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AREA

V

# minute news

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## VIEW FROM THE TOP

By Dorothy E. Anderson, R.N., M.P.H., Asst. Coordinator, Area V

My recent participation in Washington as a new member of the National Review Committee of Regional Medical Programs Service was an enlightening experience which provided some facts and insights which may be of interest to others involved with RMP:

At the October 12-13-14 session of the National Review Committee, ten RMP's were studied for triennial applications, and two for annual review. The basis for judgment of the committee for ranking and rating each Program was a document entitled "Review Criteria Factors" which was issued to all RMP's last July.

Amongst the major concerns were: the goals, objectives, and priorities of each Program and how they relate to the community; plans for future support for projects after RMP funds terminate; evidence of RMP involvement in quality, quantity, and accessibility of health in the community. Representation of minority people on staff and in programs was explored in all cases. Questions were raised about the cost effectiveness of projects and activities.

Dr. Harold Margulies, Director of RMPS, discussed RMP's role as a change agent, along with other factors, for improving the health system. He reminded the committee that RMP is moving away from the fragmented, grant-oriented type of activity, to a new focus on health manpower, and health service delivery. Concern was expressed about administrative cost, especially in cases where indirect costs are high. It was noted that where Programs have been developed into independent corporations, it has often been possible to achieve lower overhead costs.

It was pointed out that RMP's interest in Area Health Education Centers should be focused on improved health service delivery, not on degrees; that universities are considered one of RMP's resources, with RMP serving as the link with the community. We were given to understand that regardless of what legislation eventually

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emerges on AHEC's, it will likely become the responsibility of RMP and the Bureau of Health Manpower to work together to meet community needs.

In all discussions, it was obvious that RMP is expected to be adaptable, and ready to respond to the new directions. There was an indication of a need to develop a "corporate identity" in order for RMP to be effective in the community.

There is considerable interest in HMO's, with RMPS reporting monthly to Health Services and Mental Health Administration, and to HEW, about the quality of HMO's, their degree of development, utilization of health manpower, etc.

We learned about some restructuring and reorganization taking place at RMPS, especially in the Division of Operation and Development, which will result in special branches which concentrate on geographic areas. Where necessary, these branches are to give direct support to some of the underdeveloped Programs, assisting with leadership guidance or staff recruitment, stimulating fresh thinking, and generally helping the Programs move in the new direction.

I was impressed with the dedication of the committee members--twenty in all--who seemed to regard their responsibility as a privilege. It was reassuring to have an opportunity to observe, at first-hand, the excellent planning done by RMPS for reviews, and it was most encouraging to note the feeling of permanency and optimism at RMPS.

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On October 5, AREA V staff was visited by five members of Joint Health Venture--an organization of consumers and providers of health care services in the Hollywood Area--to discuss their interest in improving the quality of health care, stimulation of health education, involvement of community people in health education and services, and revitalization of health care delivery systems. The organization is already active in such projects as a course on "Crisis in Health Care" for community people, establishment of a Health Care Situation Room, development of a child care center for children of medical employees, etc. Future meetings were scheduled by Mr. Markey and Mrs. Jane Z. Cohen, with the representatives of Joint Health Venture--Benjamin H. Moore (chairman pro tem), John and Dorothy Wagner, Lyle W. Anderson, and Herbert S. Dordick.

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*A truism for these times: The objective of all dedicated employees is to analyze thoroughly all situations, anticipate all problems prior to their occurrence, have answers for these problems, and move swiftly to solve these problems when called upon. However, when you are up to your armpits in alligators, it is difficult to remember that your initial objective was to drain the swamp.*

## AREA V PEOPLE

Congratulations are in order for Mr. William A. Markey who becomes Health Care Administrator of the new Health Care Agency of San Diego County on December 1, 1971. The Health Care Agency is comprised of the Departments of Medical Institutions and Public Health and the position was created as the result of a recent reorganization in which 50 departments were placed under eight agencies. Mr. Markey will serve as staff consultant to the Board of Supervisors, and chief assistant to the Chief Administrative Officer on matters relating to health care services for the public. Mr. Markey has been Deputy Coordinator of AREA V since inception of the program in 1967.

Mrs. Adelina Gregory, President of Comprehensive Health Planning Association of L. A. County, has consented to represent that organization on AREA V Advisory Council. Mrs. Gregory, who happens to be the Mayor of the City of Baldwin Park, is also a representative of the League of California Cities, County Division on COMP- LA and is a Board member of Southern California COMP.

AREA V is welcoming a new part-time member--Staff Assistant Fred D. Hubbard, who will be working with minority groups in the Pomona, Pasadena, and other areas. Mr. Hubbard has considerable experience with community activities and is currently active as Pastor, Shiloh AME Zion Church of Monrovia; President of the Community, Civic, and Political Education Club of Duarte; and Vice President of the Board of Trustees, Duarte Unified School District. Mr. Hubbard is married, has three children, and is a resident of Duarte.

Michael Bilitch, MD, Director of the AREA V Pacemaker Program, will appear on CBS-TV (Channel 2) at 3:30 p.m. November 20 in a sequence of Medex entitled "The Complete Heart." This is a documentary film focusing on the experiences of an individual who is learning to live with a pacemaker.

Dorothy E. Anderson represented AREA V at a joint RMP-COMP-California Health Manpower Council workshop held Sept. 10 in San Diego, to discuss basic difficulties encountered in health manpower planning.

Michal Zaich and Elias Chico attended the all-day session on HMO's sponsored by the California Teaching Hospital Assn. Sept. 17. William A. Markey spent Sept. 27-30 at the Hospital-Medical Staff Conference at Estes Park, Colorado, presented by the University of Colorado School of Medicine.

It was a pleasure to note the name of a former AREA V staffer on the latest roster of members of the RMPS National Review Committee--Miss Gladys Ancrum, Dr. P.H. Dr. Ancrum, formerly Asst. Coordinator for CCU Programs in Area V, is now Director of the Prepaid Health Care Project in Seattle.

# **V** minute news

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# The Physician's Assistant in California

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*4614 Sunset Blvd., Los Angeles, Calif.*

*Saturday, November 13, 1971, 9:00 a.m. - 4:00 p.m.*

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PANEL . . . .

CHARLES E. LEWIS, M.D. Professor and Head, Division of Health Administration, School of Public Health, U.C.L.A. -  
Keynote: *'The Physician's Assistant'*.

JAMES E. LUDLAM, ESQ. Musik, Peeler & Garrett, Attorneys -  
*'Legal Aspects of the Physician's Assistant'*.

M. ALFRED HAYNES, M.D. Professor and Chairman, Department of Community Medicine, Charles R. Drew Medical Center -  
*'MEDEX'*.

LULU W. HASSENPLUG, R.N. Dean and Professor Emeritus, U.C.L.A. School of Nursing, Member Governor's Advisory Committee - *'The Nurse and the Physician's Assistant'*.

FRANK ST. DENIS, Assistant Executive Director, Hospital Council of Southern California - *'The Physician's Assistant in the Hospital Setting'*.

MALCOLM TODD, M.D. Chairman, Council on Health Manpower, A.M.A., Member State Health Planning Council - *'The Physician and the Physician's Assistant'*.

DOLORES TOMLIN, Watts Community Coordinating Council -  
*'The Consumer's Attitude'*.

TIRSO del JUNCO, M.D. President, California Board of Medical Examiners - *'Implementing Assembly Bill 2109'*.

*Followed by discussion between panelists and the audience.*



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