



Welcome to the **August 2020** 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

By Jason Cord, M.D.

Public Health - Can We Be More Precise?

We live in a constantly evolving world. The pandemic and its challenges have made it more clear than ever that our best may not always be enough and that we might be incompletely prepared in our responses and readiness to combat the **microscopic world that indiscriminately has wreaked havoc on our society**. While retrospective views are always the clearest, we cannot even say that we are at that point where we can reflect completely. With over 20 million worldwide cases of coronavirus globally and over 5 million in our very own United States, we can state with certainty that we are not in normal times and are facing one of the greatest health care challenges of the century. Probably the greatest threat in over a century. It has been said the world is "flat" suggesting that international and national boundaries have blurred with increased worldwide travel, international trade and the internet's ever available images and information. If that is true, I would argue that the "flatness" has made it easier than ever for illness to spread and spread fast. The responses have varied, the arguments have ensued, the science has been questioned and addressed. But **what might it take to succeed in our war with the invisible agent of destruction and fear that COVID is?**



[Learn more](#)

O.C. Health Care Agency Announces Campaign to Slow the Spread and Promote Mental Health Resources During COVID-19 Pandemic



By: Clayton Chau, MD, PhD
Agency Director
Acting County Health Officer
Orange County Health Care Agency

I am pleased to share that the OC Health Care Agency (HCA) recently announced a new advertising and community outreach campaign encouraging Orange County residents impacted by COVID-19 to care for their mental health by reaching out and seeking support. Specifically, **the campaign directs residents to free County of Orange resources available to the community** including those listed on <http://www.ocgov.com/covid> and the National Alliance on Mental Illness (NAMI) Warmline (877-910-9276) for immediate mental health support.

Supporting the HCA's mission to protect and promote the health and well-being of the community, the **'What You Feel Is Real' campaign** is focused on helping Orange County community members cope with the stresses and disruptions they face because of COVID-19. By offering direct links and phone numbers for support, the

campaign empowers residents with the information necessary to take the next step in managing their own mental health care.

With a broad reaching message to the entire Orange County community, including those for whom English is not their primary language, **the campaign will appear in newspaper, transit shelter, and digital and social advertising.**

The campaign's electronic Community Outreach Toolkit will be shared with community partners countywide and includes social media graphics and other assets in multiple languages to help guide conversation about and promote the importance of seeking help. **Electronic Community Outreach Toolkits** will be available in English, Spanish, Vietnamese, Traditional and Simplified Chinese, Arabic and Farsi at www.ocgov.com/covid.

For more information about **mental health and substance use disorder resources**, visit www.ocgov.com/covid.

[Learn more](#)

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.

A promotional graphic for the magazine 'Physician Today'. On the left is the magazine cover with the headline 'Chart Your Course for the Future with the Right Partner'. In the center is a page from the magazine titled 'AN INTERVIEW WITH CAP CEO SARAH E. SCHER' featuring a photo of Sarah E. Scher. On the right is the logo for the 'COOPERATIVE OF AMERICAN PHYSICIANS' and the text: 'Meet CAP CEO Sarah E. Scher, JD, RN, and Learn More About What to Expect from the Medical Malpractice Coverage Market'.

An Inside Look with CAP CEO Sarah E. Scher

The current edition of Physician Today, the quarterly practice management publication created by the **Cooperative of American Physicians, Inc. (CAP)**, features an in-depth conversation with **CAP's CEO, Sarah E. Scher, JD, RN**, who addresses what physicians and medical groups can soon expect from the medical malpractice coverage market and how an organization like CAP can be such a huge benefit to the state's physicians, especially now during these uncertain times.

This issue of Physician Today also features:

- * Answers to common questions about telemedicine
- * Overview of regulations governing physician assistants
- * Updates to California workers' compensation benefits
- * Patient safety best practices in your medical practice during COVID-19
- * Information about how physicians can shape public policy
- * And much more!

[Download Physician Today Here](#)

As a physician-owned and governed organization, CAP focuses on the long-standing and emerging challenges and opportunities that doctors face. We hope this publication offers additional insight into what distinguishes CAP as a leader in the medical professional liability industry.

To learn more about CAP's options for medical malpractice coverage and supplemental benefits, please **contact Tom Mortimer** via phone at 213-473-8790 or via email at TMortimer@CAPphysicians.com. To receive a no-obligation quote by email, please [Request a Quote](#).

Business Partner Profile

POS - Professional Office Services, Inc.



POS - Professional Office Services, Inc. provides medical offices with Print & Digital Products. As the selected "Print" Business Partner with OCMA, **POS is offering exclusive discounted pricing for OCMA members** with FREE consultations to review, revise, streamline and bring up to date your in-office forms and marketing materials.

Also, Digital Solutions to improve your financial bottom line include: 1) Online Bill Pay with Quick Pay, 2) Statement processing service including E-Bills, friendly reminder, past due and final notice statements, 3) Messaging for improved patient communications, such as past due Texts, Emails and/or Phone Messaging, and 4) Patient Surveys to mirror back to you what your patients think of your practice. All of these products bring you the requirements needed for a modern successful practice.

Benefit: OCMA members receive 20% off flat print, 15% off 4-color print, free design or re-design of forms with additional special quarterly promotions exclusive to OCMA members.

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