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ARMA
ARIZONA MEDICAL ASSOCIATION

2018 PRESIDENT'S AWARDS BANQUET

AGENDA

6:00 pm Reception

7:00 pm Dinner

President
Traci Pritchard, MD
Welcomes Guests

Sponsor Introductions

8:00 pm Awards Ceremony

DAVID O. LANDRITH HUMANITARIAN AWARD

Rudy Valenzuela, PhD, FNP

The devotion Dr. Valenzuela shows his poorest neighbors living along the US-Mexico border often inspires community members to compare him to this desert region's very own Mother Theresa. Valenzuela has dedicated his life to comforting those who need his help most, following the calling of two professions that have guided his heart for years. He proudly serves as both a nurse practitioner and as an ordained Roman Catholic priest. Affectionately known as "Father Rudy," the veteran healthcare provider founded sister clinics located only miles apart, but separated by the international border between San Luis, Arizona and San Luis Rio Colorado, Sonora, Mexico. Wanting to serve where incomes often fall despairingly low, Valenzuela is known for working from sunrise long into the night. He spends mornings at his clinic in Arizona, then travels to his mission clinic in Mexico each afternoon – seven days a week. He is now on the staff of Yuma Regional Medical Center, which recently partnered with his Arizona clinic.

His nonprofit clinic in Mexico serves about 50,000 patients a year, charging patients a mere $2 for a consultation. If they cannot afford to pay, the help is totally free. When resources aren't available through any other means, he pays for whatever is needed out of his own pocket. As a young man, Valenzuela was the first in his family to attend college. During the same time, he was concluding his PhD in nursing at the University of Arizona, he was also finishing his theological studies to become a priest. Those academic interests have been evident through most of his adult life. Valenzuela now more frequently steps into the role of educator, presenting his research and expertise at national and international conferences. He has also served as a leader of nursing organizations on state and national levels. As a priest, and as a Friar of the Sick Poor of Los Angeles, his service has spanned from churches in Mexico to humanitarian work in the Skid Row neighborhood of Los Angeles.

EDWARD SATTENSPIEL, MD AWARD

M. Zuhdi Jasser, MD, FACP

Dr. Zuhdi Jasser has been in the private practice of internal medicine and nuclear cardiology in Phoenix since 1999. He leads a small independent practice of internal medicine in central Phoenix with one other internist and a nurse practitioner. He has chaired the Bioethics Committee at Banner University Medical Center-Phoenix (BUMCP) since 2002 and co-leads the Banner Health Network System Bioethics Committee since 2012. He has been a house staff and medical student educator in bioethics, internal medicine, nuclear cardiology, and private practice medicine for over twenty years at BUMCP. He has served on the Maricopa County Board of Health (2004-2012), the Board of Directors of the Area Agency on Aging (2007-2012), and as President of our Arizona Medical Association (2006-2007). He served as Chair of the ArMA Task Force on Disaster Preparedness and oversaw the development of a physician's guide to disaster preparedness (2010-2012). He continues now to serve on ArMA's Board of Directors, Legislative and Governmental Affairs Committee, Bioethics Committee, and ArMPAC. Dr. Jasser continues to represent ArMA as a delegate to the American Medical Association House of Delegates (AMA-HOD) since 2007. There, he founded the Private Practice Physicians' Congress (PPPC) in 2008 which is dedicated to protecting and promoting the sanctity of independent private practices in the profession of medicine. The PPPC has since grown to a membership of over 200 AMA delegates from across the nation and has become one of the most influential and sought after caucuses in the AMA House of Delegates. It is also a national educational non-profit organization.

