

Organization

Official Name: SAN DIEGO COUNTY MEDICAL SOCIETY FOUNDATION

***Legal Name:** San Diego County Medical Society Foundation, dba Champions for Health

***Year Company was Founded:** 1968

***Address:** 5575 RUFFIN RD STE 250

Address (2):

***City:** SAN DIEGO

State: California

Zip/Postal Code: 92123-1387

***Main Telephone:** 858-300-2780

Main Fax: 858-560-0179

Website Address: www.championsforhealth.org

***Main Email Address:** Adama.Dyoniziak@championsfh.org

***Mission Statement and History:** Champions for Health (CFH)'s mission is to provide access to critically needed healthcare for uninsured low-income residents of San Diego County who would otherwise face insurmountable barriers to care. CFH

recruits, mobilizes, and supports hundreds of volunteer physicians and other professionals to provide free specialty healthcare.

The organization was founded in 1968 as the Association for Medical & Paramedical Education and Research (AMPER) by the leadership of the San Diego County Medical Society and in 2004 became the San Diego County Medical Society Foundation to address the needs of the medically underserved. In 2016, SDCMSF was rebranded Champions for Health (CFH). Our vision: Physicians Improving Health, Changing Lives.

CFH is focused on increasing access to healthcare services, improving health outcomes, and building the future wellness system. CFH is the only systematic and organized means for physician medical volunteerism in the County, activating the commitment of the medical community to assist individuals and communities to improve health and change lives.

The social determinants of health are addressed in intimate community settings through blood pressure screenings, diabetes prevention, and Live Well San Diego Speaker's Bureau presentations. We are the 3rd largest immunization provider in the County targeting geographic areas with low immunization/insurance rates with volunteer physicians, and nurses leading the charge, resulting in 16,000 San Diegans engaged yearly in their health.

CHF mobilizes volunteer physicians and our network of partners to serve the uninsured with prevention and specialty care treatment programs and step into the gap when everyone else says they have done their share. Our actions show beyond words that we care for the community who others avoid working with because services will not be reimbursed. Health is a right for every human, not a privilege for the insured or comfortably employed.

***Board of Directors :** Daniel "Stony" Anderson, MD, Treasurer & Secretary of the Board, Kaiser Permanente and California Colorectal Cancer Coalition

Tammy Gerstenfeld, Director, M.D., Director, Kaiser Permanente

Keerti Gurushanthaiah, M.D., Director, Infertility, Gynecology & Obstetrics (IGO Specialists)

James Hay, M.D., Founding Board Member, North County Family Medical Group

Paul Hegyi, MBA, Executive Committee Member, CEO, San Diego County Medical Society

Liliana Osorio, Deputy Director, The Health Initiative of the Americas, UC Berkeley

Carl Pinkard, CFP, Aldrich Wealth Advisors

Al Ray, M.D., Board President, Southern California Permanente Medical Group
Kosala Samarsinghe, M.D., Director, Internal Medicine, Scripps Coastal
James Schultz, M.D., Medical Director PASD, Neighborhood Healthcare CMO
Meg Storer, Director, VP Government & Community Relations, 211 San Diego
Reneé Wailes, DDS (retired), Director, Board of Directors The Old Globe Theatre
Jeffrey Willmann, Vice President of the Board MedDataQuest
Nick Yphantides, M.D., Director, CMO, San Diego County Health and Human Services Agency

Most Recent 990: SDCMSF DBA CHAMPIONS FOR HEALTH I-990_2018.pdf

***Most recent audited financial statement with management letter:** San Diego County Medical Society Foundation DBA Champions for Health Sept 30, 2017 - 2016.pdf

Proposal

***Request Owner:** Rachel Mason
Request Source: External (Submitted 04/10/2020)
Proposal Type: Ongoing Program

Agency Capability

Briefly describe your organization's history and accomplishments. :

San Diego County Medical Society Foundation (SDCMSF) was founded in 2004 by the leadership of the San Diego County Medical Society to address the needs of the medically underserved. In 2016, SDCMSF was rebranded Champions for Health (CFH) to better communicate our mission. Our vision: Physicians Improving Health, Changing Lives.

