



**HUMBOLDT-DEL NORTE  
COUNTY MEDICAL SOCIETY**

# *North Coast Physician*

APRIL 2024



## In This Issue...

- President’s Message.....
- New York Times Video on Prior Authorization
- Spotlights CMA Physicians and California Patients.....
- Upcoming Social Reminders.....
- and more.....*

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# North Coast Physician

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April Cover Photo:

“Great Blue Heron in Flight”

*Stephen Kamelgarn, M.D.*

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# **An Inquiry Regarding Medicine's Social Contract with Society**

**May Hong, M.D.**



I have been reflecting on how the invisible connections we don't think about in medicine seem to impact patients' care in a big way. One of the things I recently encountered was how a patient's role in caring for loved ones or pets can seem to hold back patients' decision to deal with their own serious health problem. Several patients I have cared for in the hospital have had difficulty committing to inpatient stays because of their caregiver status to their social circle. They ARE the social support within that circle, caring for partners, parents, grandchildren, their own or other people's pets. With a bit of callous regard, we can insist that they place their own well-being above their caregiving role when we are considering admitting them to the hospital for further treatment. They would then be forced to find others to take over their roles, and if they are unable, they will be forced to refuse care for themselves. They will be stigmatized by us for making this choice as a character trait of noncompliance. What should we do as a society or as a healthcare system?

A similar issue I have run across is how medical insurance, which include Medicare and Medi-Cal, have prohibited health care providers from billing for same types of visits done the same day. In exploring why this happened, it seems that the rationale was fraud prevention. I think there is some protection from this, however some of the fallout from this policy is that patients, who oftentimes are taking care of others or who are in difficulty themselves, must ask loved ones to help them multiple days for multiple visits while taking time off from work. Either they help them via transportation, watching over the patient's caregiving responsibilities, or finding

someone to cover these responsibilities. Since a same day visit for with multiple health care providers at a single location constitute a single visit, usually a health care system will schedule different days for different health care providers within their system. So the son or daughter who must take time off work to drive their elderly father to the office and listen in while the physician talks to them has to do so several times over a period of time, instead of being able to take one day off for all of this. Is this a big impact? As a patient's healthcare needs becomes complex, this obligation can become substantial.

The healthcare system can be complicit in making assumptions about the resources of patients, that patients have people within their social network who are capable and willing to help the patient out at their own expense. Is there a solution? With creativity, perhaps we can come up with some. We often document patients' refusal to be admitted to the hospital and to leave against medical advice as basically a lapse in judgment on the patient's part. To some extent this could be the case, but there is no committee to review if these are in fact a blindness on our part in not recognizing those invisible connections, and being inflexible in finding a way to ease those burdens for our patients. Could a section of the form for Against Medical Advice note if a situation like this exists? Perhaps it could then gather data on the gaps that exist in society for caring for patients. I have no solutions to propose, but thought it an interesting topic to explore.

It is likely that some communities have come up with solutions to some of these questions. A pet care facility for patients

who have to be in the hospital? A babysitting service for patients who have young children at home with no other available caregiver? Paid sick time for children to take their parents to the clinic, or an exception to the one site-multiple providers rule for those who need complex care, are sick and impoverished with few resources, and must rely on friends? These are all part of the same issue. §

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# New York Times Video on Prior Authorization Spotlights CMA Physicians and California Patients

SB 516, authored by Senator Nancy Skinner and sponsored by the California Medical Association (CMA) will reform the prior authorization process in California to ensure patients get the treatment they need when they need it.

The New York Times published an opinion video today, titled "What's my life worth? The Big Business of Denying Medical Care" that clearly demonstrates how insurance companies use prior authorization to protect profits, putting patients at risk. To produce the video, the New York Times interviewed more than 50 physicians and patients who have dealt with prior authorization delays firsthand, including Irvine-based pediatrician and CMA member, Eric Ball, M.D., who spoke about how the "peer-to-peer" process for appealing a prior authorization denial can involve speaking with a physician who does not have a relevant specialty.

