



# Delivering on Our Promise







Kurt N. Ransohoff, MD, CEO and Chief Medical Officer; Vince Jensen, MBA, President and Chief Operating Officer;  
Chad Hine, Chief Financial Officer; Vicki Hazard, Chair, Board of Trustees



# Delivering On Our Promise

In 2014, Sansum Clinic faced monumental changes to the healthcare system as the Affordable Care Act took effect, representing a necessary shift in our industry toward greater accountability for quality and cost of care. We are pleased to have ended the year with many successes as a result of our dedicated leadership, physicians and staff remaining focused on delivering high quality, patient-centered care.

In 2012, the Sansum Clinic Board of Trustees and executive staff developed a five-year strategic plan with the theme **Designing Our Future** that centered on four core strategies for the coming years: 1) Deliver an Excellent Healthcare Experience, 2) Promote a Culture of Accountability, 3) Create a Sustainable Mission, 4) Meet the Community Need. The theme of our 2014 annual report is **Delivering On Our Promise**. We will highlight the major milestones Sansum Clinic has achieved in support of our four core strategies to meet our mission to provide an excellent healthcare experience, recognizing our first priority is the patients we serve.

In 2014 we participated in Covered California, our state's first online healthcare exchange, through an agreement with Anthem Blue Cross. This mission-critical decision enabled us to expand coverage to those who previously had no health insurance.



We opened the Medical and Surgical Center on Foothill Road providing an additional 60,000 square feet of medical space, including a comprehensive eye center and our first multi-specialty surgical center, the Foothill Surgery Center at Elings Pavilion.

We experienced one of our most successful years in history in securing philanthropic support from the community, including a \$1 million gift from local philanthropist Dr. Virgil Elings and a tremendously successful campaign to expand our Women's Health Program by bringing breast tomosynthesis (3-D mammography) to Sansum Clinic.

We continue to garner recognition for delivering high quality medical care from national and state organizations including the Institute for Medical Quality, the Integrated Healthcare Association and the California Department of Managed Health Care.

Sansum Clinic is the healthcare provider of choice for 125,000 patients in our community and has been delivering excellence in medical care for more than 90 years. Our longevity is due to our ability to navigate the complexities of the ever-evolving healthcare industry while maintaining an unwavering commitment to providing an excellent healthcare experience to every patient.

Sincerely,



**Vicki Hazard**  
Chair,  
Board of Trustees

**Kurt N. Ransohoff, MD**  
CEO and  
Chief Medical Officer

**Vince Jensen, MBA**  
President and  
Chief Operating Officer

**Chad Hine**  
Chief Financial Officer

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# Delivering on Our Promise





# Back in 2012,

the Sansum Clinic Board of Trustees and leadership staff completed a five-year strategic plan.

The results of this process included defining our **four key strategies** – each designed to drive our actions in the coming years. Recognizing that the healthcare environment is changing as the industry moves toward greater accountability for quality and cost of care, Sansum Clinic created a plan to achieve these goals. Thanks to the dedicated efforts of our leadership, physicians and staff, we are pleased to report that our organization is successfully delivering on that promise.

## Delivering an Excellent Healthcare Experience



**1** Sansum Clinic will provide an excellent patient care experience using a patient-centered approach to medicine. Our focus will be People, Facilities and Process. We will invest in personnel who recognize our patients are the focal point of our mission. We will develop facilities that promote well-being and are conveniently located to serve our community. We will continue to adopt information technology to measure and improve the quality of care. We will focus on providing an efficient delivery of care through continuous process improvement.

Sansum Clinic will promote an environment of accountability in quality, cost, outcome and service through constant measurement, refinement and improvement. We will align our performance measures to reward excellence in our physicians and staff. We will build upon our strengths in population management, providing our patients with superior outcomes through best practices in medicine. We will develop a culture central to our mission, vision and values by evaluating our performance against their standards. We will provide transparency in quality and outcomes.

**2**



## Promoting a Culture of Accountability

**3** Sansum Clinic will continue to invest in the brightest, most talented physicians and personnel as they are our future. We will partner with our doctors to advance our mission and vision. We will ensure our success through talented leaders who are empowered to set the direction of the organization. We will ensure the public needs are well served through a strong community Board of Trustees. We will partner with payers, providers and purchasers that share our common goals. We will deliver affordable, value-based care by reducing administrative and care delivery costs. We will stay true to our mission, vision and values in all we do.

## Creating a Sustainable Mission



In response to community need, Sansum Clinic will serve a greater population throughout the continuum of care. We will develop services central to our mission and convenient to our patients. We will partner, where appropriate, to develop a comprehensive network of health services through a seamless delivery system. Sansum Clinic will be the preferred, non-profit physician and outpatient provider of healthcare services to the communities we serve.

**4**



## Meeting the Community Need





**Delivering an Excellent Healthcare Experience**



- 1 Sansum Clinic will provide an excellent patient care experience using a patient-centered approach to medicine. Our focus will be *People, Facilities and Process*. We will invest in personnel who recognize our patients are the focal point of our mission. We will develop facilities that promote well-being and are conveniently located to serve our community. We will continue to adopt information technology to measure and improve the quality of care. We will focus on providing an efficient delivery of care through continuous process improvement.





# ELINGS PAVILION

Delivering an

# Excellent Healthcare



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Vince Jensen, Dr. Virgil Elings, Vicki Hazard, Dr. Kurt Ransohoff and Michael Towbes at ribbon cutting for the new Foothill Medical and Surgical Center at Elings Pavilion

*“We owe many thanks to Michael Towbes and The Towbes Group for their leadership in constructing a first-class facility so efficiently.”*

– Vince Jensen, President and COO



# Experience

We developed a long-term facility master plan to prepare for the future of healthcare in Santa Barbara

## All New Medical and Surgical Center

**S**ansum Clinic is committed to delivering patient-centered care. Over the last decade, we have seen an upward trend in outpatient services and a downward trend in inpatient services due to new technologies that allow tests and procedures to take place outside of the acute care setting, as well as changes in reimbursement rules and payment models. Sansum Clinic has responded by reorganizing physician services and strengthening our ambulatory care services with the opening of the Medical and Surgical Center at 4151 Foothill Road.

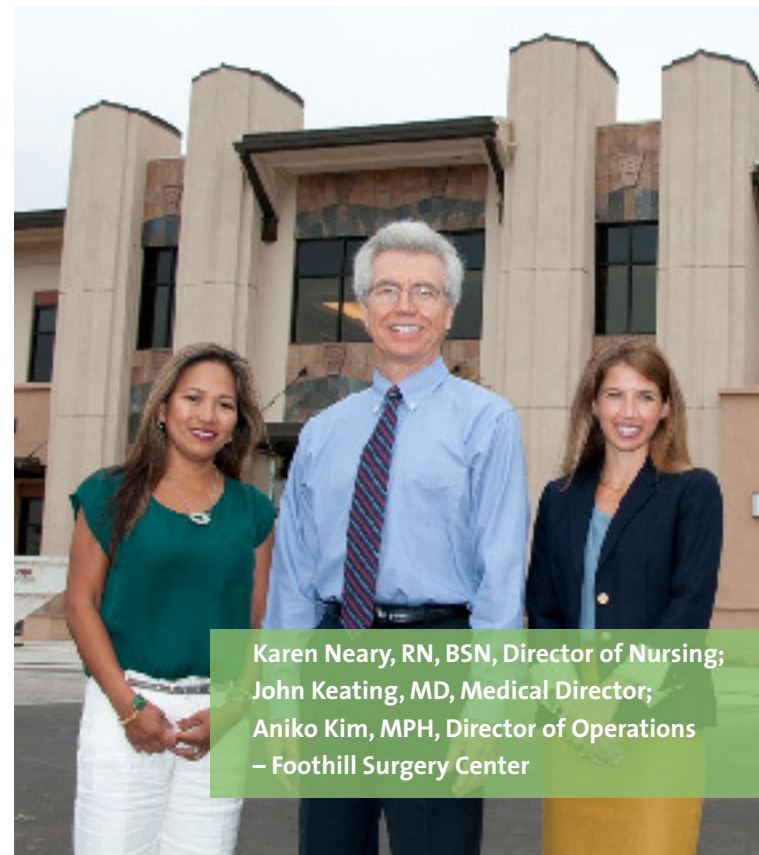
The center offers two buildings with 60,000 square feet of new medical space for specialty and surgical care in modern facilities with the latest equipment and technology. Elings Pavilion, named after local philanthropist Dr. Virgil Elings, houses Sansum Clinic's first outpatient surgery center – Foothill Surgery Center at Sansum Clinic – and medical offices for Ear, Nose & Throat (ENT) and Audiology, Orthopedics, Podiatry, Physical Therapy, Radiology and Urology. The Sansum Clinic Eye Center, Building B, provides a full spectrum of ophthalmology services, including a state-of-the-art surgery and procedure room, pediatric ophthalmology, cataract and glaucoma specialties.

Sansum Clinic has established the Elings Surgical Program in honor of Dr. Elings, who contributed \$1 million to Sansum Clinic which will be used in part to support high quality surgical care for those who can't afford to pay. This program will provide financial assistance for a surgical procedure prescribed by a Sansum Clinic physician and performed at Sansum Clinic. n

*“We are so fortunate to have a visionary like Dr. Virgil Elings in our community. In this era of change in healthcare, support like this can make the difference between keeping or cutting important patient care programs. This \$1 million gift is a much-needed infusion into our healthcare system that doesn't come from patient, employer or government funding.”*

– Kurt N. Ransohoff, MD, CEO and Chief Medical Officer, Sansum Clinic

  
FOOTHILL **SURGERY**CENTER  
at **sansum**CLINIC



Karen Neary, RN, BSN, Director of Nursing;  
John Keating, MD, Medical Director;  
Aniko Kim, MPH, Director of Operations  
– Foothill Surgery Center







# Delivering an Excellent Healthcare Experience

ALL NEW MEDICAL AND SURGICAL CENTER

EXPANSION OF PRIMARY CARE AND URGENT CARE SERVICES

DESIGN AND APPROVALS FOR COMPREHENSIVE CANCER CENTER

## Expansion of Primary Care and Urgent Care Services

Opening our new Medical and Surgical Center on Foothill Road created much-needed space to expand Primary Care and Urgent Care services at our multi-specialty clinic at 215 Pesetas Lane in Santa Barbara. Improving patient access is a critical priority and this expansion will allow us to better serve our patients by providing more timely access to care in settings that are appropriate and convenient for our residents. From a patient perspective, quality often means receiving services that meet their needs at the right time and the right place, and the approval and plans for this expansion represent a significant milestone in working to meet this goal.

