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

A Life Saved: Collaboration and Coordination is the Essence of Project Access

Joel did not know his life was in danger when he sought care at his community clinic for abdominal pain he had lived with for three years. Referred to Project Access, Joel, a father of two young children, participated in the March 2011 Saturday Surgery Day to diagnose his intestinal issues and bleeding. As part of the GI procedures offered at the semi-annual Kaiser Permanente Super Saturday Surgery Days, Daniel Anderson, MD, performed a colonoscopy; it revealed a rare form of familial colorectal cancer, diagnosed at Stage 4.

Colon cancer is second only to lung cancer as a cause of cancer deaths in Californians. And yet, it is also one of the most preventable cancers. Since late 2008, the diagnostic colonoscopies provided by Kaiser gastroenterologists have removed potentially-cancerous growths in 21 patients, a life-saving measure.

Joel received imaging from Imaging Healthcare Specialists, oncologist Alberto Bessudo, MD, provided chemotherapy, and Eva Lean, MD, provided radiation therapy. Marco Tomassi, MD, and Huathin Khaw, MD, performed multiple surgeries to save Joel, and in addition, Kaiser Permanente provided genetic testing for Joel’s two children; his five-year-old son carries the marker, and will be followed for early detection and treatment. Joel is now back to work, knowing he will celebrate many more of his children’s special occasions.

Project Access exists due to the dedication of our volunteer physicians, such as those helping Joel. We are here for patients like Joel so that we can improve health and change lives in our community.
Cost Benefit Study Demonstrates PASD Community Benefits

A study done by UC San Diego health economist Todd Gilmer, PhD concluded that Project Access has greatly reduced emergency room costs and visits, inpatient hospital days, and repeated clinic visits. Patients may have visited the emergency department five to six times due to unbearable pain, infection or other issues prior to being referred to Project Access and receiving appropriate treatment from one of our volunteer specialists. In addition to health care cost reduction, patients reported a 75% decrease in work days missed due to illness or disability. The study looked at individual data comparing healthcare usage prior to and six months after completion of their treatment plan. Project Access is able to get people back to work, and caring for their families.

Medical Student Scholarships

2012 marked the first year five scholarships were awarded to UC San Diego Medical School students. New residents Jane Bugea and Mai Duong were honored at a graduation weekend luncheon. They are both pursuing family practice in San Diego County, and have a goal to care for the underserved. First year students Diana Garcia, Amit Pandey and Anna Schoenbrunner impressed our Medical Student Scholarship committee with their dedication to public service and their exceptional medical student qualities. Congrats to all five!

Third year medical student and 2010 scholarship recipient Jessica Cruz was awarded a scholarship by the MacKenzie Foundation, which has been supporting UC San Diego and its medical students since 1977. Jessica was recognized for her passion for helping others, particularly those who come from low-income backgrounds.

White Coat Gala Brings in Green

The San Diego County Medical Society’s annual inauguration dinner, the White Coat Gala, benefited Project Access in May 2012 with proceeds of a live auction. Physicians gathered to celebrate their colleagues, learned about Project Access, and heard from Marisol de la Cruz, a local artist who credits her renewed health to Project Access and her physician, Robert Eisenberg, MD. She donated a painting, enthusiastically purchased by Alexe Page, MD, a PASD volunteer and KP orthopedic surgeon, and presented another to Dr. Eisenberg.

PASD Patients have limited access to care

- 100% Household Income below 350% of the Federal Poverty Level
- 100% Uninsured County Residents
- 100% Patients have a Medical Home
- 98% Adults (18-54) 2% Seniors (55+)

PASD Benefits the Community

- Patients Back to Work
  Days of work missed reduced by 75%

- Emergency Department Visits
  Emergency Department costs reduced by 80%

- Number of Clinic Visits
  Clinic Visits costs reduced by 66%

- Hospital Inpatient Days
  Hospital Inpatient costs Reduced by 88%
PASD Physician Volunteers Honored in Community

Daniel “Stony” Anderson, MD, KP gastroenterologist, PASD champion and long-time physician volunteer, was honored by the County of San Diego Health & Human Services Agency in April 2012 as their Public Health Champions Theme Awardee, the highest honor, for his work with Project Access. Robert Eisenberg, MD, urologist, was honored by the Grossmont Healthcare District as a 2012 Healthcare Hero for his volunteer contributions to PASD. We are so honored that two extraordinary volunteers are recognized for their commitment to improving the health of those most vulnerable.

