

Dates of Activity: January 2008 through March 2008
Seed Grant: San Joaquin Valley Health Enterprise Zone Project
Grantee Organization: Central Valley Health Policy Institute, California State University, Fresno
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Description of Quarter's Activity/Impact on Partnership

This quarter's activities focused on completing an extensive interview process conducted with providers, physician recruiters, economic development and business consultants, state and federal agency and legislative staff, and representatives from workforce development organizations. (See attached list at the end of this report). These results led to the development of a comprehensive policy framework with key findings that provide the basis for four proposed models that address the need to increase the health professional workforce in the San Joaquin Valley. The draft of "San Joaquin Valley Health Enterprise Zone Concept Report: A Policy Framework for Addressing Health Professional Shortages in the San Joaquin Valley and Proposed Models for Action" has been submitted to the Central Valley Public Health Partnership for review and comment as they are the lead organization in this project.

The San Joaquin Valley Health Enterprise Zone Project quarter activities have been responsive to the Health and Human Services Work Group Goal 2: "**Enhance access to appropriate health care services and improved public health management**" and it's activities support Goal 2 - Objective A: "**Provide incentives for difficult to recruit health and medical professionals.**"

The efforts of this quarter have provided the framework for developing models of creative strategies that are a direct result of responses from the above-mentioned interviews. These models are more inclusive of the various sectors involved in addressing health professional shortages than may have been originally conceptualized. An attempt has been made to address the feasibility of implementing these models in the context of the state's current "fiscal emergency." The hope is that these strategies will effectively increase and improve access to primary/ specialty/ and sub-specialty health providers in the San Joaquin Valley.

Planned Activities for next 3-6 months

1. Incorporate feedback from the Central Valley Public Health Partnership, as appropriate, into the draft concept report
2. Disseminate final report to the Task Force and other stakeholders
3. Schedule the second Task Force meeting for April
4. Develop consensus on which model(s) to implement in the feasibility assessment
5. Identify eight communities for conducting feasibility assessments
6. Begin Phase 2 of the project "Conduct feasibility assessments in the eight selected communities"

Challenges/Problems/Bottlenecks/Feedback

Challenges: The challenge has been to synthesize the wealth of information received through the interview process into clearly articulated models with strategies that have the potential for actual implementation. Another challenge is that the data have driven development of some models that really don't fit into the parameters originally articulated in the first task force meeting. Proposing these models is a bit uncomfortable as we anticipate some controversy regarding the approaches.

Problems/Bottlenecks: Both the interview process and the development of the concept paper took much longer than anticipated resulting in a delay in scheduling the second Task Force Meeting by approximately one month. However, the extensive review process has strengthened the report with the development of a policy framework that is multisectoral in scope.

Feedback: There continues to be a lot of interest in the project and the possibility of new collaborations. We are awaiting feedback from the Central Valley Public Health Partnership regarding the concept report and its findings.

If you have coordinated any outreach, please describe briefly.

Significant outreach has occurred to sectors that were both included and not included in the Task Force membership. Although representatives from the economic development sector are on the Task Force, more connections were made at both the local and regional levels. Meetings were held with the Central California Economic Development Corporation,

Fresno Redevelopment Agency, Fresno County's Business Expansion Attraction and Retention (BEAR) project and the Central Valley Business Incubator.

Extensive effort also was made to reach out to "pipeline programs" which are only represented on the Task Force indirectly through the involvement of the K-12 Education and Higher Education and Workforce Development work groups on the Consulting Team. This connection added a critical dimension to the proposed models and poses an opportunity for further communication/collaboration on coordinating efforts among the various sectors.

Providers:

1. **Dr. John Maffeo**, CEO of Sequoia Community Health Centers
2. **Dr. Edward Moreno**, Director-Health Officer, Fresno County Department of Community Health
3. **California Academy of Family Practitioners**: Adam Francis, Legislative Assistant and Tom Riley, Director of Governmental Relations
4. **Dru Quesnoy**, Director of Marketing, Kaweah Delta Health Care District
5. **Dr. Cesar Vazquez**, Pediatrician at Fresno Children's Medical Group
6. **Dr. Dominic T. Dizon**, Medical Director of Ambulatory Care
7. **Charla Parker**, Director of Planning and Program Development, Colusa Regional Medical Center
8. **Dr. Mark Sandburg**, Merced Urologist
9. **Dr. Fengaly Lee**, Fresno's first Hmong female OB/GYN at OMNI Women's Health Medical Group
10. **Sandi Palumbo**, Executive Director of Fresno-Madera Medical Society and Kern County Medical Society
11. **Bob Ward**, Chief Legal Officer, Community Regional Medical Center
12. **Lisa Folberg**, Associate Director for Governmental Relations at the California Medical Association
13. **Lynne Ashbeck**, Regional VP, Hospital Council of Northern and Central California

Recruiters:

1. Physician/staff recruiters from Children's Hospital of Central California: **Sandi Aleman (physician) Tracy DeYoung (physician) and Suzan Parsons (non-physician staff)**
2. **Maureen Larkin**, RHIT, CPMSM, Director of Physician Recruiting, Adventist Health Central California (Central Valley General Hospital)
3. **Dr. Dominic T. Dizon**, Medical Director of Ambulatory Care for Community Regional Medical Center and also the vision behind the University Centers of Excellence, specialty and sub-specialty practices staffed by core faculty physicians at UCSF Fresno Medical Education Program

Economic Development/ Business Contacts:

1. **Central California Economic Development Corporation**: Bobby Kahn (Madera County), Paul Saldana (Tulare County), Steve Geil (Fresno County), John Lehn (Kings County), Doug Sweetland (Stanislaus ED and Workforce Alliance), Richard Chapman (Kern County EDC)
2. **Craig Scharton**, CEO Central Valley Business Incubator
3. **Jose Leon-Barraza**, Economic Development Coordinator for Fresno County
4. **Esther Cuevas**, Senior Analyst (attraction) for Fresno County EDC
5. **Emerson Estrada**, Director for Business Retention and Expansion
6. **Lupe Perez**, Sr. Project Coordinator, Redevelopment Agency of the City of Fresno
7. **Peggy Chiok**, Attraction and Community Development Manager, Fresno City EDD
8. **Stan Simpson**, Economic Development Work Group Convener, Board Member for CPSJV and businessman
9. **Jan Minami**, director of the Downtown Association of Fresno regarding business self-assessments for communal improvements
10. **Dr. Antonio Avalos**, Director of the Center for Economic Research and Education of Central California, Director for Research

Government/ Agency Contacts:

1. **Thomas Lorentzen**, Region IX Director of Health and Human Services
2. **Dr. David Carlisle**, Director of OSHPD
3. **Michael Byrne**, Enterprise GIS Architect for OSHPD
4. **Trish Kelly**, Sacramento Director for the California Center for Regional Leadership
5. **Lita Wallach**, San Joaquin County Community Health Forum
6. **Gilbert Ojeda**, California Program on Access to Care Program Director
7. **Glen Padayachee**, Health Professions Education Foundation (501(c)(3) arm of OSHPD), Director of Program Administration
8. **Jed Kolko**, Research Fellow for the Public Policy Institute of California
9. **Candi Zizek**, Primary and Rural Health Division, Department of Health Care Services