At the same time, we are taking the opportunity to renovate the Pesetas Lane clinic to create a fresh, welcoming and more comfortable environment for our patients. This facility was built in the 1960s and has remained relatively unchanged since then. In recent years

we have invested in world class physicians, advanced technology, and compassionate staff; however, the quality of the Pesetas facility has not kept pace with the quality of care we deliver. We will be using the same design elements as the Foothill buildings in an effort to continue to unify the look and feel of our clinics. Introducing modern facilities that match the caliber of our physicians and staff will have a positive impact on our patients' experience at Sansum Clinic. The Pesetas Lane expansion is made possible largely due to the generous support of our donors, many of whom are grateful patients. n

## Design and Approvals for Comprehensive Cancer Center

Sansum Clinic completed the architectural and interior designs for the future comprehensive Cancer Center designed to enhance the collaboration and coordination of medical personnel by uniting three locations into one, bringing the entire team of oncology specialists and staff under one roof for the best possible experience and

outcome for each patient.

The new Cancer Center will be a 54,780 square foot facility located within two blocks of both Santa Barbara Cottage Hospital and Sansum Clinic's Pueblo Street offices, with three stories of adjacent parking and surrounded by lush, healing gardens.

### Patient-Centered Care

A new regional Cancer Center will offer patients a broad network of highly skilled practitioners and support programs. Patients will be able to enter one door and acquire comprehensive care from a coordinated team. Health professionals in Radiation Oncology, Medical Oncology, Surgery, Research, Genetic Counseling, Social Services, Wellness and Nutrition will work together to review individual cases. This new facility will offer a single, convenient access point for all of the information a patient will need to make educated decisions about the type of care they wish to receive. The world class design and advanced technology will serve as a regional destination for patients and physicians alike.



Primary Care and Urgent Care expansion at Pesetas Lane



### *Scaled to meet expanding patient load*

As life expectancy rises, an increase in the prevalence of cancer is projected in the coming decades. The baby-boomer generation, now in their sixties, makes up the largest segment of our population who will be diagnosed with the disease. A 35% increase is projected to occur for patients 65 and over in the next decade. In line with these projections, the Cancer Center cared for the largest number of patients in a single year in 2014, eclipsing the previous number of patients served in 2013. Major advances in early detection and ever-improving treatment modalities have altered the landscape for how, and specifically where, cancer patients are treated. In decades past, more than 90% of cancer diagnoses were treated on an inpatient basis. Hospital stays were

necessary, lengthy and common. A dramatic shift toward outpatient cancer care has occurred and current data indicates over 95% of future treatment will occur in outpatient facilities like the one proposed.

### *Sized to Accommodate the Newest Equipment*

The continuing advances in the detection, diagnosis and treatment of cancer are profound. The science boom is creating breakthroughs that offer patients new hope. Advances are more likely to occur in a facility large enough to accommodate new equipment, research teams and qualified support staff. Our Cancer Center will have the capacity to accommodate the newest linear accelerators for radiation therapy in two planned treatment vaults, along with a High Dose Radiation vault

that will house a modified unit to treat smaller, surface oriented cancers. With the new facility, the Cancer Center's ability to bring emerging technology to Santa Barbara will be enhanced and will have a long term impact on the quality of patient care.

The addition of a free standing, comprehensive cancer center to Santa Barbara's medical village will only increase the quality and reputation of medical care in our community, and will attract more patients and quality medical personnel to our doors.

Thanks to the diligent efforts of the planning team, the project has achieved city approval and work is scheduled to commence in 2015. [n](#)

**35%** Projected increase of cancer cases to occur for patients 65 and over in the next decade

The future comprehensive Cancer Center







# Delivering an Excellent Healthcare Experience

ALL NEW MEDICAL AND SURGICAL CENTER

EXPANSION OF PRIMARY CARE AND URGENT CARE SERVICES

DESIGN AND APPROVALS FOR COMPREHENSIVE CANCER CENTER



**10** months to build core protocols

Gregg Newman, MD, Oncologist



# Advancements in Technology

## Electronic Health Record

### Beacon Oncology Information System

For the Cancer Center, the Wave team implemented BEACON, an Oncology Information System which enables physicians to initiate treatment plans based on standard protocols and comprehensive decision support.

The Beacon Protocol Collaborative is made up of Wave analysts, oncologists, clinical staff and managers from our oncology sites. The role of the Collaborative is to build standardized protocols to help improve the scheduling, authorizations and other clinical aspects of oncology care. By applying National Comprehensive Cancer Network (NCCN) practice guidelines, the Collaborative has built more than 200 chemotherapy protocols or treatment plans. Our oncologists use these standardized guidelines for IV, oral and intramuscular or subcutaneous chemotherapy administration to create customized treatment plans for each patient.

Building the core protocols took over 10 months to complete. With national guidelines ever-evolving as new research and therapies become available, the Collaborative has an ongoing commitment to the review process. The Collaborative maintains comprehensive records on all the guidelines and protocols and their review on a regular basis ensures that each treatment plan meets current clinical practice guidelines.

*“Each protocol also contains links to relevant scientific publications so that the treatment team can review the evidence basis for the treatment being used. Another benefit is the rapid assimilation of new information into a particular treatment plan which is then available for all patients receiving that treatment plan as well as patients who may be treated in the future.”*

– Mukul Gupta, MD

The benefits of Beacon are countless, the most important of which is patient safety. For example, we have placed alerts in Beacon which identify patients currently receiving chemotherapy or supportive therapy. This important information is available to clinicians outside of oncology and enables all of the staff caring for our patients to be aware of the oncology treatment plan. These alerts also communicate when certain drugs have increased potential for a medication reaction. In addition to alerts, when patient medical information changes (a lab value for instance) the provider is alerted at the time the patient is seen and able to modify dosages and perform complex calculations within the treatment plan with no need for other calculators. Some of the robust tools of the Beacon module include Cancer Staging with American Joint Committee on Cancer (AJCC) standards, Treatment Plan Manager, Cumulative Dose Tracking, Medication Calculations, Treatment Summaries (Survivorship) and Reporting.

*The electronic health record (the Wave) launched several new information technology programs to improve the quality of care we deliver.*

*“Of the many benefits of Beacon, improvements in patient safety are the most important. Alerts in Beacon clearly identify patients who are currently receiving cancer therapy, alerting all of their providers to the presence of an active oncology treatment plan. These alerts track carefully each patient's total dose of cancer therapy and they minimize the risk of any unexpected medication interactions. The program tracks changes in patient parameters (like weight) or lab results (like kidney function), allowing for constant adjustment of chemotherapy doses. The Beacon module also includes cancer staging tools, a Treatment Plan Manager for organized treatment planning, cumulative dose tracking, medication calculations, and references to the published studies on which all of the treatments are based. Finally, Beacon standardizes our clinical policies and procedures, insuring uniformity of care at all three of our cancer treatment locations.”*

– Fred Kass, MD

For oncology patients, Beacon offers trending of key lab tests, an oncology-specific medication list, and oncology-specific appointment information all in a single place within the patient's MyChart account. [n](#)





# Delivering an Excellent Healthcare Experience

ALL NEW MEDICAL AND SURGICAL CENTER

EXPANSION OF PRIMARY CARE AND URGENT CARE SERVICES

DESIGN AND APPROVALS FOR COMPREHENSIVE CANCER CENTER

## Coordinating Patient Care Through The Current

In 2014 we launched the Current, Sansum Clinic's web-based application for providing community physicians with secure remote access to select patient information in our electronic health record system, the Wave.

Community users are primarily referring and referred-to physicians outside of Sansum Clinic who might need to review the clinical and administrative information of patients seen at Sansum Clinic.

Community physicians primarily use the Current to view the patient medical record and documentation completed after they have referred a patient to Sansum Clinic. Giving community physicians the power to view this information on demand helps prevent frustration they might otherwise experience in not receiving information about patients they have referred to Sansum Clinic.

Users can submit electronic referrals to Sansum Clinic via the Current. When a referral is managed in the Wave from start to finish, the community physician's office can track the progress of the referral from scheduling to completion. The Current also permits users to enter

procedure orders for radiology and imaging studies, which helps community physicians better manage their patients' care. Community users can upload designated file types into the patient's chart, such as EKGs, progress notes, or digital images.

The community user group has grown to include affiliate billers, long-term care facilities, and other non-traditional roles involved in providing coordinated patient care. [n](#)

## Health Maintenance Reminders

Preventive medicine plays an important part in a patient's health and wellbeing. In 2014 we formally implemented Health Maintenance plans to help providers and patients know when it is time for regular screenings such as colon cancer, breast cancer, or cervical cancer screening or when it is time for important immunizations like a flu shots or pneumonia vaccinations. This system helps providers by reminding them when a patient is due for preventive health procedures by sending a pop-up alert during the visit, when it's easiest to place the order and discuss the procedure with the patient. Health Maintenance plans

also appear in patients' charts and generate MyChart messages directly to patients with friendly reminders about recommended screenings.

The Wave team also implemented several Population Management tools that help providers and care managers quickly identify which patients are most at risk for future or more acute illness. Easy access to this information allows Sansum Clinic to reach out to those patients, partnering with them to take steps towards preventing future illness.