"I'm a pediatrician and sometimes I'll end up talking to a neurologist," Dr. Ball said. "Often times it's not even a physician."

Also interviewed were California pa-

tients Vivian Gonzales and Ocean McIntyre, both of whom were harmed by prior authorization delays and had courageously shared their stories with the California Legislature last summer when prior authorization legislation was heard in the Assembly Health Committee.

Gonzales, a public health nurse, dealt with multiple denials while trying to obtain care for her father, whom she eventually lost to cancer. "I spent so much time on the phone, writing letters, faxing, that I didn't get to spend that time with my father," Gonzales said in the video.

And McIntyre, a space science communicator, lost her eyesight as the care she needed was delayed for months due to prior authorization. "I finally got the authorization to see the neuro-ophthalmologist after 12 weeks, and he said, 'We're going to do this surgery, but it's only to preserve the vision you have left. If we had seen you earlier, that would have been a different story,'" McIntyre said in the video. "Maybe I'd be able to see now. Maybe I'd have a different life."

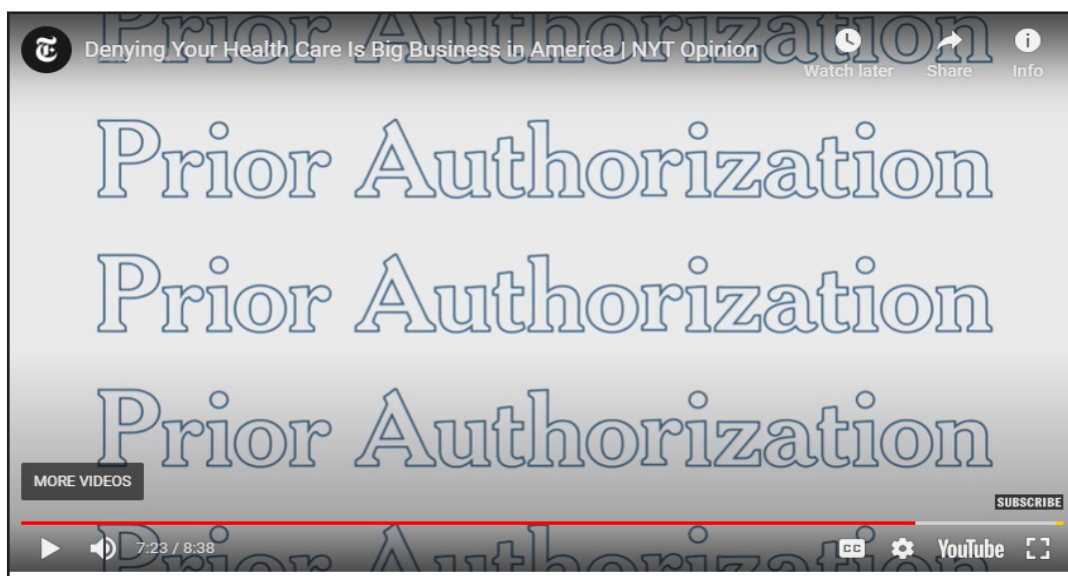
This year, CMA is sponsoring SB 516

to reform the prior authorization system and ensure patients get treatments they urgently need without unnecessary delays. Over the course of this legislative session, be on the lookout for updates and further communications regarding SB 516.

CMA physicians have staunchly advocated for prior authorization reform by sharing personal stories and stories from patients about harmful care delays and denials; speaking to local media about the need for prior authorization reform; and submitting video testimonies about the impact of prior authorization. Patient witnesses also shared harrowing testimony in legislative hearings and through media outlets about the devastating impacts prior authorization delays have had on their lives and their loved ones.

CMA urges physicians to continue to share stories about the harms of prior authorization delays – both from your own experiences and practices, as well as from your patients. Together, we can win this fight and create a better system that prioritizes patients over profits. To view the video, click [HERE](#).