Retired Physicians Society Relaunched

Thanks to the efforts of Mitsuo Tomita, MD and Rosemarie M. Johnson, MD, the Retired Physicians Society toured the UC San Diego Telemedicine Center and robotic surgery lab, the San Diego Blood Bank, and reminisced over the history of Scripps Health at a presentation and book signing by Sarita Eastman, MD, retired physician and author. These lunch-hour meetings provide continuing education and opportunities to spend time with former colleagues. The group meets three to four times a year, and includes those who retired from practice in the community, as well as others who have moved to San Diego after retirement.

PASD Immunization Initiative Launched

San Diego County Medical Society Foundation led a collaboration of other community agencies to increase adult immunization rates for flu immunization at the end of 2012. The County of San Diego, the Black Nurses Association, the San Diego Chapter National Latina Nurses Association, Walgreens, International Rescue Committee, US Healthcare, WeSupportYou, the Mexican Consulate, and San Ysidro Health Center partnered with SDCMSF to outreach and provide free flu shots for community members nine to 75 years of age. Sanofi-Pasteur donated vaccine in addition to supplies from the County. This effort is part of our goals to address preventable diseases.

HIGHLIGHTS OF OUR ACCOMPLISHMENTS DURING 2012

628 Physicians Volunteer for PASD

Project Access San Diego now counts 628 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 improve access to care and health status for our community’s most vulnerable.

2012 Project Access San Diego Highlights

- Number of uninsured patients receiving specialty care services: 604
- Number of uninsured patients assisted to receive public benefits: 135
- Number of donated specialty healthcare appointments: 1,901
- Number of donated surgeries: 168
- Number of volunteer specialty care physicians: 628

SDCMSF Sees Patient Benefits to Affordable Care Act

Project Access San Diego has begun to see the positive effects of the MediCal expansion, feasible through the implementation of the Affordable Care Act, as adults without minor children became eligible for the County’s Low Income Health Plan, beginning July 2012.

First Friend-and-Fund Raiser Reaps Rewards

Heroes de la Salud, our first signature event, drew a sell-out crowd to Anthology in April to enjoy the music of Los Lobos, while highlighting the efforts of our physician volunteer heroes, as well as raising funds for SDCMSF’s flagship program, Project Access San Diego.
Saturday Surgery Days Serving More Patients
Thanks to our partnerships with both Kaiser Permanente and the Southern California Permanente Medical Group, and the Carlsbad Surgery Center, during 2012 85 patients received life-changing surgeries and GI procedures during one of four Saturday Surgery Days. The October KP Surgery Day marked the 10th Super Saturday Surgery Day, and volunteer physicians added sclerotherapy to our menu of surgical procedures. At Carlsbad Surgery Center, our September Surgery Day added orthopedics to the general surgery procedures provided. Through year end, a total of 13 Surgery Saturdays, in addition to our integrated surgery model have resulted in health improved and lives changed for 568 uninsured patients.

Physicians Adopting Electronic Health Records
San Diego County Medical Society Foundation provides technical assistance for small practice primary care providers to assist them to achieve meaningful use of their electronic health records. As of December 2012, 80% of those to whom we provide services had installed and begun implementation of their EHR. Many physicians have already seen great benefits of their EHR:

I have had my current EMR since 2003 and would NEVER go back. For awhile, I worked in two offices, one with and one without EMR. It was impressive how much more efficient the electronic office was/is. Chart accessibility was one of the biggest advantages both between staff in the office and my ability to log on from home when on call. But now with electronic prescribing and electronic faxing, I find interfacing with other physicians and pharmacies is also easier.

G. Ryan Dominguez, M.D.

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. Of the approximately 200 eConsults completed by year-end 2012, 96% of the patients’ care was able to be managed by the primary care provider, not necessitating a face-to-face visit, and saving thousands of dollars.

Text4baby Shown to Improve Maternal and Child Health
Text4baby, a national mobile health education program managed locally by SDCMSF from 2010 to 2012, proved to increase users’ health knowledge, improve interaction with healthcare providers, improve adherence to appointments and immunizations, and increase access to health resources. Evaluation over the two-year period demonstrated the potential positive impact of the Text4baby program and mobile health interventions as a whole. Text4babySD utilizes localized messages, and by October 2012, 5,388 expectant and new parents had utilized the text messaging program.

Financial Highlights
(From Audited Financial Statements year ended September 30, 2012) SDCMSF received an unqualified opinion from Leaf & Cole, LLP, the highest designation from an independent audit.