Sansum Clinic is more committed than ever to ensuring the good health of our patients. Looking ahead, we are developing a comprehensive strategy for ensuring adherence to preventive health procedures and engaging specific at-risk populations. Key aspects of this strategy revolve around provider engagement, patient engagement and education, thoughtful outcome monitoring, and leveraging the capabilities of the electronic health record to facilitate ongoing population surveillance and efficient care coordination between the healthcare team and the patient. Our goal is to deliver an excellent care experience and have a positive impact on the health outcomes of our entire patient population. [n](#)

## The Members of the

Alex Koper, MD  
Urology

Ali Javanbakht, MD  
Family Medicine

Ann Lee, MD  
Pulmonary

Bret Davis, MD  
Dermatology

Brett Simon, OD  
Optometry

Bryce Holderness, MD  
Internal Medicine

Cecily Bosma, PA  
Urology

Jay Winner, MD  
Family Medicine

Joe Aragon, MD  
Cardiology

Karen Johnson, MD  
Pediatrics

Kari Mathison, MD  
Family Medicine

Lucy Ortega, PA  
Endocrinology





## Clinician Advisory Council

In 2014 we established the Clinician Advisory Council including clinical leaders from across Sansum Clinic who are committed to continuously optimize and improve the usability of our Electronic Health Record. Specifically, they are the group responsible for reviewing and approving all enhancements as well as helping to standardize workflows across the clinic. Some recent examples would include determining the frequency and severity for medication alerts in order to improve awareness of concerns prior to ordering. n

## Pharmacy Expansion to Better Serve Our Patients

We expanded our retail pharmacy operation by bringing the pharmacy located at 317 W. Pueblo Street into the Sansum Clinic family. The pharmacy was in existence for more than 30 years and in 2014, it became part of Sansum Clinic and is now called Prescription Pharmacy, allowing us to better serve the healthcare needs of our community. We expanded our

delivery hours and better integrated our pharmacy services into the Wave, ensuring a more seamless experience for our patients. n

## Patient Access Department Offers Centralized Scheduling

In 2014, we made great strides in streamlining the scheduling and registration processes for primary care services, including Internal Medicine, Family Medicine and Pediatrics. Our new Patient Access Department has a centralized scheduling process that reduces scheduling time and improves the efficiency and accuracy of registration.

Centralized scheduling will ultimately provide a single call-in number for patients seeking primary care services, which enables our schedulers to help patients determine the most convenient access for the care they need. In the first few months of operation we showed significant improvement in wait time for an appointment.

We also installed a new call back system which allows patients to push a button to receive a call back to any phone number. Many patients have commented that this has made a considerable difference in their experience by allowing them the freedom of communicating with our staff without losing valuable time on hold. n



Centralized scheduling staff under the leadership of Betty Lee, Director of Patient Access

## Clinician Advisory Council

- Michael Bernstein, MD Internal Medicine
- Mukul Gupta, MD Oncology
- Nicole Christiano, MD Family Medicine
- Priti Gagneja, MD Internal Medicine
- Ryan Fante, MD Ophthalmology
- Chris McNamara, SVP Corporate
- Kurt Ransohoff, MD CEO and Chief Medical Officer
- Vince Jensen, MBA President and COO
- Sean Johnson, RN Electronic Health Record Director
- Laura Polito, MD Wave Team Physician Champion
- Kim Hurley, RN Wave Team Work Flow Analyst
- Barbara Conviser, MPH Wave Team Clinical Informatics Lead







# Promoting a Culture of Accountability



2

Sansum Clinic will promote an environment of accountability in quality, cost, outcome and service through constant measurement, refinement and improvement. We will align our performance measures to reward excellence in our physicians and staff. We will build upon our strengths in population management, providing our patients with superior outcomes through best practices in medicine. We will develop a culture central to our mission, vision and values by evaluating our performance against their standards. We will provide transparency in quality and outcomes.







# Promoting a Culture of

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Sansum Clinic Quality Management Team (L to R) Sean Johnson, RN, BSN, Wave Director; Barbara Conviser, MPH, Clinical Informatics Lead; Marjorie Newman, MD, Assistant Medical Director; Laura Polito, MD; Cynthia Moxley, RHIA, Quality Specialist; Kurt N. Ransohoff, MD, CEO and Chief Medical Officer; Vince Jensen, MBA, President & COO

**4.5** out of 5 on the Physician Group Clinical Care Report Card



# Accountability

## National and Statewide Recognition for Clinical Quality

Today, patients are more involved than ever in making decisions about their healthcare, and they are prioritizing quality when choosing a provider. In 2014, Sansum Clinic garnered accolades from national and state healthcare associations for a wide range of clinical quality measures.

### Integrated Healthcare Association Physician Group Clinical Care Report Card

**S**ansum Clinic received 4.5 out of a possible 5 stars on the Physician Group Clinical Care Report Card issued by the Integrated Healthcare Association (IHA). IHA is a statewide leadership group that promotes quality improvement, accountability, and affordability of healthcare in California. IHA measures the performance of physician groups in treating their Medicare Advantage patients on a subset of the Medicare Stars clinical quality measures.

The Medicare Stars Physician Group Clinical Care Ratings are a set of sixteen clinical measures which are collected from participating health plans and from self-reporting physician groups. Results are audited to ensure accuracy and consistency across groups. The measures are based on the services provided to Medicare Advantage members who were patients of the physician group.

Sansum Clinic is the only medical group in Santa Barbara that earned 4.5 stars. Other world class medical groups that scored high in California are Cedars Sinai Medical Group and UCLA Medical Group with 4 stars and Palo Alto Medical Foundation/Sutter Health with 5 stars. [n](#)

### Integrated Healthcare Association Pay for Performance

Sansum Clinic was also honored by IHA with the 2014 Annual Pay for Performance (P4P) Most Improved award. The P4P program is the largest non-governmental physician incentive program in the United States, which measures and promotes improved quality among healthcare providers in California.

Awards are based on performance in three P4P quality measurement areas: meaningful use of health information technology, patient experience and clinical quality measures that include priority conditions





# Promoting a Culture of Accountability

such as cardiovascular disease, diabetes, musculoskeletal and respiratory diseases and prevention. In addition to celebrating the top performers, IHA honored the physician organizations that demonstrated the most quality improvement from 2012 to 2013, which included Sansum Clinic for the second consecutive year. [n](#)

## Re-Accredited by the Institute for Medical Quality

Sansum Clinic achieved ambulatory care re-accreditation from the Institute for Medical Quality (IMQ), demonstrating the Clinic's commitment to providing high quality healthcare and a safe environment for patients. Sansum Clinic voluntarily sought the rigorous survey during which IMQ representatives visited clinical sites throughout Sansum Clinic's many locations in 2014.

IMQ is an independent, not-for-profit organization, which evaluates medical groups on ambulatory care standards that have been developed by physicians with special expertise in a wide range of ambulatory care settings. The standards are specific to the California practice setting reflecting current medical practice techniques, statutes governing the operation of ambulatory care facilities and regulations adopted by the Medical Board of California. IMQ surveyors evaluated Sansum Clinic on a range of topics but specifically targeted patient safety standards and effectiveness of treatment provided. [n](#)



*“ Sansum Clinic was evaluated against a set of rigorous ambulatory care standards by an IMQ team experienced in the delivery of ambulatory healthcare services. Achieving accreditation demonstrates Sansum Clinic's dedication to providing high quality and safe care to its patients. ”*

**– Vince Jensen, MBA, President and Chief Operating Officer of Sansum Clinic**

*“ Sansum Clinic strives to provide our patients with the highest quality healthcare, along with an enhanced patient experience. This award recognizes the medical expertise and compassionate care that our staff and clinicians provide each day to ensure patients in our community continue to choose Sansum Clinic for their care. ”*

**– Kurt N. Ransohoff, MD  
CEO and Chief Medical Officer**

# 1 out of 4 county residents served by Sansum Clinic



(L to R) Cynthia Moxley, RHIA, Quality Specialist and Marjorie Newman, MD, Assistant Medical Director of Sansum Clinic, pictured with Shelley Roulliard, Director, California Department of Managed Healthcare





# Promoting a Culture of Accountability

## Ambulatory Surgery Center Accreditation by AAAHC

The Foothill Surgery Center at Sansum Clinic received accreditation from the Accreditation Association for Ambulatory Health Care (AAAHC) accreditation process and receipt of Medicare Deemed Status.

The Center is now fully operational and our skilled and experienced surgeons are working closely with our highly trained surgical and no together to provide the highest quality of care for our patients and the community.

Status as an accredited organization means Sansum Clinic has met nationally recognized standards for the provision of quality healthcare set by AAAHC. More than 5,000 ambulatory healthcare organizations across the United States are accredited by AAAHC. Not all ambulatory healthcare organizations seek accreditation; not all that undergo the rigorous on-site survey process are granted accreditation.

Ambulatory healthcare organizations seeking accreditation by AAAHC undergo an extensive self-assessment and on-site survey by AAAHC expert surveyors – physicians, nurses, and administrators who are actively involved in ambulatory healthcare. [n](#)



*“Our patients deserve the best. When you see our certificate of accreditation, you will know that AAAHC, an independent, not-for-profit organization, has closely examined our facility and procedures. It means we as an organization care enough about our patients to strive for the highest level of care possible.”*

– Kurt N. Ransohoff, MD, CEO and Chief Medical Officer

## California Department of Managed Health Care Award

California Department of Managed Health Care (DMHC) awarded Sansum Clinic with a 2014 Right Care Initiative (RCI) award, given annually to California health plans and medical groups who meet clinical performance standards for controlling blood pressure, blood sugar and/or cholesterol.

The objective of the Right Care Initiative is to measurably improve clinical outcomes through enhancing the practice of patient-centered, evidence-based medicine. Launched in 2008, RCI is a public-private collaborative effort focused on preventing premature disability and death from heart attacks, strokes and diabetic complications.