Champions for Health is dedicated to providing access to critically needed healthcare for uninsured low-income residents of San Diego County who would otherwise face insurmountable barriers to care. We recruit, mobilize, and support hundreds of volunteer physicians and other professionals to provide free specialty healthcare.

Champions for Health (CFH) supports fee for service primary care patients at Federally Qualified Health Centers (FQHCs) and free clinics, who do not have access to specialty care (as FQHC's cannot provide specialty services), including surgery or treatment for life threatening and disabling conditions, and who often do not access preventive services due to cost or stigma, especially as the enforcement of the Public Charge Rule is deterring people from accessing services.

Project Access has facilitated care for more than 6,500 low-income and uninsured patients and performed 1,563 volunteer surgeries since 2008, and provided 3,936 support services to address social determinants of health all thanks to the network of more than 1,500 physicians, as well as hospitals, surgery centers, health providers, and their partners who have provided pro bono care.

Due to the close affiliation with the San Diego County Medical Society, CFH's founding purpose was for the hundreds of physicians, hospitals, surgery centers, and ancillary care providers in the San Diego community to have the opportunity to contribute their resources, time, and expertise to care for uninsured patients.

In the 2018-2019 fiscal year CFH provided 1,473 medical encounters, and 103 surgeries through PASD, and 14,000 preventive screenings, culminating in more than \$1.90 Million donated care this program year. CFH is focused on increasing access to healthcare services, improving health outcomes, and building the future wellness system connecting the commitment and volunteerism of the medical community to improve the health of individuals and communities and to change lives.

CFH is the only systematic and organized means for physician medical volunteerism in the County, activating the commitment of the medical community to assist individuals and communities to improve health and change lives.

The social determinants of health are addressed in intimate community settings through blood pressure screenings, diabetes prevention, and Live Well San Diego Speaker's Bureau presentations. We are the 3rd largest immunization provider in the County, behind two FQHCs, targeting geographic areas with low immunization/insurance rates with volunteer physicians, and nurses leading the charge, resulting in 16,000 San Diegans engaged yearly in their health.

What are the current activities and/or programs offered by your organization?:

Project Access San Diego (PASD), Champions for Health's flagship program, facilitates pro bono specialty care, such as gynecology, ophthalmology, cardiology, neurology, and general surgeries, to low-income adults who remain uninsured even after the implementation of the Affordable Care Act. Due to the close affiliation with the San Diego County Medical Society, Champions for Health is privileged to have access to hundreds of physicians, hospitals, surgery centers, and ancillary care providers in the San Diego community who contribute their resources, time, and expertise to care for uninsured patients. Your Board member, Dr. William Pitt, has been a long-time Project Access volunteer. The number one referral request is for imaging so that physicians can appropriately diagnose the health condition. Forty percent of all patients referred to us by the primary care providers at the area's community clinics are in need of surgeries or other procedures outside the physicians' offices. Through our web of health partners, we are able to accommodate the majority of referral needs.

Due to the number of PASD patients with diabetes, Champions for Health partners with a Centers for Disease Control-certified diabetes prevention program, called the Skinny Gene Project (SGP). Our collaborative focuses on pre-diabetic adults living in low-income neighborhoods at highest risk according to specific CDC inclusion criteria for this rising epidemic. Lifestyle coaches incorporate weekly group meetings, virtual and telephone coaching, nutrition education, physical activity, and linkage with a medical home and community resources, and support services for a full year to promote healthy living in order to prevent the onset or halt the progression of diabetes. The SGP Diabetes Prevention Program is thrice recognized by the CDC, and is the original certified CDC provider in San Diego County.

