

Welcome to the **March 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](mailto:happelbaum@ocma.org).

### Message from OCMA Executive Director Jim Peterson



Now that we are settled in to our new facility at 5000 Campus Drive, we are looking forward to scheduling our official "Open House" for those of you that have not seen the place since we moved in on February 1st. I know many of you, however, have seen our place and have attended meetings. This time of year, is very busy for OCMA with lots meetings and functions scheduled.

**On April 17th**, selected OCMA physicians, residents and medical students will be traveling to Sacramento for **CMA's Legislative Day** to meet and discuss the important legislative issues for 2018 with our elected officials. Our **General Membership meeting** will be the following month and in early **July**, the **Installation of Officers**.

We also will be hosting for the first time in several years our **Past Presidents' Dinner** on **May 3rd**. Invites will be emailed to all our past presidents very soon and we look forward to seeing you. Our current Past President, Darla Holland, MD, will be hosting the dinner at OCMA.

The Physician Recognition Committee has recently selected the honoree to receive the prestigious **"2018 OCMA Physician of Year."** As in past years, the committee had numerous excellent physician candidates to consider for the award. The presentation of the award will be held at **OCMA's General Membership Meeting in May**.

[Learn More](#)

### OCMA is now Accepting Nominations for the 2019 Physicians of Excellence Honor

Orange Coast magazine, in conjunction with the Orange County Medical Association (OCMA), will publish its annual list of Orange County **Physicians of Excellence** in the January 2019 issue and is **currently seeking nominations**. The Physicians of Excellence program was designed to honor outstanding physicians practicing in Orange County. The selection criteria that will be used to determine physician excellence were developed by a multi-specialty collaboration of the OCMA. Anyone can nominate a physician to be considered for the Physicians of Excellence program. Physicians need to be nominated only once to be eligible to apply for selection as a Physician of Excellence. Multiple nominations for the same physician are discouraged. **Self-nominations will not be accepted**. Once nominated, an application packet will be sent to the nominee with the details of the application process. Membership in the OCMA is not a requirement for selection.

#### Minimum criteria for Physicians of Excellence include:

- Hold board certification within specialty of nomination

- Maintain a primary practice location in Orange County, California for the last 5 years
- Be in good standing with the Medical Board of California
- Exhibit excellence in leadership, teaching/research, and humanitarian services

Nominators are not required to certify that the physician they are nominating meets these criteria.

**The deadline to submit nominations is June 1, 2018.**

[Click here](#) to download the **2019 Physicians of Excellence nomination form**.

### **Thank you, Paul Y. Qaqundah, M.D.**



During the February 28, 2018 meeting of the OCMA Delegation, Paul Y. Qaqundah, M.D., was honored with a plaque acknowledging his impressive service on the OCMA/District III Delegation. Dr. Qaqundah served on the Delegation from 2009 until February 2018. Upon his retirement from practice, he stepped down from his position on the Delegation.

Dr. Bob Sankaram, chair of the OCMA Delegation, noted that Dr. Qaqundah was an active member of the Delegation, submitting resolutions each year of his service for consideration during the annual CMA House of Delegates. His final resolution was presented for discussion during the Delegation's February meeting.

Thank you, Dr. Qaqundah, for your years of service and active participation on the OCMA Delegation. We have valued your input and will miss you at future Delegation meetings.

### **OCMA Has Moved**

We are very excited to announce that **OCMA has moved to its new home**. Our new location is **5000 Campus Drive in Newport Beach**, just a short distance from our previous location in Irvine.

We will be scheduling an **open house sometime in late spring** after we get settled.



## Join the Free Clinic Project at UCI

The Free Clinic Project at UCI is recruiting physicians interested in volunteering in the Garden Grove community. The Free Clinic Project opened the An Lanh Clinic, a non-profit free clinic, in 2014 and has been serving the Garden Grove community since by providing free medical care to those without health insurance. The clinic is open every Saturday from

8AM-12PM and sees approximately 7-9 uninsured patients. Having just moved to a new location at **10861 Acacia Pkwy**, the An Lanh Clinic provides a space for efficient patient interaction through our patient education and patient navigation programs. We also added an ultrasound machine and touchscreen panels in the patient rooms that can display 3D anatomical structures and contain information on common diseases.

As a young clinic, we are always looking to add more physicians to our team! All physicians will be provided with malpractice coverage. **Working with undergraduate students, medical students, and other physicians, you can provide future generations with an opportunity to learn more about the healthcare field and to make a change in their own communities across California.** We hope you will join our team!

**Contact:** If you are interested please contact **Brandon Nguyen, Recruitment Committee Head** at [brandhn4@uci.edu](mailto:brandhn4@uci.edu) or (714) 356-8370 for the **Volunteer Physician Form**.



## CalOptima Program for Seniors to Expand

### ***Participants to gain greater access to adult day health care through community partnerships***

Dedicated to serving frail seniors, CalOptima's Program of All-Inclusive Care for the Elderly (PACE) is expanding through new partnerships with selected Community-Based Adult Services (CBAS) centers. With access to these centers, more seniors may join PACE and existing PACE participants will gain more options to receive adult day health care that suits their culture, location or medical condition.

Adult day services are an integral part of PACE, a community-based program launched in 2013 to deliver coordinated care that helps seniors with chronic health conditions live as independently as possible. The CBAS centers will function as satellite locations for the PACE program. The centers can provide most of the core PACE services, such as personal care, restorative therapy, recreational therapy, social services and more, while CalOptima's main PACE center in Garden Grove maintains responsibility for primary care and care planning.

After a thorough review of service quality, financial stability, operational capabilities and more, the following five CBAS centers qualified for partnerships:

- \* Acacia Adult Day Services, Garden Grove
- \* SeniorServ Anaheim Adult Day Health Care, Anaheim
- \* SeniorServ Santa Ana Adult Day Health Care, Santa Ana
- \* South County Adult Day Services, Laguna Woods
- \* Sultan Adult Day Health Care Center, Anaheim

"CalOptima PACE and CBAS centers share a dedication to quality, compassionate care for seniors," said Richard Helmer, M.D., CalOptima Chief Medical Officer. "Both strive to maintain or improve participants' health to prevent long-term nursing home care."

By working with CBAS centers, PACE will be able to expand quickly to benefit our growing senior population."

PACE Director Elizabeth Lee said the first collaborative arrangement is expected to be in place by April, and future partnerships beyond the initial five CBAS centers are possible as needed.

## OCMA Welcomes Its Newest Members

**Kyle Ahn, M.D.**  
Anesthesiology  
Orange

**Bobby Bahadorani, D.O.**  
Anesthesiology  
Fullerton

**Rahul Bhola, M.D.**  
Pediatric Ophthalmology  
Orange

**David Chang, M.D.**  
Pediatric Otolaryngology  
Orange

**Catherine Artoun, D.O.**  
Obstetrics & Gynecology  
Orange

**Kevin Balar, M.D.**  
Internal Medicine  
Fullerton

**Jacardi Bignami, M.D.**  
Obstetrics & Gynecology  
Orange

**Alexander Chen, D.O.**  
Internal Medicine  
Fullerton

**Christine Ayoub, D.O.**  
Anesthesiology  
Orange

**Anumeha Bhalla, M.D.**  
Pediatrics  
Corona

**Robert Boonvapatthikul, DO**  
Family Medicine  
Fullerton

**Bonnie Cheung, M.D.**  
Family Medicine  
Yorba Linda

[Read entire list here](#)

## 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](mailto:happelbaum@ocma.org).

## Business Partner Profile

PracticeBuilders

**PRACTICEBUILDERS™**  
*The nation's leader in healthcare-practice success since 1979.*

### Top 25 Ways to Attract More Patients to Your Medical Practice

Marketing is essential to the success of any business, and medical practices are no exception. For a medical practice to grow, a doctor should see 30 to 50 new patients every month. Moreover, to attract new patients, a practice must offer competitive services at reasonable pricing. Retaining existing patients also demands hard work and dedication.

While it is important to maintain a relationship with your existing patients, it is equally important to grow your practice and add new patients. Of course, there are the usual ways to achieve this, including marketing techniques and referral programs, but there is much more you can do. Here are some proven ways to help you grow your practice and add new patients:

[Learn More](#)