Sansum Clinic was recognized with the bronze award for the Clinic's excellent management of cholesterol in diabetic and cardiovascular patients. The Clinic also scored high with diabetic nephropathy

monitoring/treatment and specifically with lipid management in diabetic patients. The bronze level of performance is for Clinics in the national 90th percentile of performance in any one of the Right Care Initiative designated control measures: Blood Pressure, Cholesterol, or Blood Sugar. [n](#)

*“It is gratifying to be recognized at the statewide level for our ability to help control the effects of chronic illness and to keep our patients healthy, improving quality of life and reducing healthcare costs.”*

– Marjorie Newman, MD  
Assistant Medical Director at Sansum Clinic





## Leadership Council Established to Advance Operational Initiatives

In 2014, Sansum Clinic formed a new committee comprised of the organization's Executive Leadership

and Department Directors. Entitled Leadership Council, this group meets regularly to address key strategic and operational matters. The Leadership Council is an integral part of implementing our vision of providing high-value healthcare to the

communities we serve and managing the population's healthcare needs while also creating a model of care that will thrive in California's rapidly changing healthcare arena. [n](#)



The Sansum Clinic Leadership Council was established in 2014 to advance clinic-wide strategic initiatives





# Promoting a Culture of Accountability

## Sansum Clinic By the Numbers

Recognized for the Highest Standards of Healthcare



Institute for Medical Quality (IMQ) accreditation for ambulatory care

California Association of Physician Groups' (CAPG) Standards of Excellence Award for Elite Status

California Office of the Patient Advocate Rating: Highest Overall on the Central Coast for meeting national standards of healthcare

Integrated Healthcare Association Certificate of Outstanding Performance for patient experience

Ambulatory Surgery Center Accreditation by Accreditation Association for Ambulatory Health Care

Echocardiography Lab accredited by Intersocietal Commission for the Accreditation of Echocardiography Laboratories (ICAEL)

Integrated Healthcare Association Certificate of Outstanding Performance for diabetes management

American Diabetes Association (ADA) recognition for Diabetes Self-Management Education Program

Bariatric Center of Excellence designation by American Society for Metabolic and Bariatric Surgery (ASMBS)

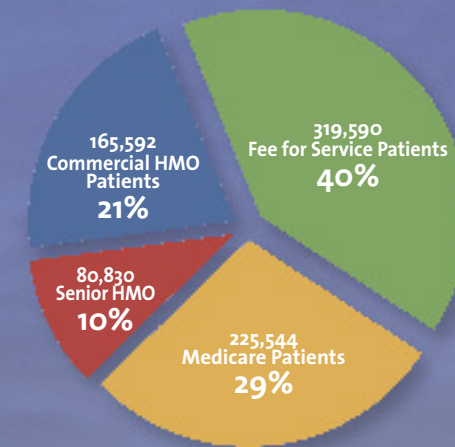
Doctors' Weight Management Program Gold Standard Award from HMR

American College of Radiology (ACR) Accreditation for US, Stereotactic Breast Biopsy, MRI, CT, and PET/CT

American College of Radiology (ACR) Mammography Quality Standards Act (MQSA) – State and Federal accreditation for all mammography

Breast Care Alliance accredited by the National Accreditation Programs for Breast Centers (NAPBC)

## Number of Patient Visits by Insurance Category 2014



Charity	855
Commercial HMO	157,221
Commercial HMO – IPA	8,409
Fee for Service	2
Indemnity	1,472
Medi-Cal	21,484
Medi-Cal HMO	16,704
Medicare	225,499
Occupational Medicine	62
Other	4,753
Other Fee for Service	5,650
Other Government	3,821
PPO	250,639
Self-Pay	9,569
Senior HMO	75,842
Senior HMO – IPA	5,019
Workers Comp	4,550
<b>Total</b>	<b>791,623</b>

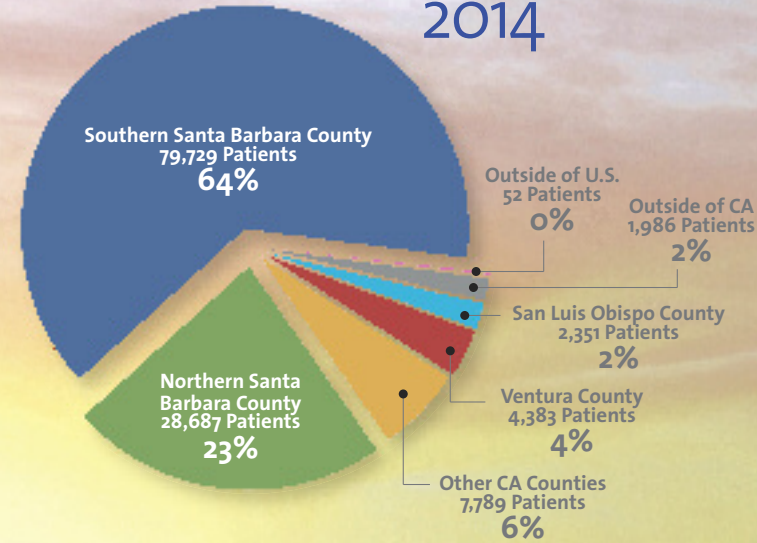
## Number of Patient Visits by Department 2014

Allergy & Immunology	7,630
Ambulatory Surgical Center	7,259
Anticoagulation Clinic	4,563
Cardiology	29,783
Dermatology	43,379
Doctors' Weight Management Program	2,803
Ear, Nose, Throat (ENT)	14,468
Endocrinology	18,340
Facial Plastic Surgery & Aesthetics	3,094
Family Practice	94,203
Gastroenterology	12,914
Genetic Counseling	417
Health Education	5,452
Infectious Disease	1,614
Internal Medicine	46,937
Lymphedema Therapy	340
Nephrology	3,517
Neurology	13,005
Neurosurgery	474
Nuclear Medicine	7,778
Obstetrics/Gynecology	31,990
Oncology	36,939
Ophthalmology & Optometry	52,590
Orthopedics	26,156
Pediatrics	40,114
Pharmacy	122
Physical Therapy	29,829
Podiatry	13,066
Procedure Center	8,490
Psychiatry & Psychology	9,735
Pulmonary & Critical Care	8,441
Radiation Therapy	24,023
Radiology	88,057
Rheumatology	10,429
Support Services	10,126
Surgery	13,176
Travel Medicine	1,844
Urgent Care	51,383
Urology	17,143

Total Number of Visits in 2014 **791,623**

Unique Patients Treated in 2014 **124,977**

## Number of Patient Visits by Region 2014



**791,623** total number of visits in 2014





# Creating a Sustainable Mission



**3** Sansum Clinic will continue to invest in the brightest, most talented physicians and personnel as they are our future. We will partner with our doctors to advance our mission and vision. We will ensure our success through talented leaders who are empowered to set the direction of the organization. We will ensure the public needs are well served through a strong community Board of Trustees. We will partner with payers, providers and purchasers that share our common goals. We will deliver affordable, value-based care by reducing administrative and care delivery costs. We will stay true to our mission, vision and values in all we do.



# Creating a Sustainable



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The new Elings Eye Center

**800** Number of employees in 2014

# Mission

## New Physicians and Key Staff

In 2014 Sansum Clinic invested in a number of physicians and key staff with the skills and expertise to lead us into the next era of healthcare in Santa Barbara.

### New Key Staff



**Karen Neary, RN, BSN**  
*Director of Nursing*  
*Foothill Surgery Center*

Ms. Neary received her Bachelor of Science in Nursing degree at St. Mary's College and Samuel Merritt University in Moraga, CA and completed her nursing internship at Santa Barbara Cottage Hospital. Ms. Neary comes to Sansum Clinic from the Outpatient Surgery Center at Cottage Hospital where she worked as a Level III Clinical Resource Nurse, Operating Room Nurse, Pre-Op Nurse and Pediatric Oncology Nurse.



**Aniko Kim, MPH**  
*Director of Operations*  
*Foothill Surgery Center*

Ms. Kim received her Bachelor of Arts from Tufts University in Medford, MA. She went on to receive her Master of Public Health from the University of California, Los Angeles. Ms. Kim comes to Sansum Clinic from Cottage Health System where she served as a Practice Development Consultant.



**Jonathan Andrews, MHA, CNMT**  
*Associate Vice President of Diagnostic Imaging and Ancillary Services*

After his service in the United States Marine Corps, Jonathan received his Bachelor of Science in Nuclear Medicine Technology from the Rochester Institute of Technology, in Rochester, NY, and went on to earn his Master of Health Administration from Suffolk University in Boston, MA. Jonathan comes to us from Kaiser Permanente, Northwest where he served as the Regional Director of Imaging Services though has spent the bulk of his career on the east coast to include Johns Hopkins Health System and Massachusetts General Hospital.



**Susan Sheard, PA**  
*Advance Care Planning Facilitator*

Ms. Sheard received her Bachelor of Arts from UC Santa Barbara and is a graduate of the Yale School of Medicine Physician Assistant program. Her past clinical experience has been in pediatric and adult oncology. She is contracted by the Alliance for Living and Dying Well who has partnered with Sansum Clinic to provide onsite advance care planning services to Sansum Clinic patients.



**Rania Shenoda, PharmD,**  
*Prescription Navigator*

Ms. Shenoda earned her undergraduate degree in Psychobiology from UCLA and her Doctor of Pharmacy degree from the University of Southern California. Her previous employment includes doing medication reconciliation upon hospital admission and discharge consultations at UCLA, and as a Pharmacy Manager for Kaiser Permanente.



**Jeffrey S. Snyder, MBA, RTT**  
*Director of Cancer Center Radiation Oncology*

Jeff has been a radiation therapist since 1983. Mr. Snyder received his MBA from Ashford University with a minor in project management. He worked several years as a department manager for Sharp Healthcare in San Diego before taking on implementation of a ground up hospital based radiation oncology center for Hospital Corporation of America in Idaho Falls. After that, Jeff went to Vancouver, WA to manage a radiation oncology department refresh which included a new CyberKnife for Stereotactic Radiosurgery. Mr. Snyder has over 20 years of leadership experience in radiation oncology management.



**Clarence Thompson, RTT, BS**  
*Chief Radiation Therapist*

Mr. Thompson received his training from Johns Hopkins Hospital in Baltimore, MD. He obtained his Bachelors of Science from the University of Baltimore in Health Systems Management. Mr. Thompson comes to Sansum Clinic with over 20 years of experience.





## New Physicians



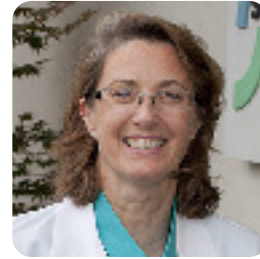
**Anne White, DO**  
*Rehabilitation and  
Extended Care*

Dr. White is board-certified in internal medicine and received her medical degree from Western University of Health Sciences, College of Osteopathic Medicine in Pomona, CA. Dr. White completed her residency at Los Angeles County/University of Southern California Medical Center in Los Angeles, CA.



**Kristen Nelson, NP**  
*Lompoc OB/GYN*

Ms. Nelson received her degree from the University of San Diego and earned a Master of Science as a Family Nurse Practitioner. Ms. Nelson received her post-master's certification in Women's Health from Harbor-UCLA Medical Center.