- Total Assets: $807,915
- Total Revenues: $988,038
- Contributed Medical Services: $1,819,686

Program Services: $868,000  84%  
Event Expense: $82,701  8%  
Fundraising Expense: $46,671  5%  
Management & General: $35,287  3%
2012 Contributed Medical Services: $1,819,686

Thank you to our volunteer physicians, hospitals and outpatient surgery centers, and other ancillary healthcare partners for their generous contribution to PASD patients.

Ancillary Healthcare Partners (Providing Pro Bono Services)

- Allosource
- Alvarado Hospital
- Amplatzer
- Anesthesia Consultants of California Medical Group
- Anesthesia Service Medical Group
- Applied Medical
- Arthrex
- Boston Scientific
- Cardinal Health Radiopharmacy
- Carlsbad Surgery Center
- Coast Surgery Center
- Edward Ayub Orthopaedic & Sports Physical Therapy
- The Endoscopy Center
- Escondido Surgery Center
- Euclid Endoscopy Center
- EZIA Physical Therapy
- Genzyme Corporation
- Graybill Physical Therapy
- Hanger Prosthetics and Orthotics
- Harmony Home Medical
- Health Tronics
- Imaging Healthcare Specialists
- Innovative Ophthalmic Products Inc.
- Kaiser Permanente
- Kolberg Ocular Prosthetics
- LabCorp
- La Jolla Endoscopy Center
- Longevity Physical Therapy
- NeuroTrace, Inc.
- North Coast Surgery Center
- North County Radiology
- Oasis Surgery Center
- Omni Motion
- Orthopaedic Surgery Center of La Jolla
- Otay Lakes Surgery Center
- Ottobock
- Pacific Surgery Center
- Palomar Health
- Paradise Valley Hospital
- Parkway Endoscopy Center
- PhenOPath Laboratories
- Physician’s Surgery Center at Alvarado
- Poway Surgery Center
- Practice Plus Solutions
- Prime Anesthesia Services
- Quest Diagnostics
- Rancho Bernardo Surgery Center
- San Diego Imaging
- San Diego Outpatient Ambulatory Surgical Center
- San Diego Pathologists Medical Group
- San Diego Spine and Sport
- San Diego Image
- Scripps Healthcare
- Scripps Mercy Surgery Pavilion
- Smith and Nephew
- Stryker
- Surgical Center of San Diego
- Tri-City Medical Center
- UC San Diego Health System
- Valley Radiology
- Vital Wear
- Western Diagnostic Imaging Center
- XDI Radiology

San Diego Pathologists Medical Group
San Diego Spine and Sport
San Diego Image
Scripps Healthcare
Scripps Mercy Surgery Pavilion
Smith and Nephew
Stryker
Surgical Center of San Diego
Tri-City Medical Center
UC San Diego Health System
Valley Radiology
Vital Wear
Western Diagnostic Imaging Center
XDI Radiology

Foundation Giving

Alliance Healthcare Foundation
Community Clinic Health Network
Council of Community Clinics
First Five Commission of San Diego
Grossmont Healthcare District
Kaiser Foundation Hospitals
Kenneth T. & Eileen L. Norris Foundation
Pacific Foundation For Medical Care
Rancho Santa Fe Foundation
RGK Foundation
Samuel I & John Henry Fox Foundation
Susan G. Komen Foundation
S. Mark Taper Foundation
The California Wellness Foundation
The Doctors Company Foundation
Tri-City Healthcare District
Weingart Foundation

Business & Organization Contributors

AKT LLP, CPAs and Business Consultants
Alvarado Hospital Medical Center
Anesthesia Service Medical Group
California Medical Association
Carroll Kelly Trotter Franzen & McKenna
City National Bank
Comfort Keepers
Compass Spine
Duckor Spradling Metzger & Wynne
Dunham and Associates
EMS Marketing Consulting Inc.
First Citizens Bank
Heart Care Associates
Imaging Healthcare Specialists
JWC Environmental
Kaiser Permanente
La Jolla Spine Institute Medical Group, Inc.
LifeHouse San Diego Operations, LLC
Malibu Rocky Oaks Estate Vineyard
MD4ME
Mental Health Systems
MG Medical Management, Inc.
Molina Healthcare
Neil, Dymott, Frank, McFall & Trexler
Net Chemistry
NORCAL Mutual Insurance Company
Quest Diagnostics
Ranch and Coast Plastic Surgery
Richard Alan Irrevocable Trust
San Diegans For Healthcare Coverage
San Diego Homecare Supplies
Sanofi Pasteur Inc.
Scripps Clinic
Sharp Health Care
The Business Printing Company Inc.
The Doctors Company
The Doctors Insurance Agency
The Siner Revocable Living Trust
Tri-City Healthcare District
UC San Diego Health System
Vibra Hospital Of San Diego
WestMed College
Xtreme Care Ambulance, Inc.
ZocDoc
Individual Contributors

Andrew & Karen Conner
Glenn Cook, MD
Lawrence Cooper, MD
Frank Corona, MD
Christopher Costanza, MD
Frank Coufal, MD
Dennis Coughlin, MD
Michael Edelson, MD
Daniel Einhorn, MD
Larry Emdorf, DO
Richard Engel, MD
Christine Eros, MD
Michael Essex, MD
Karl Evelyn, MD
David Fabi, MD
Cory Fairbanks
Douglas Fenton, MD
Sergio Flores, MD
Carla Fox, MD
John Fox, MD
Laurie Frakes, MD
Sherry Franklin, MD
Roger Freeman, MD
Edward Friedman, MD
Paul Friedman, MD
Steven Garfin, MD
Sara Gaviria
Franklin Gaylis, MD
Leslie Giesemann, MD
Michael Gilligan
Dan Giurgiu, MD
Lauren Glasson
Susan Glocokner, MD
Kevin Glynn, MD
Yvonne Goff, MD
Frank Goicoechea, MD

Michael Couris, MD
Bruce Conner, MD
Sheryl Cramer, MD
Amy Crocker
Donna Crowley, MD
Dr. Theresa & Mr. Gregory Currier
Gregory Czer, MD
Bashar Dabbas, MD
Victor Dalforo, MD
Joseph Daly, MD
Raymond Dann, MD
Dave Darwin
Evan Davidson, MD
Martin Davis
June De Line
Robert Dechantigny
Alia Del Rossi
Jeanette Del Valle, MD
Nilofer Dennis, MD
Taddese Desta, MD
Edna Devansky
Ken Devansky
Thomas Diggs, MD
Lynne Do, MD
Rosalind Dockweiler, MD
Mamie Dong, MD
Kristi Dove, MD
Dr. & Mrs. George F. Longstreth
Dr. & Mrs. Robert Eisenberg
Elizabeth Silverman, MD
Steven Drosman, MD
Wilda Duncan
James Dunford, MD
Jeffrey Dunham
Lawrence Goldberg, MD
Norman Goldberg, MD
Ronald Goldberg, MD
Gary Goldfarb, MD
Robert Goldklang, MD
Robin Gomez
Allan Goodman, MD
Paul Goodman, MD
Janette Gray, MD
Ola Grimsby
Chris Guerin, MD
Asim Guha Roy, MD
David Guss, MD
Vincent Guzzetta, MD
Bruce Haight, MD
Jean Hamel
Anne Hanneken, MD
David Hansen, MD
Peter Hanson, MD
James Hay, MD
Bruce Haynes, MD
Joel Heiser, MD
Harry Henderson, MD
P. Hendricks, MD
Rebecca Herrington
Robert Herzka, MD
John Hilinski, MD
Emest Holburt, MD
Russell Hubbard, MD
Don & Jennifer Huffman
Tudor Hughes, MD
Christopher Hunt, MD
Gordon Hunt, MD
Michael Huntley, MD
Jorge Hurtado
Roger & Jennifer Imbriani
Bruce Herson
Blaine Jackson, MD
Reza Jacob, MD
Mark Jacobson, MD
Sandra Jassmann, MD
Mark Johnson, MD
Rosemarie M. Johnson, MD
Roy Johnson, MD
Clyde W. Jones, MD
Jose Zamorano
Carolyn Josepho, MD
Amad Kadry, MD
John Kafka, MD
Amy Kakimoto
Chester Kalinowska
Amir Karam, MD
Susan Kaweski, MD
Riley Kelly
Mark Kern
Richard Kerr
Shafi Khalid, MD
Jennifer Kimble, MD
Dale Kooistra, MD
Jason Kornberg, MD
Mel Kuntulus, MD
Yaroslav Kushnir, MD
Naing Kyaw, MD
Gregory Langford, MD
Ross Langley, MD
L. Lapp, MD
Sharon Larson
Rebecca Levasseur, MD
Jeffrey Leach, MD
Edith Lederman, MD
Barrett Levesque, MD
Sidney Levine, MD
Gary Levinson, MD
Tom Lian, MD
Robert Lipetz, DO
Donald Lipkis, MD
Michelle Look, MD
Esteban Lopez
Marina Lopez
Miguel Losada, MD
Kimberly Lovett, MD
Gary Loy
Valerie Lucas
James Lyon, MD