

THE MEDICINE CABINET

First Quarter
March 2008

THE QUARTERLY NEWSLETTER OF THE SANTA CRUZ COUNTY MEDICAL SOCIETY

SCCMS 2007-2008

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THE PRESIDENT'S CORNER BY JACK R. WATSON, MD

The Year of the Rat

Victoria Chew is a UCSC Health Science undergraduate intern at our office this quarter with Dr. Flavio Cornejo. Our patients and staff have enjoyed Victoria's twice weekly visits. Without fail, she arrives with a smile on her face and eagerness to learn. Little did we know that in addition to her challenging UCSC studies, she was the director of the Chinese Student Association's Lunar New Year Banquet.

My family and I attended the Saturday February 23rd event at a packed Porter Dining Hall in honor of the Year of the Rat. What a spectacular event! Not only were we treated to a huge buffet courtesy of Mei Garden, but also we were entertained by two hours of crowd pleasing performances. My family and I loved the entire event. The hard working UCSC students displayed great talent and teamwork in celebrating their culture.

Victoria did a fantastic job of directing the blockbuster event. I was impressed with her ability to juggle pre-med coursework and Banquet responsibilities. When I asked her about how she did it, she said "school and show are all I've done the last few months."

Victoria is just one amazing example of a UCSC undergraduate Health Science major. Many of these students need to complete a ten week, ten hour a week internship in a physician's office before they graduate. Dr. Cornejo, Dr. Halpern and myself have been consistently pleased with our interns. Whatever we give to the students, we get far more in return.

In summary, Victoria Chew represents the best of UCSC. Currently, the demand of UCSC Health Science students has exceeded the supply of participating Santa Cruz County physicians. Please email Caroline Berger, UCSC Health Sciences Internship Coordinator, at cmberger@ucsc.edu if you would like to get involved in this worthwhile program.



Health Care Lyceum at UCSC



Dr. Sawhney waiting to speak.

Drs. Alexandra Klikoff, David South, Mark Taslimi, Marucs Kwan, Neil Sawhney, and Jimmy Chung talked with UCSC students in 45 minute sessions on a sunny Sunday morning at Oakes College on the UCSC campus as part of the SSCCMS Lyceum program in support of Kappa Gamma Delta, a premedical on campus sorority. Christine Braccini, SCCMS Special Event Coordinator was also present as staff support.

The all day affair had lectures by UCSC professors, students, and counselors as well as the SCCMS physicians who gave the morning talks and resulted in a broadly oriented career in health care event that was attended by 40 to 50 students. After a long lecture by Andrea Steiner, a professor of Community Affairs, our physicians held six separate talks of 30 to 45 minutes with extensive Q&A time. All participants gave excellent and diverse personal experiences going through the medical educational system and all gave great overviews of their particular specialties. In addition, Dr. South had a five point answer as to why universal health care was still not a reality after several decades of attempts. Dr. Klikoff gave a summary of reimbursement and how medical facilities are reimbursed different from medical providers. Dr. Taslimi gave



Ethan Chung & Martha Cepress patiently wait for Dr. Chung..



Dr. Chung captures his audience's attention.



an extended lecture on diabetes and Dr. Sawhney talked about interventional cardiology and showed videos of stenting. Dr. Chung showed slides of his overseas medical sojourn in Kenya. The depth and diversity of our SCCMS membership is consistently amazing.

The students were very grateful for the interaction and gave each of the speakers two coffee table books about physicians weighing a total of 11 pounds in thanks for their efforts. If you have any wish to be active in a similar capacity, please give the SCCMS office a call at 479-7226.

MRK/mrk 3/11/08



Some of the students intently listening.



Drs. South & Klikoff await their turn to speak.



Dr. Sawhney lecturing on interventional cardiology.



The students and physicians enjoy lunch together.

A Reflection on Thirty years of Service as a Pediatrician

We at the Santa Cruz County Medical Society and the California Medical Association, thank Elizabeth Baskerville, MD for her membership and support for the last 30 years.

There are three elements which have sustained Dr. Elizabeth Baskerville over the course of her thirty-year career as a Santa Cruz pediatrician: curiosity, humility and passion. Having served up to 80,000 families in Santa Cruz County, Dr. Baskerville is still inspired by her work. Her source of inspiration? Her patient's parents. 'If you want to look for heroism, the first place you need to look is to the parents. As a parent you don't know what you will be called upon to deal with. I always ask myself 'Where do they find that strength? How do they find that personal depth to rise to these challenges?' Parents are heroes and they are my support group and inspiration.'



Dr. Baskerville at the 2007 Art Show.

Since Dr. Baskerville opened her practice in Santa Cruz in 1978, the medical landscape has changed significantly. Medical advances in the treatment of cancers have drastically reduced the number of child fatalities and improved procedures and practices guide the care administered to premature babies.

In her practice, Dr. Baskerville no longer watches children and families suffer the devastating effects of bacterial meningitis. "I used to see 4-6 children a year with bacterial meningitis. When a child contracts bacterial meningitis you don't know what part of that child is going to be left when the illness has run its course. They could end up with brain damage, be seizure prone, or deaf. There was an angel watching out for me because I never lost a child to meningitis although many children were damaged. Now we don't see any children with bacterial meningitis. The Hib, and Prevnar vaccines have virtually eliminated bacterial meningitis from the children's population and I never want to see it again. I am so happy these vaccines have changed what we see in our practice."

Dr. Baskerville has, however, noticed an alarming increase in the number of parents administering aspirin to their children. When administered to children under the age of 19, aspirin or other pain killers containing salicylates, can cause a condition known as Reyes syndrome. Often associated with Influenza A or chicken pox, this devastating neurological disorder can cause the brain to swell which can result in long term neurological complications and death in as many as one-third of those afflicted.

In the 1980's an awareness campaign sponsored by the Center for Disease Control contributed to the drastic reduction of the annual number of cases reported which fell from 555 cases annually to no more than 36 cases. As a result, Dr. Baskerville never heard parents say they gave aspirin to their children twenty years ago. In the last eight months; however, she has encountered six young families who have used aspirin to lower their children's fever. Dr. Baskerville has credited a reemergence of 'baby aspirin' on store shelves and a lack of media attention as a contributing factor. "Reyes Syndrome had almost disappeared but it's coming back. People aren't aware of the danger of administering aspirin to children. There are no reports on TV, or mention of it in obituaries. There is no excuse for a child of 14 to die because of aspirin."

Drawing from the experience she had when she was raising her two boys, Dr. Baskerville authored two books, *Baby Basics: Your Child's First Year*, and *David's Kiss*, a children's book. More information about Dr. Baskerville and the team at Capitola Pediatrics is available from their website www.capitolapediatrics.com.

CALIFORNIA MEDICAL ASSOCIATION
33rd ANNUAL LEGISLATIVE LEADERSHIP CONFERENCE

The CMA extends to you an invitation to our 34th Annual Legislative Leadership Conference in Sacramento on **Tuesday, April 15, 2008** from 8 a.m. to 5 p.m. This one-day event will include a legislative and health policy briefing, a short training session on how to be an effective advocate, and most critically – time for you to meet with your legislators. I hope you will join me in setting aside this important day for education and advocacy.

While 2007 proved to be a disappointing year for health care reform and universal care, CMA was a strong voice for doctors and their patients throughout the debate. 2008 will be another challenging year. We expect more action on pared down health reform bills and other coverage initiatives. Medi-Cal is on the verge of collapse and there are new scope of practice expansion bills. CMA will also continue to expose the egregious practices of health insurers with an even more aggressive legislative package.

In short, there are more reasons than ever for legislators to hear from you directly about the health care proposals being debated, as well as many other bills of critical importance to the practice of medicine. If you have not attended before, then make this your first year to participate in the Legislative Leadership Conference. Your county medical society will help you set up meetings with your legislators during the day on April 15th and CMA will provide background materials for you to discuss with your legislators during those meetings.

Physician participation from every county medical society is necessary to show legislators that physicians are paying attention. As always, this event is planned for your benefit and comes at no cost to you.

By Richard Frankenstein, MD

CMA President

PLEASE WEAR YOUR WHITE COAT!

TENTATIVE AGENDA

8:00 am	Registration/Continental Breakfast
9:00 am	CMA Welcome
9:30 am	Health Issues and Policy Agenda Briefing Dustin Corcoran, Vice President, CMA Government Relations
10:15 am	Political Pundits panel Richie Ross, Democratic Strategist Dan Schnur, Republican Strategist Greg Lucas, Moderator
11:00 am	Meetings with Legislators
11:00 am	Optional breakout sessions
12:00 pm	Luncheon and Keynote Speaker Insurance Commissioner Steve Poizner (invited)
1:30 pm	Meetings with Legislators (scheduled by county medical societies)
5:00 pm	Adjourn

You may ride the Legislative Day bus from Santa Clara County Medical Association's offices to Sacramento and back for free. The bus leaves 700 Empey Way, San Jose at 6:00am and returns about 12 hours later. The carpool from Satan Cruz to San Jose leaves at 5:30am or you may drive yourself. There is plenty of parking at SCCMA. You **must** reserve a seat on the bus by calling SCCMS at 479-7226 no later than **April 7th!**



Martina Nicholson, Jimmy Chung, Jack Watson, and some UCSC students already have reservations.



Drs Vu, Reynolds, Taylor, & Scibetta welcome Guests Susan & Dr. Luther Heglund.



Dr. Rodems enjoys the outside view with Dr. & Mrs. Coulson.



Dr. Allari, Mr. D'Antonio, Dr. Jet and Dr. Namkung enjoy some fresh air.



Roz Shorenstein, MD share a light moment with Himani Natu, MD.



Drs. Gillette, Christie, and Cornejo anxiously await their delicious dinners.



Drs. Gillette, South, Nelson, Cummins, Arcangeli, Cheng, Vu, & Reynolds gather on the patio.

Winter Membership Dinner, Sunday 02/10/08

For the first time SCCMS held a membership dinner meeting on a weekend, breaking our tradition of meeting on a Tuesday, Wednesday or Thursday evening; if you like this change please call 479-7226 that's 479-SCCMS and let us know yea or nay. We had over a 120 bookings and unbookings with a final RSVP list of 110 attendees, the maximum that can fit into the banquet room at Hollins House. Unfortunately only 93 attended leaving us with 17 uneaten meals. Still it was the largest group to gather in celebration of the middle of the fiscal year and the awarding of the SCCMS Excellence in Health Care Award, which went to Joseph Anzalone, MD this year. Joe received the award from President Jack Watson and Joe's partner in practice, Stuart Mumm, gave the congratulatory speech. Joe's lovely wife, Vonnie, his daughter, Halie, and son, Mark were with him in celebration. With his usual taciturn delivery, Joe said thank you all and sat down.



The Anzalone family—Vonnie, Mark, Joe, & Hallie.



The guests of honor—Dr. Anzalone and Tom Campbell share a moment after dinner.

We were fortunate to have Tom Campbell, PhD, LLD, and Dean of the Haas School of Business at U C Berkeley as our keynote speaker on the US economy. Because of the pressure to replace them with lower cost, lesser trained physician extenders, our family practice members heard of the impending demise of their specialty within 10 years in answer to a question from Mike Coulson. Professor Campbell's main point was the lack of sustainability of our over all US economy, if we continue in our present vein of unsupported spending and leveraging present costs onto future debt.

Our county medical society actually faces a bit of this problem in our funding of these increasingly successful dinner meetings. As the number of attendees increases we go further and further over budget and will need to obtain additional supporting funds. The SCCMS BOG requested that we try to raise some money at the next dinner meeting in late May or early June by holding a raffle. If anyone knows where a donated or partially discounted prize might be gotten, please let us know at 479-7226.



OFFICE MANAGERS MEETING

One of the best benefits SCCMS offers its members is the monthly Office Managers meeting. Our group is going strong and growing. The regular attendees appreciate the opportunity to network and share information with other managers. The format is informal with an open invitation to any office manager of a member doctor. The group is run by the participants. They decide the topic for each meeting and may invite a speaker.

The group meets at 8:00 am in the SCCMS offices on the 2nd Wednesday of each month and last one hour..















A continental breakfast is provided. Upcoming scheduled meetings and topics are:

April 9—"Financial Policies" with Elisa Dover

May 14—"Service Recovery" with Tina Rico-Parker & Meredith Nohrden

June 11—TBD

Our regular attendees and their member practice groups who support help make this group a success.

-  Gracia Krakauer, Santa Cruz Orthopedic Institute
-  Beck Coelho, Drs. Barber, Quinn, and Hilberman
-  Tina Rico-Parker, Santa Cruz Medical Foundation
-  Meredith Nohrden, Santa Cruz Medical Foundation
-  Marlene Warner, Capitola Pediatrics
-  Elisa Dover, Capitola Pediatrics
-  Eleanor Cartwright, Bay Eye Medical Group
-  Tami Piumarta, Harbor Medical Group
-  Sydney Beccaria, Harbor Medical Group
-  Cathy Hogue, Santa Cruz Nephrology Medical Group
-  Carol Merrall, Warren Scott, MD
-  Patti Cicala, Surgical Associates of Monterey Bay
-  Irene Bargetto, Santa Cruz EMT Medical Group
-  Carol Nobel, Scotts Valley Medical Clinic










 Get on the contact list 

 by 

 calling or emailing 

 Mary at 

 479-7226 

 or 

 sccms@sbcglobal.net 










SCCMS MEMBERSHIP NEWS

NEW MEMBERS

CLEMENT CHENG, MD

OPHTHALMOLOGY
Bay Eye Medical Group
1665 Dominican Way, Suite 124
Santa Cruz, CA 95065 ph: 475-7012

WILLIAM EBERT, MD

FAMILY MEDICINE
Santa Cruz Medical Foundation
2025 Soquel Ave
Santa Cruz, CA 95062 ph: 458-5224

MORTEZA FARR, DO

ORTHOPAEDIC SURGERY
The Spine Clinic of Monterey Bay
8053 Valencia St
Aptos, CA 95003 ph: 688-8680

ALLISON HELMS, DO

FAMILY MEDICINE
Santa Cruz Medical Foundation
7600 Old Dominion Court
Aptos, CA 95003 ph: 458-6200

MARGARET KHOURI, MD

GASTROENTEROLOGY
Diagnostic Health Center of the
Central Coast
1505 Soquel Dr, Suite 3
Santa Cruz, CA 95065 ph: 462-5200



NEW MEMBERS

MARIA MEAD, MD

FAMILY MEDICINE
Santa Cruz Women's Health Center
250 Locust Street
Santa Cruz, CA 95060 ph: 427-3500

JOHN T. MUNRO, MD

ANESTHESIOLOGY
Santa Cruz Medical Foundation
2900 Chanticleer Ave
Santa Cruz, CA 95065 ph: 477-2288

JOHN PESTANER, MD

RADIOLOGY
Santa Cruz Medical Foundation
2025 Soquel Ave
Santa Cruz, CA 95062 ph: 458-5521

JAMES TELFER, MD

INTERNAL MEDICINE
Santa Cruz Medical Foundation
4663 Scotts Valley Drive
Scotts Valley, CA 95066 ph: 458-6330

MICHELLE VAN Ooy, MD

OBSTETRICS/GYNECOLOGY
Santa Cruz Medical Foundation
2915 Chanticleer Avenue
Santa Cruz, CA 95065 ph: 477-2375

MICHAEL WU, MD

ONCOLOGY
Santa Cruz Medical Foundation
2025 Soquel Avenue
Santa Cruz, CA 95062 ph: 458-5597

Retirees

NOEL FISHMAN, MD

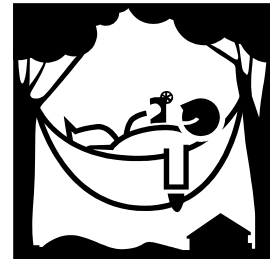
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We always enjoy seeing the new members become involved. It was a special pleasure to meet and welcome several of our newest members at the Winter Membership Dinner.



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Monterey Bay Aquarium Membership Benefit



Corporate Coupon
\$2.00 off per ticket, a special offer for employees of Santa Cruz County Medical Society

Did the discount coupon influence your decision to visit the aquarium?
 Yes No, I was planning to visit anyway.

Valid for up to 6 people in party. Only valid for tickets purchased at the Monterey Bay Aquarium Main Box Office. May not be used with purchase of advance ticket or with tickets. Cannot be combined with any other coupon or offer. Offer expires 12/31/08.

There are always new reasons to visit the aquarium—special events, exciting new exhibits and family activities throughout the year! A dramatic transformation of the award-winning *Splash Zone* exhibit awaits visitors in March 2008. The expanded galleries feature a journey through an enchanting underwater kelp forest. An expanded penguin exhibit and new live animals are among the other highlights.

Plan your visit to the Monterey Bay Aquarium!
 886 Cannery Row, Monterey, CA 93940-1023
 Recorded Line: (831) 648-4888
 Main Line: (831) 648-4800
 Open daily, except Dec. 25
www.montereybayaquarium.org



MONTEREY BAY AQUARIUM

Please bring this corporate coupon to the Monterey Bay Aquarium Main Box Office on the day of your visit to take advantage of our special member discount on your family and friends. Each coupon is valid for one purchase only. To protect your privacy, we do not collect or store your name and phone number.

Cooking for Solutions: Mary 16-17, 2008

Join the Monterey Bay Aquarium for *Cooking for Solutions 2008*, where great chefs from the United States and around the world share their passion for fine dining and environmentally sustainable living in two-day celebration. This year's events include the signature gala celebration, as well as food and wine adventures, cooking demonstrations and an "iron chef" event. Celebrity chefs include: Darina Allen and Alton Brown. For tickets call (866) 963-9645 (toll free) or (831) 647-6886, then press 5. For more information visit the Aquarium's web page at: www.montereybayaquarium.org/vi/vi_events/cooking/.

Photocopy the coupon to take with you.

New benefit for members

Mercer Select HRKnowHow!


SCCMS members who purchase their group health insurance through Marsh, SCCMS's sponsored insurance program broker and administrator, are eligible to receive a new benefit: **Mercer Select HRKnowHow**. Developed by Mercer, a sister company of Marsh that is a leader in human resource consulting, outsourcing and investments, Mercer Select HRKnowHow is a tool that helps provide employers with important human resources information.

Members now have access to important information about medical and other group benefits plans in one location. Mercer Select HRKnowHow provides the following information:



- Mercer Alerts, Updates and Perspectives providing timely news and analysis of important benefit issues
- Access to the Compliance Link tool to assist with topics such as Cafeteria Plans, COBRA, Domestic Partnership, ERISA, FMLA and HIPAA
- Notices and Forms Connection for the above topics to help you satisfy employer compliance requirements and provide your employees with the correct forms
- Weekly highlights of major judicial, regulatory and legislative developments affecting retirement, health, compensation and employment issues
- California specific news and analysis to keep you abreast of state compliance issues
- Daily articles and news from leading newspapers and trade publications

To be eligible to receive this new benefit you must be a SCCMS member and purchase group medical insurance for two or more members and employees through Marsh. This service is available to qualifying SCCMS members at no charge.

Interested members should contact Marsh at 800-842-3761 for further details or for assistance with their group health insurance needs.



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	<p>Dr. Kate Nakfoor, EdD, MBA, MSIS, BSN 23 years of healthcare industry experience. Here is how I can help you:</p> <p>Professionally:</p> <ul style="list-style-type: none"> • Practice management • Process/quality improvement • Team building • Integrating practice and change • Financial and security <p>Personally:</p> <ul style="list-style-type: none"> • Professional coaching • Leadership development • "Book 1" for lifestyle makeover
	<p>Alan Buchwald, M.D., Inc. Board Certified in Emergency Medicine & Medical Toxicology 30 Years of Experience. Medical Director - Occupational Clinic 16 Years of Experience.</p> <p>Consultation for the management of poisonings overdose, drug toxicity, environmental exposures, industrial, and environmental toxicology, inpatient or outpatient.</p> <p>Consultation in Workers' Compensation cases - OME for the State of California.</p>

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Panelists debate health care reform at the 2007 Leadership Academy. Pictured (left to right) State Senator George Runner, Herb Schultz, Senior Health Advisor to Governor Arnold Schwarzenegger, Assemblyman Ed Hernandez, and Los Angeles Times reporter Jordan Rau.



CONTINUING MEDICAL EDUCATION

The California Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The California Medical Association designates this educational activity for a maximum of 19 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

**For registration information, call
1-800-776-2262 or visit our website
at www.cma.org/leadership**

Looking for Long Term Care Insurance?



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Frequently Asked Questions

How do I log in to the member website?

1. Go to www.cmanet.org.
2. Click on the blue "CMA members enter here" button in the upper right corner.
3. Enter your username and password. If entering the members' section for the first time, you will need to register by clicking on the "register here" button.
4. Fill in the three blank fields with (a) your California medical license number, (b) your six-digit CMA ID number, and (c) your last name.
5. Click "register" and follow the prompts to personalize your username and password. Keep a record of this information for future use. Be sure to provide your preferred e-mail address when registering.

What is my CMA membership status?

As a member of your county medical society, you are also a member of CMA. To renew your membership or check your membership status, please contact your county medical society.

What is my CMA ID number?

Your CMA ID number can be found on your CMA membership card. If you do not have your card handy, or if you have lost your card, please contact the Member Service Center.

How can I update or change my contact information?

Contact CMA's Member Service Center at 800.786.4CMA(4262) or e-mail info@cmanet.org.

Where can I find more information about CME from CMA?

Visit www.cmanet.org and click on "Conferences, CME, Meetings and Seminars" on the right side.

How do I get information on running a practice?

From hiring employees to getting malpractice insurance, CMA has publications, seminars and legal information to assist you. Contact CMA's Member Service Center for more details.

Where can I find CMA's policy on an issue?

CMA maintains a searchable online database, the Policy Compendium, which provides resources on current CMA policies, House of Delegates resolutions, Board of Trustees minutes, and other adopted policy. The Policy Compendium is available to members only. For step-by-step instructions on accessing the Policy Compendium, go to www.cmanet.org/policy.

If you have additional questions, please contact CMA's Member Service Center at 800.786.4CMA or info@cmanet.org.



How Can We Be of Service?

It is CMA's business to take care of you! If you need assistance, call the CMA member service center toll free at 800.786.4CMA (4262) or check us out on the web at www.cmanet.org.

PRACTICE ASSISTANCE

Highly trained economic advocates with expertise in physician reimbursement are available to provide you with one-on-one help to improve your bottom line.

NEWS HOW YOU WANT IT

Stay informed about public health, practice management, and other issues of interest to physicians through CMA's free member newsletter, *CMA Alert*.

INFORMATIONAL AND EDUCATIONAL RESOURCES

Members have free access to CMA ON-CALL, a repository of thousands of pages of up-to-date medical, legal, regulatory, and reimbursement information. Access it online at www.cmanet.org/member or call the member service center for assistance.

EDUCATIONAL PROGRAMS

You and your staff receive discounts on programs that will help you meet regulatory and accreditation standards, further your professional development, and keep your

practice running smoothly and efficiently. Visit www.cmanet.org/calendar for details.

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CMA publishes a number of resources to help your practice run smoothly. These resources, available in the CMA bookstore at www.cmanet.org, include legal handbooks, HPAA compliance tool kits, practice management guides, patient forms, and patient education materials. Many of these are free or deeply discounted for members.

CME CERTIFICATION/TRACKING

CMA's Institute for Medical Quality provides a continuing medical education (CME) tracking service, which certifies physicians' CME activity for credentialing purposes with the Medical Board of California, as well as hospitals, health plans, specialty societies, and others.

GROUP BUYING DISCOUNTS

Most members can get back more than the investment of their dues dollars in members-only discounts and services.

We are committed to ensuring that members receive value in their membership year after year. Please let us know if we are meeting and exceeding your expectations! 800.786.4CMA (4262)

**2008 SCCMS
CALENDAR OF EVENTS**

- April 9 Office Managers group
- April 15 CMA Legislative Conference Day
- April 22 Board of Governors meeting

- May 2-4 CMA Leadership Academy—Anaheim
- May 14 Office Managers group
- May 20 Board of Governors meeting
- May 26 Memorial Day—SCCMS office closed

- June 11 Office Managers group
- June 17 Board of Governors

- July 1 SCCMS dues deadline

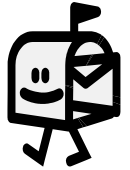


**THE SANTA CRUZ COUNTY MEDICAL SOCIETY
MISSION STATEMENT**

We pledge to promote the professional practice of medicine, excellent patient care, public health and the education and well being of patients and physicians. We believe that the patient—physician relationship is vital in the healing process; the continual improvement of this relationship will be our guide.

Do you mail to our correct address?

We still have a problem with mail being sent to the wrong address. This delays the receipt of your dues and sometimes we do not get the mail at all. Please make sure your mail is addressed properly. Thank you!



Santa Cruz County Medical Society
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