued Expenses	\$17,967
Fiscal Agency Payable	\$9,663
<b>Total Liabilities</b>	<b>\$148,278</b>

##### Net Assets

Unrestricted Net Assets	\$69,109
Temporarily Restricted Net Assets	\$115,130

**Total Liabilities and Net Assets \$332,517**

#### STATEMENT OF ACTIVITIES

##### Revenues

In-Kind Donations	\$838,078
Grant Revenue	\$36,409
Contract Income	\$97,211
Contributions	\$67,076
Investment & Other Income, Net	\$15,933
Funds released from restrictions	\$185,263
	<b>\$1,239,970</b>

##### Special Events

Event Revenue	\$179,390
Direct Benefit to Donors	-\$45,140
	<b>\$134,250</b>

**Total Revenues \$1,374,220**

##### Expenses

Program	\$1,388,421
General & Administrative	\$52,249
Fundraising	\$106,372
	<b>\$1,547,042</b>

**Total Expenses \$1,547,042**

# Thank you to our 2015 event sponsors



We could not reach our mission without the dedication and support of our many community partners and supporters.





PHYSICIANS  
IMPROVING HEALTH  
CHANGING LIVES

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