We integrate our community wellness prevention programs with our specialty medical care programs at Champions for Health to include breast cancer screenings, facilitate colorectal cancer diagnostics, cardiovascular disease screening, and free flu shots each year, as part of our county-wide strategy to connect the unconnected alongside County Health & Human Services Agency and long standing community partners.

This year more than 100 physicians volunteered to provide community health education through our Live Well San Diego Speaker's Bureau. Champions for Health continues to facilitate the Alzheimer's Project Clinical Roundtable, bringing together practitioners, researchers and the caregiver community to develop best practices and tools for primary care providers for the diagnosis and treatment of Alzheimer's and related dementia. This year's efforts will also include the opioid epidemic by assisting primary care providers in identifying potential prescription and non-prescription opioid addiction.

We are focused on support for physicians through continuing education for retired physicians, keeping them connected with the field of medicine and community; support for the adoption of electronic health record systems; and informative continuing education for practicing physicians. Finally, each year Champions for Health awards scholarships to UC San Diego School of Medicine first-year students and residents whose personal beliefs, actions and community service align with the Champions for Health's mission.

List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:

PASD accepts referrals from Primary Care Providers (PCP) from 35 Free Clinic and Federally Qualified Health Center partner sites to which we act as the Safety Net for uninsured patients in need of specialty health needs that require intensive case management. This linkage includes sharing electronic health record information, and maintaining health information regarding coordination of care between the PCP and volunteer specialty care provider. Pro bono care is provided by more than 500 volunteer specialty physicians, and ancillary partners which include 6 active hospital partners, and 14 outpatient surgery centers. This opportunity will allow us to reach out to community-based family practices, and small to mid-size practices that may see fee for service patients for primary care, but may not have a link to specialty healthcare services.

Program Information

Is this application being submitted in collaboration with another agency?: No

Project Title: Project Access San Diego

Requested Cash Amount: \$16,500.00

This is an ongoing program that began on: 12/01/2008

Name of the person submitting the grant: Jaime Carrillo
619-273-3422
Jaime.Carrillo@championsfh.org

Name of Program Coordinator: Rebecca Valenzuela
858-300-2785
Rebecca.Valenzuela@championsfh.org

Is the Program Coordinator responsible for submitting quarterly reports?: No

If the Program Coordinator is not responsible, please provide the responsible person's information: Jaime Carrillo
619-273-3422
Jaime.Carrillo@championsfh.org

Ages Served: Adults (18-60): 80%
Seniors (60+): 20%

Gender: Female: 71%
Male: 29%

Select the income limit category of your target population: Very Low (50%) Income Limits, ceiling of \$53,500

Projected number of residents (participant/client) that will directly benefit from this program: 10

Projected number of residents that will indirectly benefit from this program: 50

How will the program be staffed?: Paid: 10%
Volunteer: 90%

Statement of Problem/Needs Assessment

Discuss the need for the proposed program or service within the District.: According to data from the American Community Survey 5-year estimate in 2017, 13.3% (~4,006) of Fallbrook residents were uninsured, and 15.3% live in poverty. Approximately 50% of the uninsured seek limited primary care at the network of private non-profit community clinics, but many utilize emergency departments for delayed care. Using the Emergency Department for ongoing healthcare is a costly last resort which drives up community healthcare costs, and overextends ER resources.

Federally Qualified Health Centers (FQHCs) and other independent physicians who see fee for service patients only provide primary care physician services, with limited options for prevention and specialty care services for uninsured individuals. While other counties like Los Angeles offer health plans that provide full or capped Medi-Cal or other coverage to their uninsured adults, San Diegans find themselves managing a patchwork of services for those who fall through the safety net. FQHCs are not licensed to provide specialty care, nor critically needed outpatient and inpatient surgeries. Of the 700,000 patients the health centers see annually, at least 10% (70,000) are uninsured. Project Access San Diego is their sole source of specialty and surgical care.

