



Welcome to the **November 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.



PPE Relief - CMA still has PPE Available for Qualified Renewing Practices



Is your practice struggling to obtain enough personal protective equipment (PPE) to safely serve your patients? **The California Medical Association (CMA) and your local medical society are here to help.**

This summer, CMA, along with the California Governor's Office of Emergency Services, distributed more than \$80 million worth of free PPE to nearly 15,000 practices in California.

For a limited time, physicians renewing their CMA and county memberships can order free PPE directly (plus shipping costs).

Order Your PPE Today: Contact CMA's Member Resource Center at (800) 786-4262 or memberservice@cmadocs.org and **use the promo code renewal21PPE.**

This offer is good only to renewing members while supplies last.

[Click here](#) for additional information.

Bera Family Legacy: Education is the Gift of a Lifetime

'We solidly believe that higher education is the key to success in life. No matter what the situation, you can always survive if you are educated' - The Bera Family

Believing that **education is a prerequisite for success** along with a strong **desire to improve the lives of others** is the foundation of the Bera family legacy. Coming from the most humble beginnings in a small village in Gomta and Vadodara, India, **Kanta and Babulal Bera** would spend their entire lives living out this philosophy and inspire their children to do the same.

Together, they immigrated to the United States more than 60 years ago to pursue higher education and make a better life for their family. They raised three sons while working several jobs and obtaining master's degrees. They raised their children to make a difference in the world, to **wholeheartedly value education, and to look for ways to help those who were underprivileged and marginalized**. Today, the Bera family has a longstanding history as champions of education and activism with a deep commitment to community service.

[Learn more](#)

O.C. Health Care Agency Launches Mental Health Awareness and Suicide Prevention Campaigns



Marketing, Advertising and Outreach Planned to Help County Residents

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

Recognizing the stresses that the ongoing COVID-19 pandemic is having on OC residents, the OC Health Care Agency (HCA) is **launching three new mental health awareness campaigns** in the coming weeks - the first is aimed at reducing the stigma in support of wellness and recovery and the other two are focused on suicide prevention.

Introduced a year ago, **StigmaFreeOC** is launching a new advertising and community outreach campaign on Nov. 5. This **campaign addresses the stigma surrounding mental illness and alcohol and drug misuse** so everyone is supported in getting the help that they need. Engaging 15-second video ads show a person's face veiled by animated swirls of textured colors, then transitioning to reveal the human face with the poignant message - "See the person not the condition."



[Learn more](#)

Richard Sanchez Becomes Permanent CalOptima CEO



CalOptima
Better. Together.



The CalOptima Board of Directors appointed **Richard Sanchez, REHS, MPH, as the permanent Chief Executive Officer** of the public agency. He has served in an interim capacity since April. For the past seven months, Mr. Sanchez has guided CalOptima through the challenges of responding to the COVID-19 pandemic, budgeting in a changing state economy and ensuring ongoing access to quality care in an environment shifting to telehealth.

Mr. Sanchez came to the interim role after serving on the CalOptima Board of Directors since March 2017. He is the immediate past Director of the Orange County Health Care Agency (HCA). **Mr. Sanchez replaced former CEO Michael Schrader who had been at CalOptima for more than seven years.**

[Learn more](#)

Welcome New OCMA Members

Howard Dedes, MD
Pain Management
Fullerton

Scott Jenkins, MD
Internal Medicine
Newport Beach

Sunita Lohiya, MD
Family Medicine
Santa Ana

Sameh Elamir, MD
Pediatrics
Anaheim

James Kay, DO
Pediatrics
Lake Forest

Thomas Oliviera, DO
Family Medicine
Dana Point

Melanie Erb, MD
Ophthalmology
Irvine

Dariusz Lavi, MD
Internal Medicine
Costa Mesa

Neal Patel, DO
Family Medicine
Orange

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.



Download Your **FREE**
Guide on Future-Proofing
Your Practice

Resources for Success During the Pandemic and Beyond

The team of risk management and practice management experts at the **Cooperative of American Physicians, Inc. (CAP)** recently published **Future-Proofing Your Practice: Eight Resources and Lessons for Success During the Pandemic and Beyond** to help physicians find new opportunities for practice profitability and ensure safe and successful business operations for providing ongoing care.

[Download Your Free Guide](#)

Future-Proofing Your Practice: Eight Resources and Lesson for Success During the Pandemic and Beyond can help you:

- * Safely welcome patients to your office
- * Bill for adequate payment of telehealth services
- * Find new opportunities for profitability like adding medical spa services to your practice
- * Supervise physician assistants in accordance with new California guidelines
- * Ensure proper coding to avoid legal disputes
- * And more!

As a **leading provider of superior medical malpractice coverage** in California for more than 40 years, **The Cooperative of American Physicians, Inc. (CAP)** is pleased to offer this free resource to help physicians and their staff run a safe and successful practice.

To learn more about becoming a CAP member, **please contact Tom Mortimer at 213-473-8790** or via email at TMortimer@CAPphysicians.com. **Request an Instant Quote** today to learn how much you can save on medical malpractice coverage with CAP.

Working continuously to balance the
SCALES OF JUSTICE.

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