AWARD RECIPIENTS

SPORTSMAN AWARD

Christopher Yeung, MD

Dr. Christopher Yeung is a fellowship trained spine surgeon with a special interest in minimally invasive spine surgery. He has been involved in Sports Medicine since he opened his practice 18 years ago with his father by forming the Desert Institute for Spine Care that utilizes an ambulatory spine center and a surgical recovery center. His career as team spine surgeon for the Arizona Diamondbacks, Arizona Cardinals, ASU Sun Devils, Cincinnati Reds, Los Angeles Dodgers, California Angels, Colorado Rockies, Seattle Mariners, Chicago Cubs and Kansas City Royals, reflects the trust placed in him not just by physically active weekend sports enthusiasts and golfers, but by college level and professional athletes. Dr. Yeung is not only involved in spinal surgery, he is also focused on spinal injury prevention and spinal rehabilitation, as well as non-surgical treatment of the spine. He has a close working relationship with physical therapists and athletic trainers. Dr. Yeung is also active in sports activities and with his children's athletic activities in golf, basketball, tennis, competitive cheer, club and varsity volleyball. As a principal investigator in clinical trials, he speaks internationally, and has published on the latest minimally invasive spine treatments and participates in workshop and program committees of his professional organizations.

NATIONAL SERVICE AWARD

Robert Orford, MD, MS, MPH

Dr. Robert Orford was ArMA President in 2011-2012, and served for many years on the ArMA Board of Directors. He has been vice-Chair of the ArMA Committee on Legislative & Government Affairs, chair of the Public Health Committee, chair of the Awards Committee and chair of the HOD Reference Committee on several occasions. Board-certified in Internal Medicine, General Preventive Medicine and Public Health, Aerospace Medicine, and Occupational Medicine, Dr. Orford's contributions to organized medicine reflect his background and medical interests. He has maintained active membership in a wide variety of state and national medical associations, including the American College of Occupational and Environmental Medicine (ACOEM) where he served as Speaker for the ACOEM House of Delegates as well as ACOEM President (2008-09), the Aerospace Medical Association, where he has been a member of Council, and Parliamentarian since 2011, the American College of Preventive Medicine as a member of the ACPM Board of Regents, the American College of Physicians, where he has been active with the Arizona Chapter as a member of the AZ ACP Awards Committee, the American Medical Association (AMA), as an AMA Delegate representing ACOEM since 2009 and as Chair of the AMA Section Council on Preventive Medicine (2012-13), as President of the North Central Occupational and Environmental Medicine Association (1994-95), and as President of the Western Occupational and Environmental Medical Association (2005-06), as a Council member on the International Academy of Aviation and Space Medicine (2013-16), as a Board Member on the International Commission on Occupational Health (2015-18),

and as President of the international Airlines Medical Directors' Association (AMDA) (2016-17) for which we are honoring him tonight. Dr. Orford serves in multiple academic positions and provides clinical care for patients in the Executive Health and Aerospace Medical Programs of the Division of General Internal Medicine at Mayo Clinic in Arizona.

WALK THE TALK AWARD

Stephen Ferrara, MD

Dr. Stephen Ferrara has served this country, and therefore the state of Arizona for decades. His passion for service began here at Brophy, where he embraced the mantra of Men for Others. During his 25-year Navy career, he deployed multiple times including volunteering for a tour in Afghanistan. There he introduced interventional radiology (IR) to the battlefield for the first time ever. Dr. Ferrara's introduction of IR significantly reduced the loss of life and limb of soldiers and Marines wounded in combat. He also identified a spine injury pattern amongst troops in armored vehicles hit by IED's and he designed a blast-mitigating seat to protect troops from these paralyzing injuries. As a Robert Wood Johnson/ National Academy of Science Congressional Fellow, Dr. Ferrara worked across party lines to co-author the legislation that repealed the SGR which passed out of Committee 51-0 – a truly rare example of political unity. This legislation has liberated all physicians from the threat of massive pay cuts which would jeopardize practice viability and thus critical healthcare access for needy seniors. Upon retiring from the Navy on May 1, 2016 after serving as the Navy's Chief Medical Officer, Dr. Ferrara returned home to take a position at the Phoenix VA. There he initiated the hospital's first oncology and liver disease program, IR clinic, and Maricopa County's first interventional radiology residency program. He is now making numerous personal sacrifices to take his commitment to public service to the next level by running for U.S. Congress in Arizona's 9th district. In Congress, he plans to reform healthcare so that all Arizonans will have secure access to high quality, affordable healthcare. Dr. Ferrara talks the talk, but most importantly, he walks the talk.

DISTINGUISHED SERVICE AWARD

Jeffrey Weber, MD

In addition to his full-time role as Chief of Medicine at Cancer Treatment Centers of America as well as Director of Gastroenterology, Dr. Jeffrey Weber serves as Medical Director on the Board of Directors for the non-profit organization, Phoenix Cancer Support Network, providing support and advocacy to cancer patients and their families throughout Arizona. In 2005, Dr. Weber became intensely involved in sarcoma cancer fundraising and awareness after the loss of his 24-year-old daughter, Annie. To honor his late daughter, Dr. Weber helped form Annie's Connection SC, a member-directed support group serving those who have lost young adults. A year later, he co-founded Annie's Night, which benefits the MACC (Midwest Athletes Against Childhood Cancer) Fund, an organization dedicated to finding effective treatments and cures for pediatric cancers and other blood-related disorders. "Working with cancer patients is a natural progression in my career," he says. Of his goal for patients, Dr. Weber says, "I hope that through an encounter with a patient and their caregivers, I am able to provide them with some sense of peace, lessen their fear and diminish their suffering.

AWARD RECIPIENTS

C.H. WILLIAM RUHE, MD AWARD

HONORHEALTH

Continuing Medical Education

HonorHealth was established in 2014 when two major non-profit healthcare systems, Scottsdale Healthcare and John C. Lincoln Health Network, merged to form one comprehensive system, bringing more than 140 years of combined history, community service and collaborative partnerships to advance a common mission: to improve the health and well-being of those we serve. Our separate ArMA accredited CME departments were brought together under the Office of Academic Affairs in 2015. In collaboration with our CME committee, our service lines, Quality, Patient Safety, the Research Institute, our residency programs and our community partners, the HonorHealth CME department has developed impactful, high-quality CME programming to serve the needs of our highly matrixed network of physician learners, medical staff, faculty, residents and allied health professionals. During the last year, HonorHealth's CME program has accredited 305 activities, awarding over 7600 credits to more than 2500 physicians and 370 non-physician participants. Programs include innovative hybrid programs developed in partnership with our state universities–ASU and UACOM-P–which were customized to meet the needs of the learners, with specific focus on time constraints, content and platform. Other programming serves to bring continuing education programs in line with the strategic initiatives of the network including our Research, Quality Improvement and Patient Safety program (ResQIPS, a research education curriculum and framework) as well as our resident-led Quality Improvement Grand Rounds which enable resident physicians to identify opportunities for growth or improvement utilizing patient quality or risk data and to apply evidence-based practices to improve patient outcomes. The success of HonorHealth's programs is largely because of the vision of the residency and course program directors, support by the HonorHealth Academic Affairs and affiliate institution staff, and our strong academic and community partnerships. Our ongoing goal is to ensure the vision of transformation into a "Learning Health System" in line with the socio-technological revolution that the health system is undergoing.

PUBLIC HEALTH SERVICE AWARD

Kara Geren, MD

Dr. Kara Geren is committed to public health through Emergency Department based interventions. Being on the front-line of healthcare, the ED is a natural place to launch such initiatives. Dr. Geren has been a staunch advocate for innovative public health programs to help vulnerable patients. Her ability to marry the public health approach to Emergency Medicine has benefited the citizens of Arizona. Maricopa Medical Center (MMC), part of the Maricopa Integrated Health System (MIHS), was chosen as the first hospital in Arizona to implement routine, opt-out HIV/ AIDS rapid testing in the ED. Dr. Geren played a key role in this project. In the last year, Dr. Geren was awarded a grant to expand testing to include Hepatitis C. With the current Opioid Crisis, Dr. Geren recognized that the ED could do more. She developed an Overdose Education and Naloxone Distribution program at Maricopa Medical Center. Naloxone is an important tool in the battle against the rising opioid deaths; this ED-based naloxone program is the first of its kind in Arizona. Through this program patients who present to the ED who are at risk for Opioid overdose are given both education and a prescription for naloxone which is filled onsite. Dr. Geren has done an outstanding job bringing public health and emergency medicine together to improve healthcare, and will continue to be a leader on many public health problems.