

By Barbara Caruso, BA

■ physicians in the news

A compilation of news, significant awards, and accomplishments about Permanente physicians and the Permanente Medical Groups.

Physician News Roundup

KP Researchers Win Susan B Anthony Award for Excellence in Research on Older Women and Public Health

Two Kaiser Permanente (KP) researchers have won the 2003 Aetna Susan B Anthony Award for Excellence in Research on Older Women and Public Health.

Donna M Schaffer, RD, MPH, a Care Management Consultant with the Care Management Institute (CMI), and **Nancy P Gordon, ScD**, a research investigator with KP's Division of Research (DOR), won the award for their study, "Use of Dietary Supplements by Female Seniors in a Large Health Maintenance Organization." Schaffer worked with DOR when the research was conducted.

The study used data collected in a large general health study conducted in 1999 with members of the KP Medical Care Program in Northern California and examined the use of dietary supplements by women aged 65 to 84 years. The use of herbals and other dietary supplements has been dramatically increasing in recent years, especially among senior women, and most supplements are used without physician or pharmacist supervision.

KP Advises British National Health Service on Managed Care and Integrated Model of Care

KP has been working with the British National Health Service in helping them modernize their health care system. In the *British Medical Journal* of November 29, 2003,¹ an article compared hospital bed utilization for patients over 65 years old at KP in California in 2000 and at the NHS and concluded that the NHS used 350% more hospital bed days than KP for the 11 most common causes of hospitalization.

The article noted that the NHS could benefit from KP's approach by developing closer integration between primary and secondary care, making use of intermediate care, focusing on chronic diseases and their effective management, and giving priority to self-care and support of patients and families as coproviders. Another observation was that the NHS could learn from KP's experience of engaging physicians in developing and supporting an integrated model of care.

Northwest Permanente PC, Physicians and Surgeons (NWP)

Retired Physicians Embark on History Project to Celebrate NWP's 60th Anniversary in 2005

In 2002, a group of NWP retired physicians set out to publish a definitive history of NWP by 2005, the official 60th anniversary year of KP in the Northwest. Physicians involved in the project are: **Ian MacMillan, Harvey Klevit, Kitty Evers, Ek Ursin, Al Martin, Art Hayward and Phil Brenes**, assisted by **Judy Hayward** and **Jean Bradley**. **Tom Janisse** is the sponsor/publisher.

They have interviewed a number of former physicians, including Marv Goldberg, former medical director; Harold Cohen, Charles Grossman, and Frank Mossman, three of the original NWP partners; and Cecil Cutting and Morris Collen, former Board Chair and Executive Director (respectively) of The Permanente Medical Group. The authors promising a tale of courage, innovation, intrigue, and power struggles.



Ian MacMillan with Morris Collen, Chairman of TPMG for 24 years, and Cecil Cutting, Executive Medical Director of TPMG for 20 years.

Northwest Region Selected as a Robert Wood Johnson Pilot Site for Diabetes Self-Management

The Robert Wood Johnson Foundation recently awarded grants to six sites nationwide under a program to advance self-management in persons with diabetes and other chronic conditions. A KP clinic in suburban Portland, Oregon, is one of the six sites.



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Staff from the Care Management Institute (CMI) will conduct multiple plan/do/study/act (PDSA) cycles on a wide variety of factors that influence member self-management and will study 173 members with diabetes on two physician panels. The work will tie in with other projects, such as group visits and a statewide diabetes initiative, as well as CMI recommendations around self-management of chronic disease. Other issues may include how to divide work among the members of the health care team to maximize individual scope of practice, how to standardize documentation of care management activities across diagnostic groups, and integrating some of the underused gems for members on kp.org, such as focused health topics and decision-point tools.

Southern California Permanente Medical Group



Jeffrey Weisz, MD

Dr Jeffrey Weisz Assumes Leadership of SCPMG

On January 1, 2004, **Jeffrey Weisz, MD**, formally assumed his leadership role as the new Medical Director and Chairman of the Board of SCPMG.

As Medical Director of the 3600-plus physician group, Dr Weisz, who succeeds **Oliver Goldsmith, MD**, is the sixth medical director in SCPMG's 52-year history.

"I'm a physician first, and my leadership is based on that premise. Over the past 24 years, I have dedicated myself to improving the welfare of our patients, our physicians, and our organization," said Dr Weisz, adding that his goal is to continue to improve access, quality, and service to members while improving both physician and patient satisfaction.

