



Welcome to the **September 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.

Message from OCMA Executive Director, Jim Peterson

Now that Summer is over, kids are back in school and vacations are now just memories for most, I thought I would provide a quick update on some upcoming events and meetings over the next few months.

On September 27th, OCMA in partnership with the Hospital Association of Southern California (HASC), hosted a **fundraiser for State Senator Janet Nguyen** at the OCMA facility. **Senator Nguyen serves in leadership on the Senate Health Committee** and has been very supportive of healthcare issues in California. Approximately 30 physicians attended this event.



[Learn more](#)



CalOptima Rated Top Medi-Cal Plan in California

National Committee for Quality Assurance (NCQA) recognizes CalOptima's overall quality for the fifth year in a row

For the **fifth year in a row**, **CalOptima is California's top-rated Medi-Cal plan**, according to the NCQA's Medicaid Health Insurance Plan Ratings 2018-2019. The NCQA ratings are based on standardized health care quality and customer satisfaction data.

CalOptima received a score of 4 out of 5 - the highest score awarded to any Medi-Cal plan in the state. In fact, only 13 Medicaid plans of the 177 reviewed nationwide scored higher. (In California, the Medicaid program is known as Medi-Cal.)

"At CalOptima, our members come first," said Michael Schrader, Chief Executive Officer. **"Our five-year record as the top plan in the state reflects the dedication of our outstanding local provider community to delivering the best health care outcomes for members."**

NCQA assesses Medicaid plan quality based on approximately **40 clinical measures** related to both preventive care and treatments. **Preventive measures** report whether members get services to keep them healthy, such as well-child visits, immunizations and nutrition counseling. **Treatment measures** gauge whether members receive appropriate care in response to illnesses and chronic diseases, including diabetes and high blood pressure. NCQA also evaluates a plan based on nine customer satisfaction dimensions, such as getting care quickly and how well doctors communicate.

Welcome New OCMA Members

Elizabeth Brem, MD
Hematology-Oncology
Orange

Thomas Calkins, MD
Emergency Medicine
Mission Viejo

William Canton, III, MD
Neurological Surgery
Newport Beach

Rita Ellithorpe, MD
Family Medicine
Tustin

Mubina Gaffar, MD
Pulmonary Disease
Irvine

Susan Gage, MD
Pediatric Pulmonology
Orange

Mehraneh Jafari, MD
Colon and Rectal Surgery
Orange

Erin Katz, MD
Urology
Laguna Beach

**Khanh-Van Le-Bucklin,
MD**
Pediatrics
Orange

Vivek Mehta, MD
Neurological Surgery
Newport Beach

Debra Morrison, MD
Anesthesiology
Orange

Drewry Morrison, MD
Thoracic Surgery
Laguna Hills

Ajanta Naidu, MD
Pediatric Endocrinology
Irvine

Kim-Tan Nguyen, MD
Emergency Medicine
Garden Grove

Eugene Pantangco, MD
Internal Medicine
Newport Beach

Phillip Richardson, MD
Anesthesiology
Santa Ana

Adam Rotunda, MD
Dermatology
Newport Beach

Jonathan Tsao, D.O.
Emergency Medicine
Lake Forest

**Christopher Vercammen-
Grandjean, MD**
Internal 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.

Business Partner Profile

PracticeBuilders

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

Are you spending enough on your Healthcare Marketing Budget?

Most practice owners and healthcare marketers know that it takes money to make money. It is a given that you must invest in advertising and marketing your practice in order to raise awareness among potential and future patients. If you do not market your services to your target market, people may not know they have a problem you can resolve or that they have a need for a service you are offering. But what amount to spend on marketing and advertising is a question all practice owners ask at one point or another. How much should they spend, and how much can they afford to spend?

In the never-ending conversation regarding healthcare marketing budgets, many marketers feel tempted to look for ways to cut corners. Reducing your healthcare marketing budget could have a more substantial impact on your practice's growth than you realize. Before finalizing your practice's marketing budget, you need to review your marketing analytics. It is important to know that your target audience is noticing and responding to your existing marketing initiatives before determining how much to spend on marketing activities going forward. With patient data in hand, you can structure your marketing budget to support your practice's goals for growth as well as expenses.

It is important to accept that a marketing budget is vital to any practice. Whether you are an established practice or a rapidly expanding one, marketing is essential to attracting more patients, retaining the existing patients, increasing brand awareness and building a powerful brand. How much to spend on marketing activities will depend on your revenue and business goals. So regardless of the size of your practice, marketing is well within your reach means and must be utilized to its full potential.

READ MORE: <https://www.practicebuilders.com/blog/are-you-spending-enough-on-your-healthcare-marketing-budget/>

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