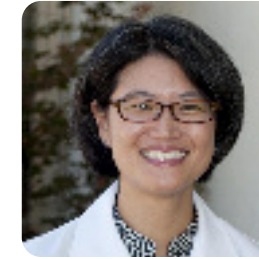
**Christine Yip, PA-C**  
*Occupational Medicine*

Ms. Yip received her Master of Science degree in the physician assistant program at the University of Detroit Mercy and is certified by the National Commission on Certification of Physician Assistants, Inc.



**Amit Malkani, DO, FAPWCA**  
*Lompoc Urgent Care*

Dr. Malkani received his medical degree from Touro University College of Osteopathic Medicine in Vallejo, CA. Dr. Malkani completed his Family Practice residency at Memorial Hospital in York, PA and is board-certified by the American Osteopathic Board of Family Physicians and is also board-certified in Wound Care by the American Board of Wound Care.



**Grace Park, MD, MPH**  
*Pueblo Internal Medicine*

Dr. Park is board-certified in internal medicine and her medical degree from the University of Chicago, Prizker School of Medicine and completed her residency in internal medicine at the Brigham and Women's Hospital, Harvard Medical School.



**Ryan Fante, MD**  
*Foothill Eye Center  
Ophthalmology*

Dr. Fante received his medical degree from the University of Colorado Denver School of Medicine and completed his ophthalmology residency at the University of Michigan Kellogg Eye Center.





Photo not  
Available

**Nicole Stern, MD, FACP**  
*Hitchcock Urgent Care*  
*Lompoc Urgent Care*

Dr. Stern is board-certified in internal medicine and earned her medical degree from the University of Arizona in Tucson, where she went on to complete her internal medicine residency. Dr. Stern then went on to complete a Primary Care Sports Medicine Fellowship at the University of Oklahoma Health Sciences Center.



**Rachel Mendoza, PA-C**  
*Lompoc Urgent Care*

Ms. Mendoza received her Master of Health Sciences in Physician Assistant Studies from Quinnipiac University in Connecticut. She is NCCPA board-certified as well as BLS and ACLS certified.



**Liana Gonzalez, MD**  
*Pesetas Internal Medicine*

Dr. Gonzalez is board-certified in internal medicine and earned her medical degree at the Medical College of Wisconsin where she also completed her internal medicine residency.



**Timothy West, MD**  
*Pueblo Neurology*

Dr. West is a board-certified neurologist and multiple sclerosis specialist. He received his medical degree from the University of California, San Francisco, where he also completed his neurology residency and multiple sclerosis fellowship.



**Timothy Jones, MD**  
*Lompoc Urgent Care*

Dr. Jones received his medical degree from Ross University School of Medicine in New York, NY. He completed his internal medicine residency at the Kern Medical School in Bakersfield, CA and is board-certified in Family Practice.



**Beth Prinz, MD**  
*Pesetas Internal Medicine*

Dr. Prinz is board-certified in internal medicine and earned her medical degree from the Medical College of Virginia, Virginia Commonwealth University. Dr. Prinz completed her internal medicine residency at St. Vincent's Hospital and Medical Center in New York.



**John Keating, MD**  
*Medical Director*  
*Foothill Surgery Center*

Dr. Keating received his medical degree from Georgetown School of Medicine in Washington, D.C. and completed his anesthesiology residency at the Naval Hospital in San Diego. He also completed a Pulmonary Physiology Research Fellowship at the University of California, San Diego and a Cardiovascular Anesthesiology Fellowship at Johns Hopkins Hospital in Baltimore, MD. Dr. Keating comes to Sansum Clinic from the Anesthesia Medical Group of Santa Barbara where he acted as Practice Manager for the past ten years. He has also served as Medical Director of Outpatient Surgery at Cottage Hospital.



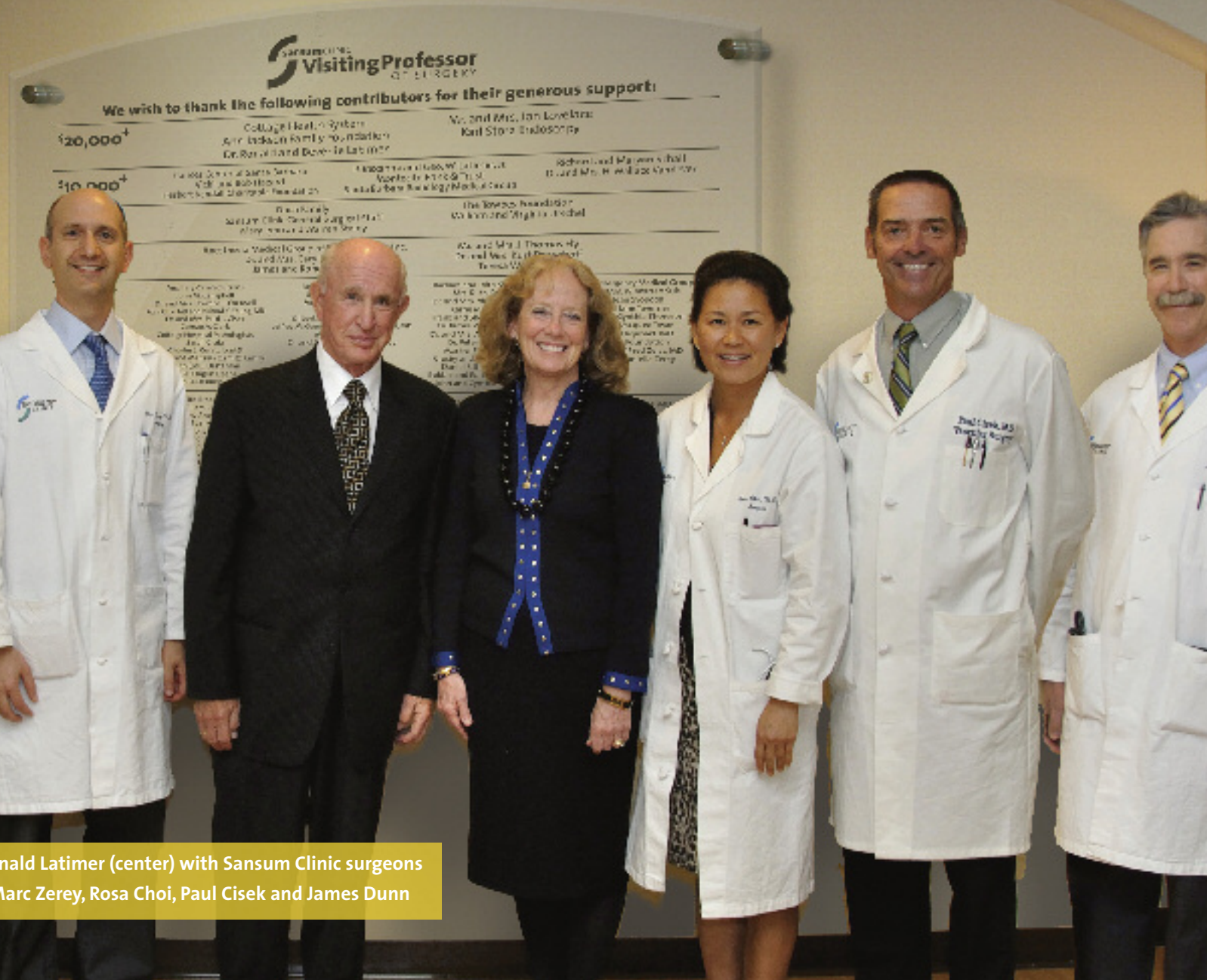




# Creating a Sustainable Mission

NEW PHYSICIANS AND KEY STAFF

VISITING PROFESSOR OF SURGERY PROGRAM ADVANCES SURGICAL CARE IN SANTA BARBARA



Dr. Julie Ann Freischlag and Dr. Ronald Latimer (center) with Sansum Clinic surgeons (left to right) Drs. Greg Greaney, Marc Zerey, Rosa Choi, Paul Cisek and James Dunn

## Improving Patient Care Through Education: Visiting Professor of Surgery Program Advances Surgical Care in Santa Barbara

The Visiting Professor of Surgery Endowment Fund was established in December 2010 by Ronald G. Latimer, MD (Emeritus) and Sansum Clinic to advance the level of education available to surgeons in Santa Barbara and to demonstrate the Clinic's commitment to quality surgical care for our patients. The fund allows a prominent national or international surgeon to be in residence in Santa Barbara for one week each year. This unique education program elevates the level of surgical expertise available in our community, and is made possible by generous support from grateful patients, medical groups, individual community surgeons and physicians, and corporate donors.

### Julie Ann Freischlag, MD, Visiting Professor of Surgery for 2014

Dr. Freischlag is the vice chancellor of human health sciences and the dean of the UC Davis School of Medicine, UC Davis Health System. For the past 11 years, she had been the William Stewart Halsted Professor, chair of the Department of Surgery and surgeon-in-chief at The Johns Hopkins Hospital in Baltimore, MD.

After attending Rush Medical School, Dr. Freischlag completed her surgical residency in general surgery and a vascular surgical fellowship at UCLA. She was appointed professor of surgery and vice

chair of the Vascular Surgery Section at the Medical College of Wisconsin. She returned to UCLA as the chief of the Division of Vascular Surgery before her appointment at Johns Hopkins.

Dr. Freischlag is the president of the Society for Vascular Surgery and chair of the Board of Regents of the American College of Surgeons. She is recognized as an expert in the diagnosis and treatment of thoracic outlet syndrome. She has published more than 200 manuscripts, numerous abstracts and book chapters, and has given presentations nationally and internationally.

During her week in residence, she provided direct interactive teaching to the surgical residents in training at Santa Barbara Cottage Hospital and gave educational lectures about the diagnosis and treatment of vascular diseases to both the medical and surgical staffs.