The majority of the remaining uninsured in San Diego County are people of color living at or near the federal poverty level. These hard-working individuals care for others' children in the community, and support a thriving economy; they beautify homes and gardens, allowing for high rents and property values in beautiful San Diego; cook and serve some of the best culinary experiences in America promoting tourism and culture; work in the construction or hospitality industries enabling our strong tax base; and often squeeze out a family income through multiple low-paying jobs. The uninsured often work for small employers who do not offer health insurance, while simultaneously not being eligible for Medicaid or other public benefit programs.

The minimum wage in California is \$12 per hour and women are more likely than men to live in poverty, and earn less in every occupational category compared to men (The Report on the Status of Women Girls in California 2015, St Mary's College, Los Angeles). A patient's ability to work is crucial to their ability to survive and provide basic needs for themselves and their family, especially if they work several part time jobs. PASD patients report a 75% reduction in workdays missed after receiving care. PASD supports them to provide for their families and continue to be contributing members of our thriving local economy.

In addition to challenges in the workforce, women patients have multiple responsibilities to themselves, their families, and the community. Personal responsibilities can include health, education and employment, and maintaining healthy relationships. Family responsibilities can include caregiving for children, disabled partners, extended family and the household. Community responsibilities can include retaining and teaching cultural practices and identity while balancing outside influences, engaging in community service, facilitating their spiritual and religious traditions, and seeking out and becoming a part of community-at-large. These competing priorities lead to specific needs for women, such as childcare, transportation, access to health service providers, medical & ancillary services, pharmacies and durable medical supplies, health literacy, and people who positively influence her life and decisions. Communicating in the language of our patients (Spanish, English and Arabic), our care managers address barriers to access arising from mistrust of health care providers and unfamiliar systems, and cultural and linguistic differences, incorporating cultural supports to improve health outcomes, and "connecting the dots" to health and wellness.

Reference your supporting data below.:

<https://datausa.io/profile/geo/fallbrook-ca#health>

<https://www.fallbrookhealth.org/centraforce-health-data>

<http://laborcenter.berkeley.edu/pdf/2016/Preliminary-CalSIM-20-Regional-Remaining-Uninsured-2017.pdf>

<https://hasdic.org/2019-chna/>

What other organizations within the community offer similar programs/ services that address this need?:

Champions for Health is the only organization in San Diego that connects uninsured and uninsurable San Diegans with volunteer pro bono specialty healthcare services, and supports specialty providers in providing intensive care coordination until the patient's need is met and is able to be referred back to their referring primary care physician.

Program/Services Description

The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :

Which one of the following categories best describes the primary goal and objectives of your program?:

Treatment: Direct provision of care in medical, dental, vision, or behavioral health.

Which of the following health disparities does the program address:

- Medical Services (e.g., Maternal/Child, Podiatry)

Describe how the program provides the service.:

Our Chief Medical Officer, Dr. James Schultz, reviews each case to ensure it is medically appropriate and that Project Access San Diego has a specialty care resource available to meet the need. The key to Project Access San Diego's success is fastidious care management. Patient care managers act as liaison between the patient, community clinic or community based provider, and physician volunteers to ensure a smooth workflow, which includes conducting intake assessments to determine health status of patients; assuring required paperwork is completed; and scheduling specialty physician consultations, procedures, and surgeries. They coordinate laboratory study or imaging requests prior to the specialty physician appointment in order to increase efficiency and ensuring all necessary diagnostic information is available for the appointment. The care managers ensure that barriers to access are addressed, such as transportation to the physician's office or medical interpretation services, to make the physician visit as efficient as possible. Physicians express to us regularly that, compared to MediCal patients, Project Access San Diego patients are better prepared for medical visits and procedures, extremely grateful, and the impact on the practice staff is minimized. They report high satisfaction with the program, and express that doing this pro bono work allows them to stay within their own country to do "mission work" and realize their dream of why they chose medicine as their profession.

