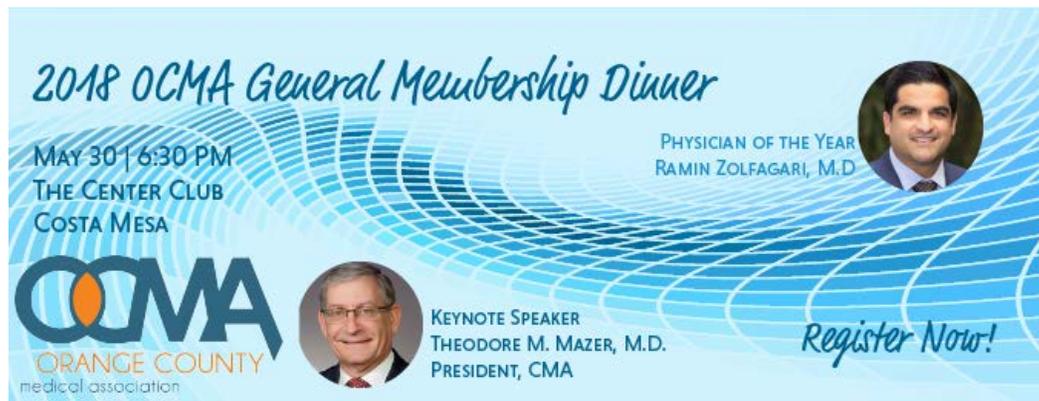


# OCMA Connect

E-news from the Orange County Medical Association

Welcome to the **May 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).



2018 OCMA General Membership Dinner

MAY 30 | 6:30 PM  
THE CENTER CLUB  
COSTA MESA

PHYSICIAN OF THE YEAR  
RAMIN ZOLFAGARI, M.D.

KEYNOTE SPEAKER  
THEODORE M. MAZER, M.D.  
PRESIDENT, CMA

Register Now!

OCMA  
ORANGE COUNTY  
medical association

## CMA Endorsements for 2018 California Primary Election

The **2018 Primary election** will take place on **Tuesday, June 5th** in California. Please remember to vote!

Your mail in ballots, which you should have received recently, **must be postmarked and mailed by May 31st** or dropped off at the OC Registrar of Voters located at 1300 Grand Avenue in Santa Ana.

If you are a day-of voter, [find your polling place here](#).

CMA has endorsed the following candidates in the upcoming primary.

### Executive Offices

- Governor: **Gavin Newsom**
- Lieutenant Governor: **Eleni Kounalakis**

### State Assembly

- **AD 65 - Sharon Quirk Silva (D-Incumbent)**

Fullerton, Buena Park, Cypress, Garden Grove (parts), West Anaheim, La Palma, Stanton

- **AD 72 - Tyler Diep (R-Open Seat vacated by Travis Allen)**

Fountain Valley, Garden Grove (parts), Huntington Beach (parts), Los Alamitos, Midway City, Rossmoor, Santa Ana (parts), Seal Beach, Westminster

OCMA does not endorse local candidates, but **please note there are many critical local elections coming up including seats on the OC Board of Supervisors and Mayoral and City Council races that matter.**

OCMA and CMA are proud to advocate on behalf of our members, and we hope you'll use your vote to add to our collective voice in Santa Ana, Sacramento, and Washington.

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

### Deadline to Submit Nominations: June 1, 2018

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**.

## Simple Acts of Kindness

By: Eric G. Handler, M.D., MPH  
Health Officer

County of Orange Health Care Agency



May is Mental Health Awareness Month. I would like to revisit a video I recorded in May 2017 promoting **simple acts of kindness**. Currently, people feel they have very little control in a world of turmoil. **By promoting simple acts within the family unit we are able to have a positive impact over our lives**. For example, at dinner ask: "What was your high for the day?", "What was your low for the day?" and "What was your simple act of kindness?" Doing this on a daily basis has a impacts the individual doing simple acts as well as those on the receiving end. In fact the simple acts often becomes the high for the day.

There is a program in Corona called **SACK**, which promotes simple acts of kindness in the school environment to **combat bullying**. They provide a curriculum as well as a banner to schools that participate in this program and the goal is to change the culture.

**I believe that attitude is a reflection of leadership** and if we as leaders perform single act of kindness regularly, we could have a profound impact in the world. I have recorded a video on YouTube (Eric Handler, M.D., UpliftOC with Simple Acts of Kindness: **click here to view** ), promoting simple acts of kindness, which I hope acts as a starting point towards us being kinder to each other.

## 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.

## 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



### POS Professional Office Services

## First Impressions are Lasting Impressions: The Five Most Common Missed Opportunities in Practices Today

We've all heard it a million times, 'patient consumerism,' patients are a lot like consumers. They shop for healthcare like they shop for a great pair of shoes. There are choices and lots of them. Sometimes it comes down to the bargain price, to convenience, to the brand. But no matter the reason, the healthcare landscape is competitive and patients are in high demand.

Practices need to make a great first impression with new patients. **The five most common mistakes practices make when welcoming a new patient:**

1. **Signage.** The scotch-taped laser copies of messages such as Co-Pays, Lab Results, Office Policies, Directions. You get the point.
2. **Patient Sign-in Sheets.** 8.5 x 11 sheets of paper with patient signatures, not designed with HIPAA in mind.
3. **Photocopied Registration Forms.** Third generation laser copies -- crooked, resembling something of the 1970's typewriter ink. Not to mention spacing to write in 6 pt. font!
4. **No Practice Marketing.** Missed opportunity to promote the practice, providers, valued-added services, extended hours, etc.
5. **Asking for patient feedback.** An online review, patient survey, a thank you – something to show you care about their overall experience.

**POS Professional Office Services** is a healthcare communications company that **specializes in improving patient communications**. Our solutions include Print. Patient Payment Services. Digital Messaging. Patient Surveys. And we take our customers' brands seriously. We believe every piece of communication coming from your practice should have your brand.

**Take advantage of OCMA Member discounts and FREE services not offered to non-members. Call today** for an in-office consult and conversation about physician office trends, free of charge.

**Contact: Curtis Stickfort, (714) 633-5524**