§



# Shortage of Syphilis Drug Expected to Continue Through End of 2024

The shortage of Pfizer's Bicillin L-A (benzathine penicillin G injectable suspension) an antibiotic for syphilis and other bacterial infections, is now predicted to last until the end of 2024.

To address the ongoing shortage, the U.S. Food and Drug Administration is allowing the temporary import of a similar drug, penicillin G benzathine (brand name, Extencilline). Extencilline has been

determined to be equivalent to Bicillin L-A and is currently authorized and marketed in other countries.

The California Department of Public Health (CDPH) is recommending the continued prioritization of Bicillin L-A and Extencilline for pregnant people with syphilis and certain infants exposed to syphilis in pregnancy.

CDPH also reminds providers that oral

doxycycline is an appropriate alternative treatment for non-pregnant adults with primary, secondary, early/late latent syphilis and syphilis of unknown duration.

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## FRIDAY P.M. ROUNDS

### \*SAVE THE DATES\*

4/5/24 6 - 8 p.m. No Host @ Septentrio Winery  
9/6/24 6 - 8 pm...Hosts: Dr. Hong  
\*Come meet the Family Medicine Residents\*!

RSVP or send questions to  
[hdncms@gmail.com](mailto:hdncms@gmail.com)

### Do You Like to Write?

The Editorial and Publications Committee would like to encourage you to join the committee. Meetings are held quarterly 12:15 - 1:30 pm at the Medical Society office. Come help coordinate our member publications and write articles for the "In My Opinion" section of the North Coast Physician.

Articles can be submitted from any member for publication under the "Open Forum" column at any time. We would love to have more member physician articles to publish in the coming months.

Please email  
[hdncms@gmail.com](mailto:hdncms@gmail.com) if you are interested in submitting an article.

# CMA Partners with HealthTech 4 Medicaid for 2nd Annual HIT Summit

The California Medical Association (CMA) and the CMA Physician Services Organization (PSO) have partnered with national nonprofit HealthTech 4 Medicaid (HT4M) for the 2nd annual CMA HIT Summit, "Health IT in the Safety Net."

HT4M is dedicated to supporting innovation in Medicaid, the nation's largest insurer, with a focus on enhancing quality, equity and access to care for vulnerable communities. Through a multifaceted approach encompassing program service delivery, ecosystem development, policy advocacy and dynamic convenings, HT4M accelerates innovation in Medicaid by fostering collaboration among diverse stakeholders and addressing the real challenges impacting Medicaid enrollees and the networks that support them.

"In an era where technology and health care are increasingly intertwined, the partnership between CMA and HealthTech 4 Medicaid for the 2nd annual CMA HIT Summit represents a groundbreaking step forward in our mission to redefine health care delivery. By harnessing the power of Health IT, we are not just anticipating the

future of health care but actively shaping it to ensure equitable access and quality care for all, especially the most vulnerable populations in California," said HT4M Executive Director and CEO Adimika Arthur. "This summit is more than an event; it's a beacon of hope and innovation, uniting diverse stakeholders to tackle the complex challenges of Medi-Cal and pave the way for a healthier, more inclusive future. Together, we are not just discussing change; we are catalyzing it."

The CMA HIT summit, which takes place May 7-8 at the Grand Hyatt at SFO in San Francisco, will highlight the pivotal role that health IT can play in ensuring equitable access to care. The summit will bring together thought leaders from across California and the nation to explore how to make that vision a reality. The Medi-Cal program is undergoing a series of unprecedented changes. Thanks to CMA's advocacy, the bipartisan passage of the 2023-24 state budget included historic investments in Medi-Cal that will expand access to health care for patients by supporting health care workers and Medi-Cal providers.

"CMA has been a steadfast advocate for building a robust and accessible Medi-Cal system," said CMA Physician Services Organization CEO David Ford. "Given their extensive work using technology to better serve Medi-Cal enrollees, HealthTech 4 Medicaid is a natural partner for us in organizing this summit."