Patient care managers coordinate sharing of all needed medical information, and the specialty care physician's treatment recommendations after the appointment. They also coordinate all treatment, including follow-up appointments, labs, imaging, and surgery (approximately 35% of PASD patients require a donated surgery or procedure). Initial enrollment is for six months, with re-enrollment provided as needed. Dr. Schultz monitors all patients' medical files and "graduates" a patient when the specialty care physician has completed treatment and the patient can return to his/her health center/ medical home for ongoing primary care.

What is/are the program goal(s) and what are the objectives for each goal.:

Define goal #1 for this program :

By June 30,2021 Champions for Health will recruit two community based practitioners to refer a minimum of 10 low-income, uninsured patients through Project Access, and provide intensive care management for patients within the Fallbrook Regional Health District.

Number of Objectives for this program:

2

Objective 1:

Recruit at minimum 2 community-based providers.

Objective 2:

Train and provide support for 10 referrals to PASD.

Measuring Success for Goal #1:

The number of patients served is tracked with database software; patient care managers track

remaining objectives utilizing surveys. Six months after a patient completes their course of treatment and "graduates" from our program, PASD care managers' survey them on their post care status.

Define goal #2 for this program if applicable.:

By June 30,2021 Champions for Health will facilitate specialty healthcare for a minimum of 10 low-income, uninsured patients through Project Access, and provide intensive care management for patients within the Fallbrook Regional Health District.

Number of Objectives for Goal #2 of this program:

3

- Objective 1 for Goal #2:** Process referrals for at minimum 10 patients from Fallbrook Regional Health District.
- Objective 2 for Goal #2:** Provide intensive care management to at minimum 10 patients from Fallbrook Regional Health District.
- Objective 3 for Goal #2:** Provide support to overcome the social determinants of health for at minimum 10 patients from Fallbrook Regional Health District.
- Measuring Success for Goal #2:** The number of patients served is tracked with database software; patient care managers track remaining objectives utilizing surveys. Six months after a patient completes their course of treatment and "graduates" from our program, PASD care managers' survey them on their post care status.

Anticipated Acknowledgment

Acknowledgment: Fallbrook Regional Health District's investment will be acknowledged in our Annual Report, published in San Diego Physician Magazine, and on the Champions for Health website, and acknowledged as a sponsor in flyers with the FRHD logo. All medical partners will be alerted as well.

Financial Reporting & Budget

Has your organization requested funding from FRHD for this program before?: Have not applied before

Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?: No

Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:

Las Patronas August 2019, \$2,676, Awarded

Grossmont Healthcare District, September 2019, \$20,000, Awarded

Sanofi Pasteur, August, 2019, \$19,910, Awarded

Alliance Healthcare Foundation, July 2019, \$5,000 Awarded

Alliance Healthcare Foundation, October 2019, \$50,000 Awarded

NORCAL Foundation, October 2019 \$20,000, Awarded

Grossmont Healthcare District, September 2019, \$19,000 Awarded

C4, December 2019, \$10,000, Awarded

Pacific Foundation for Medical Care, September 2019 \$10,000, Awarded

The Country Friends , August 2018, \$4,000, Awarded

Community Enhancement Program, March 2019, \$10,000, Awarded

Neighborhood Reinvestment Program, July 2019, \$25,000, Awarded

Neighborhood Reinvestment Program, May 2018, \$25,000, Awarded

Neighborhood Reinvestment Program, May 2017, \$15,000, Awarded

Harrah's Casino, March 2020, \$20,000, Pending

Live Well Neighborhoods, February 2020, \$110,000, Pending

Kaiser Permanente San Diego, March 2020 \$25,000, Pending

Cushman Making a Difference SD, Mar 2020 \$150,000, Pending

Harrah's All in for Change, March 2020 \$50,000, Pending

Amgen Healthcare Donations \$150,000, July 2018, July 2017, Denied

Parker Foundation, July 2019, June 2018 \$35,000, , Denied

Walter J and Betty Z. Zable Foundation, July 2019, \$20,000, Denied

Pfizer Special Events, August 2019, August 2018 \$10,000, Denied

Kaiser Events Funding, December 2019 \$20,000, Denied
The Country Friends, August 2019, August 2018 \$20,000, Denied
Barona Casino, October 2019, October 2018 \$20,000, Denied
Sycuan Casino, October 2019, October 2018 \$20,000, Denied
American Medical Association Foundation, December 2019, LOI \$50,000, Denied
American Medical Association Foundtion, December 2018, \$150,000, Denied
Cushman Making a Difference SD, March 2019, \$150,000, Denied

Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:

Champions for Health Soirée, June 30, 2019, \$51,399
5th Annual Solana Beach Sunset 5k Run/Walk, October 12, 2019, \$15,124
2020 San Diego Undy RunWalk - Colorectal Cancer Alliance, March 8, 2020 \$10,000
Champions for Health Soirée, March 28, 2020, Postponed due to Coronavirus
Ride for Humanity, April 25, 2020, Amount TBD

Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:

The Board of Directors of Champions for Health is nearing the completion of their strategic plan process to focus and expand our services and identify ways to financially sustain our organization. Preliminarily, the Board has decided to focus the majority of our efforts on Project Access for revenue, volunteer and program implementation purposes. The overall direction was based on engaging key constituents informants as to Champions for Health's direction for the next three years. In October 2019, in addition to kicking off a new program year, Champions for Health also kicked off its strategic planning process. The Board and staff of Champions for Health, and the incoming Board Chair of the San Diego County Medical Society, deliberated at our opening planning retreat about key stakeholders to be interviewed as well as be part of in-person focus groups. This and other processes were based in part on the findings of the Hospital Association of San Diego County (HASDIC)'s 2019 Community Health Needs Assessment and other relevant internal and external data. Stakeholders (10), including government representatives, private and non-profit organizations, agencies, and state wide foundations were interviewed as key stakeholders to engage in providing their perspective on the current and future state of health care and how Champions for Health does/should fit in. These findings were then used to determine focus group participants and what questions to ask. The focus groups consisted of volunteer physicians who had a current and sustained relationship with Champions for Health. Simultaneously it was decided that a second set of stakeholder interviews needed to be conducted with organizations who have programs similar to Project Access in California and Texas, as well as with CEOs of FQHCs who are long-standing partners of Champions for Health. The questions asked of the focus group participants concentrated on what Champions for Health does well and should continue doing/not continue doing, as well as how to harness the energy and fundraising power of fellow physicians, and other entities we should be reaching out to. The questions asked of the stakeholder interview participants were about successes/challenges/revenue streams with similar programs to Project Access and program focus suggestions within San Diego County. At the second retreat all of the findings were summarized and discussed amongst staff and board members.

Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:

PASD is sustained through sources including contract income (23%), donations and contributions (23%), events (13%), grants (36%), and other income (5%). CFH is in the midst of a sustainability planning process that will inform program planning and development. Over the next 3 years, our sustainability plan includes: 1) Increasing contract income; 2) Increasing individual and corporate contributions; 3) Increasing grant income, specifically multi- year project awards; and 4) Diversify revenue from virtual events, medical groups, office manager groups, and hospitals. This strategy will be driven by increasing our capacity for development, and marketing/communications to engage a broader donor audience.

Program Budget File: 2020_2021_FRHD_CHC_Program_Budget_Form_PASD.xlsx

Attestation: • I certify that all information presented in or attached to this Application is complete and accurate

Payment

Scan

No matches were found

Approval

Requested Amount: \$16,500.00

***Recommended Amount:**

Prior Approved Grants:

Request Status: External

Contact

Salutation: Ms.

***First Name:** Adama

Middle Name:

***Last Name:** Dyoniziak

Title: Executive Director

Address: 5575 RUFFIN RD STE 250

Address 2:

City: SAN DIEGO

State: California

Province:

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Country:

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Contact Type:

Creation Date: 04/06/2020

Last Saved By: 1000000010573993

Last Saved Date: 06-APR-20 05.20.41.794244 PM

Notes:

***Internal Use Only?:** N

Suffix: