



Welcome to the **August 2018** issue of *OCMA Connect*, our monthly publication focusing on issues specific to Orange County physicians. We hope you enjoy our newsletter and we welcome your input. Please send your comments, ideas or questions to Holly Appelbaum at happelbaum@ocma.org.

President's Message

Many thanks to Dr. Bill Thompson, IV, for an awesome year. **Bill was a great president and an even better friend and person!!**

THANK YOU! One of the biggest accomplishments of Dr.

Thompson's term was the opening of our new offices at **5000 Campus Drive, Newport Beach, CA**. The move from our Irvine building to Campus Drive was done on time and on budget! Our old building in Irvine, while nice and professional, was too large and not a viable long-term home for the OCMA. Our new facility, which we own, is **right sized, professional, classy,**

flexible, able to hold great events and a beautiful home for the OCMA for the foreseeable future. Many thanks to all who made this possible, including the foresight of previous generations who bought the old Flower offices and the Irvine building which both appreciated in value such that it left the OCMA in a very enviable, financially secure situation to advance the interests of Orange County physicians and our patients.



[Learn more](#)

Welcome to the Next Generation of CMA

Since 1856, the California Medical Association (CMA) has supported physicians and the practice of medicine to keep the Golden State healthy and thriving. **CMA's success is rooted in our ability to effectively connect, communicate and engage with members.** Because together, we are stronger.

"Diverse organizations like CMA need a bold brand and modern website to reinforce our mission through impactful design, messaging and imagery," said CMA Vice President of Strategic Communications Laura Braden Quigley. "Our website was last updated in 2011, and our brand family had been untouched since the early 1990s. Given that CMA's family includes 37 county medical societies, a political action committee, a foundation and other partners, it is critically important to demonstrate a cohesive and consistent brand across all communications channels, affiliates and platforms."

[Learn more](#)



CalOptima Approves \$10 Million for Homeless Health

Responding to the **homeless crisis** in Orange County, the CalOptima Board of Directors authorized a one-time, **\$10 million grant to the Orange County Health Care Agency** to expand access to recuperative care for homeless CalOptima members.

Recuperative care settings offer a safe place for homeless members to recover after being discharged from a hospital or other facility, and studies show that recuperative care promotes quality health care and helps prevent costly re-hospitalizations.

The funding will be administered through the county's Whole-Person Care Pilot, a program focused on coordinating care and improving outcomes for vulnerable Medi-Cal beneficiaries. **The pilot program served 445 homeless individuals last year, and this funding will help meet the projected needs of approximately 2,400 individuals** over the next three years.

The 2018 Orange County Community Indicators Report - Now Available

The **2018 Orange County Community Indicators Report** was released this week. Now in its 19th year, the report covers all areas of the county's health, economic conditions and quality of life, including **income and housing, education, public safety, infrastructure and healthcare.**

The report identifies **three critical "Pivot Point" issues** impacting the county's future economic growth:

- * The **homelessness crisis** and **affordable housing shortage**
- * Training the middle-skill labor force to **close the opportunity gap**
- * The importance of a shared vision and focus on **early development of young children**

Beyond the three pivot points, **the report features data and findings in 27 areas of critical importance to the community's success.**

Some areas where Orange County is excelling include increasing median household incomes, more students enrolling in career-focused, STEM courses, and a low crime rate as compared to our neighbors and peers.

In contrast, the report also **flags several stubborn problems**, including the limited availability of housing options, even for residents with steady employment in well-paying jobs, and the continued rise of hospitalizations for mental health issues in children and youth.

The full report is now available for public viewing at:

<http://www.ocgov.com/civicax/filebank/blobload.aspx?BlobID=77937>

New and Noteworthy: Books by OCMA Members

Many OCMA members are physicians who write more than prescriptions. OCMA has dedicated this space to promote new releases by OCMA members.



If you are a member of OCMA who recently has released a book that you would like to announce here, please forward your name, the title of your book and website for the book to Holly Appelbaum at happelbaum@ocma.org.

Business Partner Profile

Nossaman, LLP



A BRAVE NEW WORLD ... 2018 as a Pain Physician

By: David M. Balfour, Nossaman LLP

There are a host of new, ever changing, and conflicting guidelines from a multitude of regulators that are altering the landscape and making the life of a practicing pain physician in the midst of today's nationwide opiate epidemic...painful.

In a clearly understandable and necessary legislative effort to combat the opioid epidemic, many new laws and regulations have been promulgated which tighten restrictions on the prescribing of opiates. Two of the most prominent Guidelines, from the [Centers for Disease Control \(CDC\)](#) and the [Medical Board of California](#), though labelled as "Guidelines," now effectively dictate the community standard of care for physicians prescribing opiates. **Unfortunately, the CDC and Medical Board Guidelines conflict.** The MBC Guidelines say there is risk to opiate prescribing beyond 90 days; the CDC says the risk from opiate prescribing begins after seven days. The Guidelines also differ on the maximum daily dosage, with the CDC advising caution above 90 mg morphine-equivalent and the MBC doing so above 80 mg MED. Unlike the CDC Guidelines which are directed at primary care providers, the Medical Board of California's 2014 Guidelines are intended for all physicians, including pain physicians, even though these specialists treat the smaller subset of patients referred for specialty pain management.

[Learn more](#)

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