Dr. Freischlag also delivered a public lecture on "Leading Through Times of Change: Principals of Leadership." [n](#)



Years of service to our community **93**





*“The Visiting Professor of Surgery program has been a tremendous success. We have been fortunate to have had three outstanding surgeons, all leaders in their field. The program benefits the surgical residents, surgical staff and our patients. The lecture for the public and our donors has also been well received. The value to our community, to Cottage Health System, and to Sansum Clinic is priceless. Thanks to Dr. Ron Latimer, this program will continue to be a success.”*

– James T. Dunn, MD, FACS, Sansum Clinic Department of Surgery

*“This program has been one of the most important additions to surgical education, community wide in the past 10 years. It offers great educational value to surgeons, surgeons in training and the public. It represents one of the unique programs in the community that can claim such a wide comprehensive approach to surgical education. The Visiting Professor of Surgery Program really includes multiple avenues for people to interact with high level surgical educators, and is a community asset, not exclusive to Sansum Clinic doctors or patients.”*

– Paul Cisek, MD, Sansum Clinic Department of Surgery

## Visiting Professors of Surgery

2012



**John L. Cameron, MD**  
The Alfred Blalock Distinguished Service Professor of Surgery  
The Johns Hopkins University School of Medicine



2013



**Hiram C. Polk, Jr., MD**  
Ben A Reid, Sr. Professor of Surgery, Emeritus  
University of Louisville, School of Medicine



2014



**Julie Ann Freischlag, MD**  
Vice Chancellor  
Human Health Services  
Dean, UC Davis School of Medicine  
UC Davis Health System



2015



**Keith D. Lillemoe, MD**  
Surgeon-in-Chief  
Chief, Department of Surgery  
Massachusetts General Hospital



### A Legacy of Education: Enhancing Care Through Professional Enrichment of Our Staff

Sansum Clinic’s mission is to provide patients with an excellent healthcare experience. Throughout our 93 year history, the Clinic has depended upon the quality of our people to fulfill this commitment. Supporting our

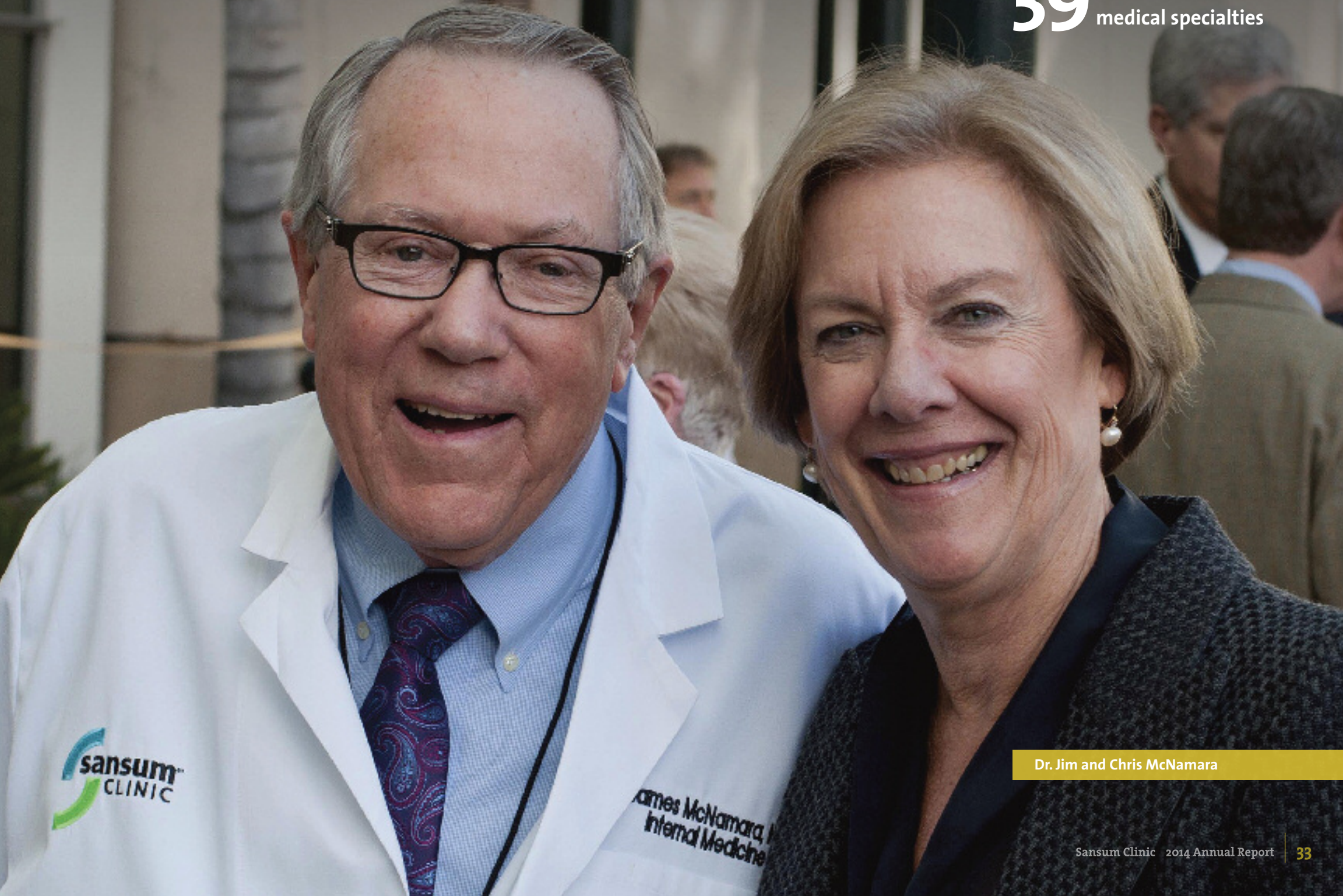
extraordinary physician group with a talented and dedicated team of employees creates the environment necessary for the delivery of outstanding patient care.

Recognizing that people are Sansum Clinic’s most valuable asset, Dr. Jim and Chris McNamara established the McNamara Fund for Professional Enrichment and Education. The program was established in 2014 to

provide employees with unique personal and professional development opportunities to expand their value within the Sansum healthcare delivery team, thus creating a stronger and more dynamic platform for patient care at the Clinic.

This program is a testament to the McNamaras and their commitment to medical excellence through

**39** medical specialties



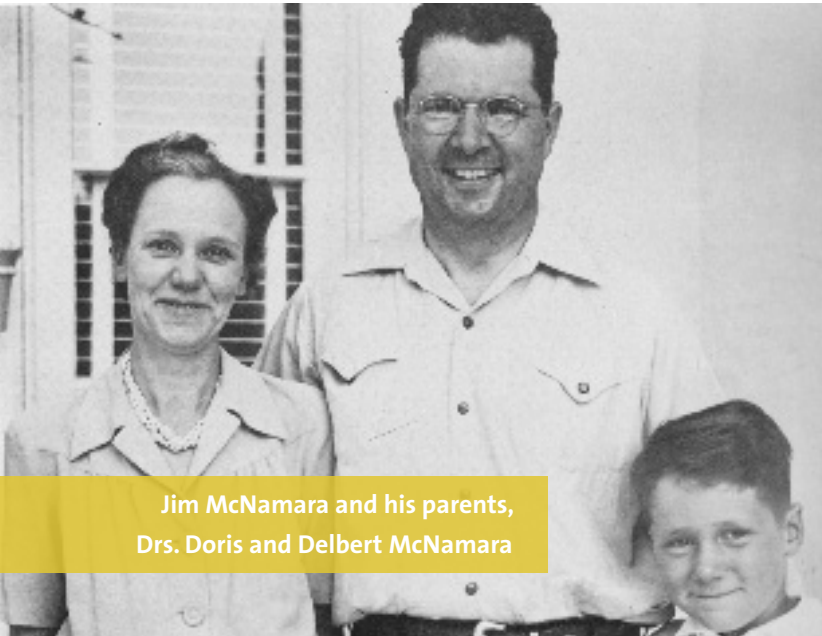
Dr. Jim and Chris McNamara





ongoing education to benefit not only our employees but also our patients and the community.

With the announcement of his retirement, many of Dr. McNamara's patients asked him what they could do as a way to say thank you for the many years of care he



Jim McNamara and his parents, Drs. Doris and Delbert McNamara

provided. His response was to ask them to join him and Chris in building the McNamara Fund. "The legacy my wife Chris and I wish to establish at Sansum Clinic is a special program for the continuing education of the talented and dedicated employees who contribute their clinical, technical and administrative skills and services

in support of the work of the Clinic's outstanding physicians. Recognizing that it is this collaboration between the Clinic's physicians and the employees that enables Sansum to provide patients with an excellent healthcare experience, we wish to establish the education program in perpetuity in the interest of current and future employees of the Clinic," Dr. McNamara shared.

*"My grandfather and both of my parents were physicians. Drs. Delbert and Doris McNamara were among the first physicians hired by Dr. William Sansum (the founder of Sansum Clinic) in the 1920s. The gifts they gave me included the love of medical service but also a great appreciation for and understanding of the value of a broad education. I too want to provide the opportunity for education to others. Support from my patients, my fellow physicians, the medical staff and my family and friends means a great deal to Chris and me, to the many employees who will benefit from this program and to the Sansum Clinic patients whose healthcare experiences will be enhanced,"* said Dr. McNamara. [n](#)

*"It is with admiration, respect and affection that I write to congratulate you on your well-earned retirement from the practice of medicine. For 35 years you have been a constant in my life; a safe haven when concerns of health and well-being presented themselves. You have my heartfelt gratitude for your wise counsel and care during all those years. You have always conducted your professional and public life to the highest standards and well beyond the call of duty.*

*I salute you in your effort to build the McNamara Education Fund to fulfill your vision of enhancing the professional development of the healthcare professionals at Sansum Clinic. This worthy initiative will continue your amazing record of contributions to patients, Sansum and the community. Thank you for your professional counsel and personal kindness. I wish you all that you desire and that life has to offer in your next chapter."*

Note of appreciation from a grateful patient that accompanied a gift for the McNamara Education Fund



## New Advance Care Planning Program for Sansum Clinic

Sansum Clinic entered into a new partnership with the Alliance for Living and Dying Well (ALDW) to provide onsite education and support for our patients in the completion of Advance Health Care Directives. Since 2009, ALDW has functioned as a collaboration of leaders and organizations committed to sustaining a compassionate, seamless, continuum of end-of-life care in our community. We believe it is never too early for any adult to have meaningful conversations with both loved ones and physicians regarding healthcare choices we would make if we could not speak for ourselves in a health crisis.