Dr Weisz joined SCPMG in 1978 as a staff hematologist/oncologist in Panorama City. In 1986, he became Physician-in-Charge of the Oncology Section at Woodland Hills. Dr Weisz represented his Woodland Hills colleagues as an elected board member for three terms. He served as assistant to the Area Associate Medical Director from 1996 until 1999, when he was appointed Area Associate Medical Director of the KP Woodland Hills Medical Center.

KP Receives Martin Luther King Legacy Association Award

In honor of KP Southern California's commitment to diversity, The Martin Luther King Legacy Association and The Southern Christian Leadership Conference of Los Angeles presented KP with the Corporate Responsibility Award.

KP was honored for being one of the first health care providers in the United States to have racially integrated hospitals and waiting rooms, as well as an ethnically diverse workforce, including physicians and allied health professionals.

KP also made history in 1954, when **Raleigh Bledsoe, MD**, joined the then fledgling medical group, as the first and only African-American board-certified radiologist west of the Rockies. He is believed to hold the record for a chief of service at KP, serving the organization from 1954 to 1986.

American Heart Association Honors Two Leaders

The American Heart Association (AHA) of Los Angeles County honored two leaders—Siavosh Khonsari, MD, Chief of Cardiac Surgery, Los Angeles, and Tony Armada, CHE, Senior Vice President and Area Manager, Metropolitan Los Angeles Service Area.

Dr Khonsari was presented with a "Lifetime Achievement Award" and was recognized for providing tertiary care for cardiac surgery and conducting complex procedures that are often not available at other medical centers.

Mr Armada was recently appointed as the new Chairman of the AHA of Los Angeles County. Over the past 12 years, he has held various roles with the AHA, including Dinner Committee Chairman for Torrance, the Inland Empire's chairman for the 1997 Heart Walk, and Chairman-Elect from 2002 to 2003.

Colorado Permanente Medical Group (CPMG)

KP Colorado Receives Excellent Rating from National Committee on Quality Assurance (NCQA)

KP Colorado has received an "excellent" rating from the NCQA for both its commercial and Medicare lines of business.

NCQA is an independent, not-for-profit organization that monitors the quality of health plans in the United States. "Excellent" is NCQA's highest accreditation status and is granted only to health plans that demonstrate levels of service and clinical quality that meet or exceed NCQA's rigorous requirements for consumer protection and quality improvement.

When the NCQA team visited KP Colorado in November, they identified several areas as overall strengths for the region, including active practitioner involvement in quality improvement programs and the



region's innovative approaches to health care.

In addition to clinical data, the NCQA also looked at nonclinical measures in such areas as access, patient satisfaction, denials and appeals, credentialing, and member materials. In this respect, everyone from the check-in counters to the exam rooms—as well as those behind the scenes in administrative support roles—contributed to the excellent rating.

The Southeast Permanente Medical Group (TSPMG)



Susan Garrison, MD

Susan Garrison, MD Appointed Associate Medical Director

Susan Garrison, MD, has been named Associate Medical Director by Medical Director Bruce Perry, MD, MPH. In her new role, she will comanage their 12 facilities—both primary care and specialty care sites—and supervise the Chiefs of

Behavioral Health, After-Hours, Pediatrics, Family Practice, and Internal Medicine. She will also be a resource to their call center and be integral in facility implementation of KP HealthConnect.

Dr Garrison is currently Chief of Ob/Gyn at TownPark Medical Offices. She joined TSPMG in 1998 as Ob/Gyn Lead MD at TownPark and received the TSPMG Administrative Physician of the Year award in 2002.

Dr Garrison's name will be placed on the ballot for an Associate Medical Director position on the TSPMG Board of Directors; this position's term expires June 30, 2005. During next 20 months, she will enhance the roles of Chief in the area she supervises, support the Adult Primary Care Taskforce, focus on retention and provider work-life satisfaction, and oversee development of new primary care and special care medical facilities. ❖

Reference

1. Ham C, York N, Sutch S, Shaw R. Hospital bed utilization in the NHS, Kaiser Permanente, and the US Medicare programme: analysis of routine data. *BMJ* 2003 Nov 29;327(7426):1257.

Barbara Caruso compiled this material from *California Wire*, *Partner News*, and other PMG newsletters and sources. To submit news of physician or PMG awards and recognitions, contact Ms Caruso at barbara.caruso@kp.org.

The Unreasonable Man

The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

—George Bernard Shaw, 1856-1950, Irish poet and playwright, 1925 Nobel Laureate in Literature