Building off the success of last year's sold-out summit, CMA, PSO and HT4M expect a diverse and engaged set of attendees that will include physicians, medical groups and IPAs, health plans, health information organizations (HIOs) and others who will take the learnings from this conference to change how care is delivered in this state.

To register for the CMA HIT Summit and view a tentative agenda, visit [cmadocs.org/healthit](https://cmadocs.org/healthit). §

## **CMA ADVOCACY DAY**

Save the date for the California Medical Association's 50th Legislative Advocacy Day, happening on April 10, 2024, in Sacramento!

Attendees can expect to get hands-on experience and learn the nuts and bolts of advocating for their patients and profession.

Join your physician, medical student and resident colleagues at the Sheraton Grande Hotel in Sacramento.

Attendees will have the opportunity to meet and lobby legislators on priority health care issues and learn how to become an advocate for their patients and colleagues.

Registered attendees will receive a webinar training on legislation and policy affecting the practice of medicine on March 26.

This unique event is free of charge to all CMA physician members, residents and medical students. For more information visit [www.cmadocs.org](https://www.cmadocs.org) or contact the Medical Society office.



**HUMBOLDT-DEL NORTE  
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# **JOIN US FOR FRIDAY NIGHT ROUNDS**



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**CONTACT**

**JOHN MASTRONI, M.D.**

**JSMASTRONI@GMAIL.COM**

# CMA Issues Statement on Passage of Prop 1, Which Will Expand Mental Health and Addiction Services

California Medical Association President Tanya W. Spirtos, M.D., issued the following statement regarding the passage of Proposition 1, which will expand mental health and addiction services for Californians.

"The physicians of the California Medical Association understand the importance and urgency of expanding mental health treatment and services for Californians. It is agonizing to witness suffering and illness, particularly among our youth, without having the means and tools necessary to make a significant difference in their lives. Watching children slip through

the cracks of our care system, develop substance use disorders, and face life on the streets or eventual overdose is truly heart-wrenching.

"The California Medical Association proudly supported Prop 1 because we know that as a state, we must do better. Proposition 1, passed by California voters, will provide the structure and funding for critical early diagnosis and wrap-around programs to support children. It will also ensure funding to train and educate more mental health professionals so that both our children and adults can receive the help they need, when and where they need

it.

"The California Medical Association is committed to working closely and diligently with our partners to realize our goal of improved mental health for all Californians." §

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# HDN Tattler

## HAPPY BIRTHDAY WISHES TO:

**DRS: Beth Abels, Donald Baird, Howard Biggs, Tin Botzler, Joseph Carroll, Luther Cobb, Curt Cooper, David Davis, Emily Davis, Kay Due Frene, Robert Evans, Ramir Geluz, Stanley Hino, Roy King, Courtney Ladika, Leo Leer, Manuel Lewis, Ellen Mahoney, James Matsuda, Edward Olsgard, Mark Pardoe, David Philips, Milad Ranjbar, Alexey Shereshevsky, Rebecca Stauffer, Amy Voet, Lan Wu, Daniel Ziegler.**

.....  
• If you have any news you'd like to share with your colleagues: births, marriages, get well wishes, •  
• deaths, something you'd like to "brag" about or notify your colleagues of or thank them for, Please •  
• let us know so we can include it in the "HDN Tattler". •  
.....