The partnership between Sansum Clinic and the Alliance for Living and Dying Well is providing patients with Advance Care Planning support through two avenues. Either by attending an Advance Care Planning Five Wishes® Workshop at Sansum Clinic; or through physician or self-referral, patients can receive one-on-one facilitated Advance Care Planning (ACP) by appointment. A trained Advance Care Planning Facilitator communicates with physicians about the progress of the ACP process through the electronic health record system as well as benefit from physician input regarding ongoing advance care planning discussions. There is no charge or insurance billing for this free service to Sansum Clinic patients and chosen healthcare agents are always encouraged to attend all appointments. **n**

*“Recently, a local couple in their 60s and in good health, attended a community workshop to learn about Advance Health Care Directives on the advice of their physician and as a part of their routine healthcare. They completed their advance directives, told their three adult children what a good quality of life meant to each of them and encouraged their children to complete their Advance Directives, as well. Several months later, they went on a trip out of the country, during which the husband fell ill. They returned quickly to Santa Barbara and discovered that he had cancer. He died three weeks later. While this story is tragic, his wife and children were tremendously grateful that they knew what kind of care he desired and were able to honor his wishes. Regrets and doubts did not further complicate their natural grief.”*

– Susan Plummer, executive director of the Alliance for Living and Dying Well



Susan Sheard, PA,  
Advance Care Planning Facilitator

## Kurt N. Ransohoff, MD 2014 Physician of the Year

Dr. Ransohoff was named the Santa Barbara County Medical Society’s 2014 Physician of the Year for his efforts to protect and improve public health and the quality of healthcare, his advocacy for universal access to healthcare and his involvement in community service.

The Medical Society’s President Dr. Christopher Lumsdaine presented Dr. Ransohoff with the prestigious award and a resolution from the California Medical Association (CMA). The resolution recognized and honored Dr. Ransohoff for representing his colleagues for many years in organized medicine by serving on CMA’s Council on Legislation, the Medicare TAC, the Physician-Hospital Alignment TAC and as a Delegate for the Medium Group Forum.

Dr. Ransohoff is board certified in Internal Medicine and has been with Sansum Clinic since 1992. He graduated from Bowdoin College in 1980 with degrees in English and Biochemistry. He received his Medical Degree from UCLA where he also completed his internship and residency serving as Chief Resident and Clinical Instructor from 1988-1989.

He has been honored as Teacher of the Year by Santa Barbara Cottage Hospital and as Healthcare Grand Champion by the *Pacific Coast Business Times*.

Dr. Ransohoff has served as Chairman of Sansum Clinic’s Internal Medicine Department and Medical Director and has been CEO and Chief Medical Officer since 2002. He serves on the boards of CAPG and CenCal Health. **n**





## Healthcare Champions

Sansum Clinic had a strong showing in the Pacific Coast Business Times 2014 "Champions in Healthcare" issue and awards luncheon, where our honorees participated in a panel discussion on "Affordable Care in the Tri-Counties: Strategies for Implementing Health Care Reform".

**Thomas Anderson, Sr., MD** was named Healthcare Volunteer of the Year in recognition of the 18 trips and countless hours he has dedicated in operating a free clinic in earthquake devastated Haiti, when he's not providing urgent care to Sansum Clinic patients are our clinic on Hitchcock Way.

**Julie Nadel** was named the Healthcare Philanthropist of the Year in large part for her leadership in organizing the gala hosted by Jay Leno that raised \$1.2 million for oncology care in Santa Barbara in celebration of the partnership of Sansum Clinic and the Cancer Center.

**Kurt Ransohoff, MD** was named Grand Champion in Healthcare for his leadership in navigating the changes in healthcare in our community resulting from the passage of the Affordable Care Act, while at the same time maintaining a physician practice - something he says is key to staying in touch with the real people that are at the center of the affordable care challenge. [n](#)



Thomas Anderson, Sr., MD, Julie Nadel  
and Kurt N. Ransohoff, MD







Sansum Clinic Orthopedics Department at the new Foothill Medical Center

**23** patient care locations





## Strategic Partnerships for Success

### McKesson Corporation

In 2014, Sansum Clinic formed a partnership with McKesson Corporation in an effort to manage growing costs of medical, surgical, and pharmaceutical supplies. McKesson’s dedication to price transparency and consistency is allowing us to control our supply expenses with cost analysis tools, vendor agreements, and access to network-wide Group Purchasing Organization (GPO) contracts. By aligning with McKesson as our primary supplier, the Clinic projects savings of nearly \$6,000,000 over the next 4 years. [n](#)

### Surgical Care Affiliates

After many years in development, Foothill Surgery Center at Sansum Clinic opened its doors as the outpatient surgery center of choice in Santa Barbara. It was through the efforts of dedicated Sansum Clinic staff, community involvement, and corporate partnerships that the longstanding plans came to fruition. The Surgery Center’s motto, “It Takes a Village”, not only applies to its current approach to holistic patient care, but also speaks of the synergistic partnership between Sansum Clinic departments and Surgical Care Affiliates (SCA). SCA, the current market leader in clinical quality and partner of choice in 192 outpatient facilities and surgical hospitals, was a welcome companion in the Foothill Surgery Center endeavor after SCA bought out Health Inventures’ existing development agreements in 2014. Even after

construction was finished, Sansum Clinic chose to continue its partnership with SCA to manage the surgery center given their successful track record in establishing and managing outpatient surgery centers.

The benefits of this ongoing relationship are numerous. SCA’s relationships with vendors on a national level afford Foothill Surgery Center increased leverage in negotiating contracts and rates for surgical supplies and services. SCA continues to support Sansum Clinic business office functions such as center-specific payer contract negotiations, oversight of billing and coding, and revenue analysis to ensure maximum revenue and cost efficiency. These benefits allow opportunities for additional physician affiliations. SCA’s reputation in the ambulatory healthcare community acts as a beacon for top talent – attracting highly skilled candidates to fill key roles within the surgery center.

However, these achievements would not be possible without the additional benefits enjoyed by patients. Through their accreditation consulting services, Foothill Surgery Center achieved accreditation upon the initial survey performed by Medicare in association with the Accreditation Association for Ambulatory Health Care. This phenomenal result is the outcome of months of preparation and practice, with SCA and Sansum Clinic staff working side by side to achieve excellence. SCA’s focus on clinical outcomes ensures that every patient is treated with the quality of care expected at the finest

surgery centers nationwide. SCA offers access to clinical systems such as standardized toolkits, continuing education for staff, and detailed clinical variance analyses ensures Foothill Surgery Center’s patients will receive the best possible care. Foothill Surgery Center participates in a number of SCA benchmarking studies including patient satisfaction, surgical site infections, and other markers of quality and performance. The tools provided by SCA have resulted in Foothill Surgery Center achieving 100% patient satisfaction scores and complication rates well below even SCA’s strict standards. SCA’s presence is felt in every aspect of Foothill Surgery Center. As a behind-the-scenes partner, SCA’s resources and talents continue to blend seamlessly with those of Sansum Clinic to provide a safe, nurturing environment to our patients.

What took a village to achieve has developed into a relationship of which both SCA and Sansum Clinic can be proud. Through our continued affiliation, the Clinic’s patients, staff, and physicians will see the benefits of our shared values – Compassion, Accountability, Respect, Excellence, and Stewardship – evident in the care our Foothill family provides. [n](#)

### Cancer Foundation of Santa Barbara

The Cancer Foundation of Santa Barbara is the largest annual donor to Sansum Clinic, the leading provider of outpatient cancer care on the central coast. The Cancer Foundation raises and distributes millions of dollars each



year to the Cancer Center allowing it to deliver a higher level of care than would otherwise be possible in a community our size, on par with many renowned cancer centers in the United States.

The mission of the Cancer Foundation is to ensure superior cancer care for all citizens of Santa Barbara County regardless of means. The Foundation is the leading fundraising and grant making non-profit dedicated to cancer care in Santa Barbara. Foundation trustees focus on funding the programs that will make the most significant, immediate and long term impact on cancer in this community.

A minimum of 85% (up to 100%) of the proceeds from the Foundation's endowment and fundraising efforts support cancer diagnosis, treatment, research, technology and support programs at the Cancer Center of Santa Barbara with Sansum Clinic.

The administrative and volunteer leadership of Sansum Clinic and the Cancer Foundation of Santa Barbara have worked with Cancer Center physicians and medical staff to design a cutting-edge cancer center for the Central Coast (see pages 8 – 9). [n](#)



L-R: Hugh Boss, Chair, Cancer Foundation Board of Trustees; Rick Scott, President, Cancer Foundation; Vicki Hazard, Chair, Sansum Clinic Board of Trustees; Kurt N. Ransohoff, MD, CEO and Chief Medical Officer, Sansum Clinic; Vince Jensen, President and COO, Sansum Clinic; Chad Hine, CFO, Sansum Clinic





**Meeting the Community Need**



4

Sansum Clinic will continue to invest in the brightest, most talented physicians and personnel as they are our future. We will partner with our doctors to advance our mission and vision. We will ensure our success through talented leaders who are empowered to set the direction of the organization. We will ensure the public needs are well served through a strong community Board of Trustees. We will partner with payers, providers and purchasers that share our common goals. We will deliver affordable, value-based care by reducing administrative and care delivery costs. We will stay true to our mission, vision and values in all we do.





# Meeting the Community



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# Need

## The Advent of the Affordable Care Act

In 2014, we entered into an agreement with Anthem Blue Cross to participate in the first-ever Covered California state healthcare exchange established as part of President Obama's Affordable Care Act (ACA). This was among the most important events in national healthcare in decades. Although we started the year with a great deal of uncertainty about how this would impact our community and Sansum Clinic, we remained focused on ensuring that patients in Santa Barbara could obtain insurance through Covered California and be seen at Sansum Clinic through an agreement with Anthem Blue Cross.

We anticipated that an increase in volume would put additional stress on the clinical areas with already poor access and technology cost pressures would persist, but Sansum Clinic is a safety net and we exist for the sole purpose of caring for this community. While we accepted reduced reimbursement rates, we knew it was critical to our mission to be included in the Affordable Care Act's exchange program.