## Coming, Going & Moving Around

### COMING/HERE:

|                       |                    |   |
|-----------------------|--------------------|---|
| Robert Young, MD      | Pulmonology        | PMG   |
| Doug Kelly, M.D..     | Radiation Oncology | Dr. Russel Pardoe Radiation Oncology Center |
| Anita Gupta, M.D.     | Pain Management    | PMG   |
| Kamesh Parashar, M.D. | Hospitalist        | PMG   |
| Umair Ali, M.D.       | Critical Care      | PMG   |

### GOING:

### MOVING AROUND:

Dr. Mahoney and Dr. Cobb's office has been moved to: 636 Harris St. Eureka, CA 95503

## Health Awareness Calendar

### April

|   |  |
|---|--|
| Irritable Bowel Syndrome Awareness Month      | April 1-7 National Public Health Week            |
| Medicaid Awareness Month                      | April 11-17 Black Maternal Health Week           |
| National Autism Awareness Month               | April 16-22 Oral, Head and Neck Cancer Week      |
| National Cancer Control Month                 | April 21-27 National Pediatric Transplant Week   |
| National Donate Life Month                    | April 18-24 Pediatric Sepsis Week                |
| National Minority Health Month                | April 21-27 National Infertility Awareness Week  |
| Occupational Therapy Month                    | April 23-29 Medical Laboratory Prof. Week        |
| Oral Cancer Awareness Month                   | April 21-27 World Immunization Week              |
| Parkinson's Awareness Month                   | April 22-26 Every Kid Healthy Week               |
| Sexual Assault Awareness and Prevention Month | April 22-28 Patient Experience Week              |
| STI Awareness Month                           | April 21-27 National Infant Immunization Week    |
| Stress Awareness Month                        | April 7 World Health Day                         |
| Testicular Cancer Awareness Month             | April 10 National Youth HIV and AIDS Day         |
| National Child Abuse Prevention Month         | April 28 World Day for Safety and Health at Work |

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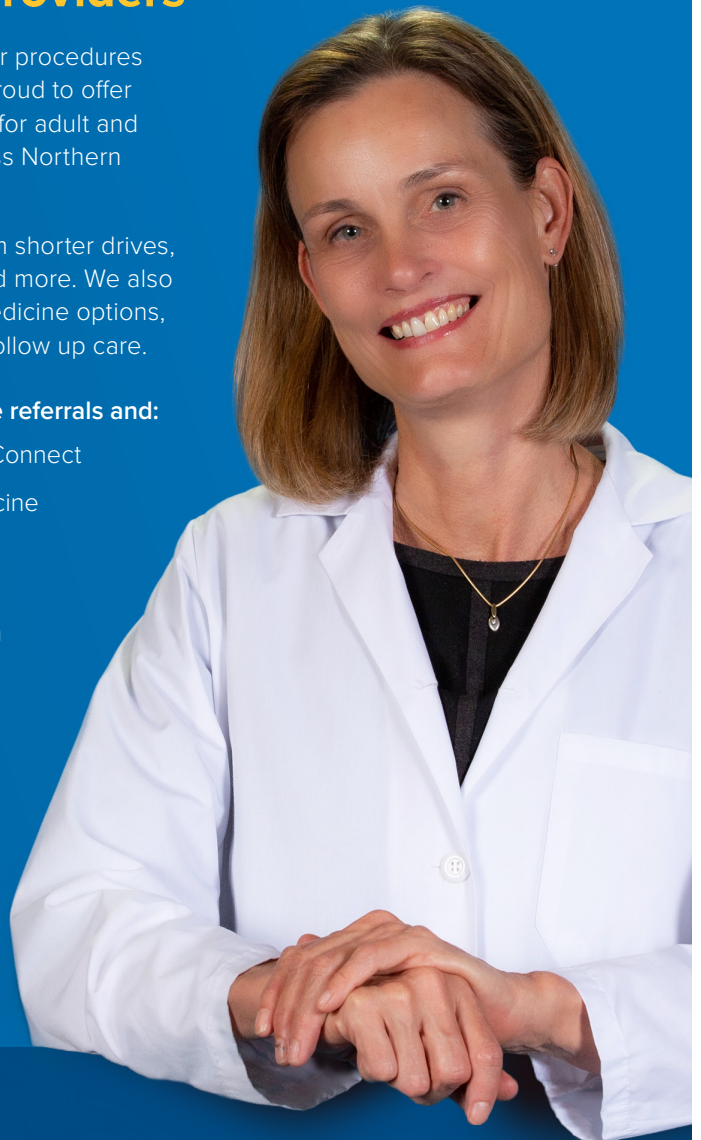
### Our physician referral liaisons are here to help navigate referrals and:

- Facilitate access to our secure EMR system, PhysicianConnect
- Assist with UC Davis Health clinical trials and telemedicine
- Keep you abreast of new services, providers and research programs
- Arrange meetings and webinars, and share information about CME and events

Your local Physician Referral Liaison:

**Felicity Arain** | 916-882-1606 | [fcarain@ucdavis.edu](mailto:fcarain@ucdavis.edu)

*Marike Zwieneberg, M.D.  
Health Sciences Associate Clinical Professor  
Specialty: Pediatric Neurological Surgery*




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[referrals.ucdavis.edu](https://referrals.ucdavis.edu)





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# Journal Club



**TUESDAY APRIL 2ND**

at 6:00 pm

Dr. Mahoney's \*NEW\* Office:  
636 Harris St, Eureka, CA 95503

Presenter: Casey Weiser, MD

Topic to Be Discussed: Medical Aid in Dying in California  
All Women Physicians and APP's are invited, article will be  
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# HEALTH LAW LIBRARY

The California Medical Association's (CMA) health law library is the most comprehensive health law and medical practice resource for California physicians.

The library contains nearly 5,000 pages of up-to-date information on a variety of subjects of importance to practicing physicians. It includes content from the

California Physician's Legal Handbook, as well as more specialized information on peer review, payor contracting and other topics. **Access is free to CMA members - [www.cmadoes.org](http://www.cmadoes.org)**

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## ANCILLARY SERVICES

- 3700 Clinical Trials
- 3701 Cosmetic Procedures
- 3702 Liposuction
- 3703 Physicians Selling Vitamins, Dietary Supplements and Other Items Not Requiring a Prescription
- 3704 Tissue Banks

## ANTITRUST

- 1000 The Antitrust Laws: What Physicians Can Do
- 1001 The Antitrust Laws: Physician Group Mergers
- 1002 Physicians and Unions

## BUSINESS PROHIBITIONS/DISCLOSURE REQUIREMENTS

- 0200 Corporate Practice of Medicine Bar
- 0201 Disclosure Requirements - State and Federal
- 0202 Decision-Making Authority for Integrated Entities Criteria
- 0203 Physician Ownership, Employment, and Business Prohibitions

## CLINICAL LABORATORIES

- 5300 Disclosure, Payment, Billing, Record Retention, and Storage
- 5301 Certification, Licensure, and Registration
- 5302 Self-Referral and Fee-Splitting Prohibitions

## CONSENT

- 3100 Informed Consent
- 3101 Informed Consent Exceptions
- 3102 Incompetent Patients: Patient Lacks Capacity
- 3103 Informed Consent: Inpatient Procedures
- 3104 Informed Consent: Choosing Surrogates
- 3105 Informed Consent: Long-Term Care Facilities
- 3106 Format for Informed Consent Forms
- 3107 Consent of Minors
- 3108 Use of Restraints and Seclusion
- 3109 Mental Health: 5150 Hold/72-hour Detention
- 3110 Exposed Health Care Workers: Testing Patients' Blood
- 3111 Consent for Blood Transfusions
- 3112 Cancer Information Requirements
- 3114 Vaccine Administration: Mandated Information
- 3116 Consent for HIV Test

Legal Information Line  
 CMA Staff is ready to provide  
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 Information Line at (800) 786-4262



# CMA WEBINARS SCHEDULED

<https://www.cmadoes.org/events>

**LOG INTO MEMBERS-ONLY SECTION.** Be sure to set up your CMA Web account if you have not already. There are many links to resources that are for “Members only”. If you need assistance with this, please reach out to the Medical Society.

4/16/24 - [Virtual Grand Rounds: Black Health in California - Moving Toward Equity](#)

4/30/2024 [Webinar:How ACOs Can Help Your Primary Care Organization Thrive](#)

**CLICK ON THE LINKS ABOVE OR GO TO: <https://www.cmadoes.org/events> to register**

## ON DEMAND PRE-RECORDED WEBINARS

Browse CMA’s extensive library of pre-recorded webinars, covering a wide range of medical practice and public health topics. <https://www.cmadoes.org/webinars>

## Calendar of Local Education, Physician Meetings & Socials

(This includes recordings of all past CME grand rounds)

[http://www.hdncms.org/Physician\\_Educational\\_Calendar.html](http://www.hdncms.org/Physician_Educational_Calendar.html)

### PHYSICIAN SUPPORT COMMITTEE

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Dr. Douglass: 786-4028 \* Dr. Frugoni: 845-0242 \* Dr. Heidmann: 362-6704

Dr. Hunter: 498-0607 \*Dr. Newdow: (916) 201-6078 \* Dr. Talbot: (707) 464-8813

**Confidential E-Mail: [hdnpwbc@gmail.com](mailto:hdnpwbc@gmail.com)**

Or contact a physician through CMA’s Physician Confidential Line at 213-383-2691

## ARE YOU A CONSORTIUM MEMBER?

Medical Society Members -

\$150.00

Non-Medical Society

Members - \$250.00

A self-supporting committee of the HDN Medical Society, our Consortium for Continuing Medical Education is accredited by the CMA Institute for Medical Quality to plan and accredit local programs to meet the needs of our physicians. Credit is provided for Grand Rounds, Tumor Board, Cardiac Cath Lab, UCSF Case Conference, Neo-Natal Resuscitation, etc. In addition to coordinating programs based on the feedback we get from the membership, we also work with the Humboldt IPA, Hospice, Public Health and other local agencies in coordinating CME credit for physicians.

**HELP IDENTIFY LOCAL EDUCATIONAL NEEDS**

**HELP SUPPORT LOCAL EDUCATION - BE A CONSORTIUM MEMBER**

*NOTE: Consortium for CME is recognized as the “Education Committee” of the Hospital Medical Staffs.*

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**CME CALENDAR  
GRAND ROUNDS / CASE CONFERENCE CALENDAR  
APRIL - MAY 2024**

**APRIL**

- 4/4 (Thurs) "INCLUSION/EXCLUSION CRITERIA FOR THE UC DAVIS CAR-T CLINICAL TRIAL" .....ZOOM: 12-1PM  
Speaker: Naseem Esteghamat, MD, MS
- 4/25 (Thurs) GRAND ROUNDS CANCELLED.....

**MAY**

- 5/2 (Thurs) "SINGLE PAYER" .....ZOOM: 12-1PM  
Speaker: Corinne Frugoni, M.D.
- 5/16 (Thurs) "ROUTINE CANCER SCREENING".....ZOOM: 12-1PM  
Speaker: Maryam Rahimi, M.D.

**TUMOR BOARD**

Tumor Board meetings will be by virtual format via Microsoft Teams. To join "Teams" meeting, email Jennifer Hooven at [Jennifer.Hooven@stjoe.org](mailto:Jennifer.Hooven@stjoe.org). Meetings beyond this time will continue to be re-assessed and either resume in-person participation or extend the virtual attendance via Teams. 12:00 - 1:00 p.m.

**APRIL**

- 4/3 (Wed) TUMOR BOARD PSJH
- 4/10 (Wed) TUMOR BOARD PSJH
- 4/17 (Wed) TUMOR BOARD PSJH
- 4/24 (Wed) TUMOR BOARD PSJH

**MAY**

- 5/1 (Wed) TUMOR BOARD PSJH
- 5/8 (Wed) TUMOR BOARD PSJH
- 5/15 (Wed) TUMOR BOARD PSJH
- 5/22 (Wed) TUMOR BOARD PSJH
- 5/29 (Wed) TUMOR BOARD PSJH

- The target audience are Physicians in Humboldt and Del Norte Counties. Advanced Practice Clinicians, RN's, RD'S, and
- Pharmacists are also invited to attend. Please contact Terri Rincon-Taylor, CME Coordinator at (707) 442-2353 or
- [hdncme@gmail.com](mailto:hdncme@gmail.com) if you have any questions.

Please contact the office if you have not received a statement for your 2024 CME dues and would like to join or renew your CME membership for 2024. [hdncme@gmail.com](mailto:hdncme@gmail.com)

**YOU MUST BE MEMBER OF THE CONSORTIUM FOR CME TO CLAIM CREDIT**

**PLEASE HELP IN IDENTIFYING LOCAL EDUCATIONAL GAPS**

**Suggestions for strengthening our local CME Program are always welcome -  
We encourage you to get involved. Sign up to give a lecture.**



The Humboldt-Del Norte Consortium for Continuing Medical Education is accredited by the California Medical Association and ACCME to provide continuing medical education for physicians.

The Humboldt-Del Norte Consortium for Continuing Medical Education designates this live activity for a maximum of 1.0 hour of AMA PRA Category 1 CME Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

# CLASSIFIED ADVERTISEMENTS & BULLETIN BOARD

## CLASSIFIEDS:

*Members wishing to place a classified ad  
(Business- free to members for first 6 mos. /  
Personal 1/2 price)  
contact Medical Society office.*

### DID YOU KNOW.....

The Medical Society receives many calls from your offices and the public looking to find copies of medical records from physicians who have retired, moved out of the area, etc. The Medical Society tries to keep a list of where to refer for those records. Physicians relocating out of the area or retiring, please let us know.

## MEMBERSHIP DIRECTORIES

2024 Directories have been sent out/delivered. Please reach out to the office at [hdcms@gmail.com](mailto:hdcms@gmail.com) if you have not received your copy. Members receive one free copy/year with the option to purchase more for a reduced fee.



"We at NCP are always happy to receive photos of local scenery by our member physicians who would like to have their art displayed on the cover of the North Coast Physician. However, we have certain requirements before we print. At a minimum, please send you photos as a JPEG with minimal compression (level 8 or higher). Also please size the photo to 6 inches on the "short" side at a screen resolution of 125 dpi. If you're looking for total file size for email submission we would like something of at least 0.25 MB (250 KB) up to 2.5 MB. This gives the best screen resolution plus it provides adequate resolution for anyone who wishes to print out the cover. We will also accept TIFF or PSD files, although we prefer JPEG. If you need assistance, please let us know and the editor will be more than happy to work with you in obtaining the appropriate resolution."

## KNOW OF HOUSING OPTION?

The Medical Society frequently receives calls for help in finding housing for our new physicians, Residents and other healthcare professionals. We also are trying to keep a list of "rooms" available for medical students that are rotating through. If you or know of someone who has rental or temp housing options, please let us know. Send email to: [hdcms@gmail.com](mailto:hdcms@gmail.com)

## Display Advertising Rate Schedule

| <u>SIZE</u>                 | <u>MONTHLY</u>  | <u>SIZE</u>                    |
|-----------------------------|-----------------|--------------------------------|
| 1/4 Page                    | \$140.00        | 8.00 (w) x 2.50 (h)            |
| 1/2 Page                    | \$160.00        | 8.00 (w) x 5.25 (h)            |
| 1/3 Page Vertical           | \$150.00        | 3.00 (w) x 10.50 (h)           |
| Full Page                   | \$200.00        | 8.50 (w) x 11.00 (h)           |
| Full Page/Special Placement | \$275.00        | 8.50 (w) x 11.00 (h)           |
| Business Card Ad            | \$65.00         | Copy Ready 3.50 (w) X 2.00 (h) |
| Classified Ads              | \$5.25 per line |                                |

*DEADLINE: 15th day of the preceding month to be published*