One year into the ACA, it is clear that we are working toward meeting the overall goal of decreasing the number of uninsured people in Santa Barbara County. Sansum Clinic saw about 6,740 Covered California patients year in 2014. We have a strong Medi-Cal managed care

organization in Santa Barbara in CenCal, our regional insurance plan. CenCal has seen a growth of about 30,000 patients of 30% year over year. All of the key players in healthcare in Santa Barbara, including Sansum Clinic, Cottage Health System, CenCal, Santa Barbara Neighborhood Clinics, independent physicians and insurance companies, have worked together to successfully implement this initiative in our community. n







# Meeting the Community Need

AFFORDABLE CARE ACT

COLLABORATION WITH ANTHEM BLUE CROSS

PRESCRIPTION NAVIGATOR PROGRAM

HOSPITAL DISCHARGE MED REVIEW

BROWN BAG MEDICATION REVIEW

SANSUM CLINIC LEGACY SOCIETY

## Collaboration with Anthem Blue Cross – Accountable Care Organization (ACO)

Sansum Clinic is making a concerted effort to expand the range of services offered to manage the health of the populations we serve.

In 2014, Sansum Clinic partnered with Anthem Blue Cross to enhance the care and management that is provided to a subset of Anthem Blue Cross PPO members by establishing an Accountable Care Organization (ACO). ACO is an innovative, new model being used by many health plans in collaboration with healthcare organizations to enhance clinical quality while also decreasing the cost of healthcare by keeping patients “healthy”, connected and out of the emergency room or hospital. In addition to decreasing hospital bed days, the goal is to also decrease the number of unnecessary tests or procedures that may result when patients are seeing multiple providers in an unrestricted and uncoordinated manner. Anthem Blue Cross has acknowledged Sansum Clinic’s good performance on our managed care (HMO) population which consistently indicates that the Clinic is providing high quality healthcare while keeping costs/inappropriate utilization down. As a result, Anthem Blue Cross sought to collaborate with Sansum Clinic on the PPO population in an effort to engage those patients that would benefit from enhanced care coordination.

The Clinic actively reached out to those Anthem Blue Cross PPO patients who might benefit from more

personal coordinated care or more aggressive management of their medical condition(s) - patients who were identified by Blue Cross as being “at risk” based upon their medical diagnoses and/or prior healthcare utilization, in an effort to engage them in an active enhanced care management program.

In 2014, 108 patients who elected to participate in the program gained access to a dedicated nurse case manager, also known as an Enhanced Care Navigator, who enhances the patient’s care by:

- **Answering clinical questions and providing information that may be needed for the patient and/or caregivers to better understand the medical condition, thereby enhancing compliance with the plan of care.**
- **Working with the patient’s primary clinician (primary or specialty care physician) to ensure that the patient gets appropriate referrals and clinical services in a timely manner (e.g., helping the patient navigate the Sansum Clinic system, and beyond, as need is indicated).**
- **Attending appointments with the patient and/or caregiver to enhance support, education communication and compliance with the physician’s treatment plan.**
- **Helping coordinate needed services outside of the Clinic (e.g., home health, hospice, palliative care, residential recovery programs, and rehab/skilled nursing facilities).**

- **Ensuring that patients get appropriate personal and preventive disease-specific monitoring (e.g., mammography, colonoscopy, Lipid screening, diabetes monitoring-A1c, LDL, etc.).**

There is no cost to the patient for this program and there is no difference in their healthcare coverage or benefit structure. The only difference is that the patient has access to our dedicated nurse to help them navigate the healthcare system, coordinate their care, and offer support as needed. The benefit to the health plan is reduced claims costs as a result of enhanced care coordination with fewer ER visits, hospital admissions, or unnecessary/duplicative testing.

In addition to reviewing claims data, and as part of our commitment to preventive care, we also work with Blue Cross to monitor clinical quality metrics for all of the attributed ACO members, which include the following:

- **Screening mammography annually for female patients age 50-70**
- **Colonoscopy every ten years for patients age 50-70**
- **Cholesterol screening**
- **Chlamydia testing for sexually active women age 16-24**
- **Diabetics-annual HgbA1c, annual LDL, annual Proteinuria monitoring (unless on ACE or ARB’s)**
- **Chem panel testing for patients on digoxin or diuretics**
- **MMR/VZ immunization for children** n



Ophthalmologist Dr. Toni Meyers and a patient at the Elings Eye Center





## Prescription Navigator Program

Sansum Clinic is leading the way in Santa Barbara County with a Prescription Navigator program. This is a pharmacist-led medication therapy management program that ensures the safe, effective, and appropriate use of medications by Sansum Clinic patients. The Clinic joins the prestigious list of healthcare systems that have seen the benefit and have developed medication therapy management programs, such as UCLA, Cedars Sinai, Kaiser, Johns Hopkins and most recently USC.

Our Prescription Navigator is well trained in the therapeutic uses and effects of drugs and can help ensure appropriate medication use, reduce medication-related problems and improve health outcomes.

Physicians refer patients to the Prescription Navigator for one-on-one office visits or telephone consultations, and patients can also self-refer to the program through the Brown Bag Medication Review program.

Our electronic health record gives the Prescription Navigator the information needed to assist patients with their therapy through access to provider notes, lab work, and by communicating with providers about any concerns or recommendations.

The Prescription Navigator often works with caregivers or family members to give them a better understanding of medications they might help administer, and to guide them with setting up pill boxes for proper adherence to medication therapy.

In a Patient Satisfaction Survey, 96% of the 291 patients who utilized the Prescription Navigator Program in 2014 responded that they were satisfied with the care from the Prescription Navigator and believe the program is very helpful. [n](#)

### Hospital Discharge Medication Review and Reconciliation Pilot Program

For Sansum Clinic patients started on high risk medications during their hospital stay, our expert pharmacist will meet with patients and/or caregivers at the bedside to ensure they have all of the necessary medications needed upon discharge. The Prescription Navigator will ensure that the patient understands their medication regimen upon discharge from the hospital as that can be confusing for patients who may be on

multiple medications at home. Also, it can be challenging to obtain insurance authorizations for certain high cost medications and the Prescription Navigator and the Prescription Pharmacy of Sansum Clinic are here to help.

### Brown Bag Medication Review

Patients who take multiple medications or have any medication concerns can benefit from an appointment with the Prescription Navigator to:

- Review all medications to ensure patients understand what has been prescribed and why
- Look for adjustments that may increase the effectiveness of the therapy
- Screen for potential interactions or side effects
- Assure that the medication list is up to date
- Answer medication questions and discuss the risks and benefits of one's medications with a health professional [n](#)



The Prescription Navigator Program is generously funded by Jack and Julie Nadel





*"The Prescription Navigator was very helpful and proactive in following up with me after my heart surgery and discussing the medication that the doctor prescribed."*

*Rania provides an invaluable service to both patients and doctors. Many patients see multiple providers all of whom may prescribe multiple medications. It is a major challenge to stay on top of the resulting complicated regimens and potential drug interactions with other drugs as well as with foods. Rania helps her patients sort through all of this with a highly professional attitude, great skill, and a warm smile!*

- David Dodson, MD, Internal Medicine

- In 2012, 73% of physician visits resulted in at least one prescription medication.
- Approximately 30% of adverse events leading to hospitalization are due to medication errors, interactions or side effects.
- Data suggests that only 33-50% of patients with chronic conditions adhere to their prescribed medication therapies.
- Medicare beneficiaries with multiple chronic illnesses see on average 13 different physicians, fill 50 prescriptions each year, account for 76% of all hospitalizations and are 100 times more likely to have a preventable hospitalization than those with no chronic illnesses.

Rania Shenoda, Pharm D, Prescription Navigator, reviews medication with a patient





## A Legacy of Giving

### Sansum Clinic Legacy Society

The Sansum Clinic Legacy Society recognizes those who have included Sansum Clinic in their estate plans. Our members represent all ages, come from all walks of life and are dedicated to helping Sansum Clinic bring together the best physicians, the latest technologies, and the most comprehensive healthcare to meet the specialized needs of our community.

Today, more than ever, philanthropic support is vital to our mission to provide an excellent

healthcare experience, recognizing our first priority is the patients we serve. A provision in your estate to remember Sansum Clinic enhances our opportunity to provide future generations with quality healthcare services. Please consider leaving a legacy to Sansum Clinic by which you will be remembered.

If you have provided a gift in your estate plan, please let us know so that we can say thank you and include you as a member in our

Legacy Society.

If you wish to leave a gift or would like information, please contact Dru A. Hartley, Director of Philanthropy, at **(805) 681-7726** or [dhartley@sansumclinic.org](mailto:dhartley@sansumclinic.org). We can arrange a meeting with our gift planning specialist at your convenience. [n](#)

***We would like to acknowledge and thank our loyal family of friends that comprises the Sansum Clinic Legacy Society: ▼***

### Sansum Clinic Legacy Society Members

*Thank you to our donors!*

William R. Allen  
Alves Family Living Trust\*  
Beatrice A. Askman\*  
Charitable Foundation  
Garrison E. and Kathleen A. Bielen  
Dr. and Mrs. Peter Brill  
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Drs. JW and Sue Colin

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Drs. Ann and Mike\* Rice  
Ed and Bobbie Rosenblatt  
Richard\* and Maryan Schall

James D. Scheinfeld\*  
Ailie E. Sten\*  
Jennifer Thomas  
Elna R. Thuesen\*  
The William L. Wayne and Marsha J. Wayne Family Trust  
Clifford E. and Dorothy P. Wrightson\*

*\*deceased*

*“I have included Sansum Clinic in my estate plan to honor all the former presidents, CEOs and doctors whose dedication made the Clinic what it is today.”*

*– Ursula Parola Greditzer*

## Expanded Screening and Detection Programs

One of the greatest benefits of the ACA is that more people have access to preventive medicine. Central to our success in population health management will be a focus on prevention through ongoing investment in screening and detection. In 2014, Sansum Clinic made significant progress in transforming our screening and diagnostic programs to ensure we have the capacity to meet our community's needs with the best technology possible.

We are working to enhance our Women's Health Program by ensuring that we offer our patients the most advanced diagnostic imaging services available. Thanks to a generous gift from a family foundation, Sansum Clinic has acquired the Invenia ABUS (Automated Breast Ultrasound System) that provides advanced breast screening for women who may not receive clear test results using routine digital mammography. ABUS screening can find small cancers that might otherwise be overlooked, supporting early detection for better patient outcomes. In 2014 our Philanthropy Department initiated a fundraising campaign for the next evolution of our Women's Health Program to offer Breast Tomosynthesis, also known as 3-D mammography. 3-D mammography will offer patients earlier detection, greater accuracy, and decreased recall rates. The

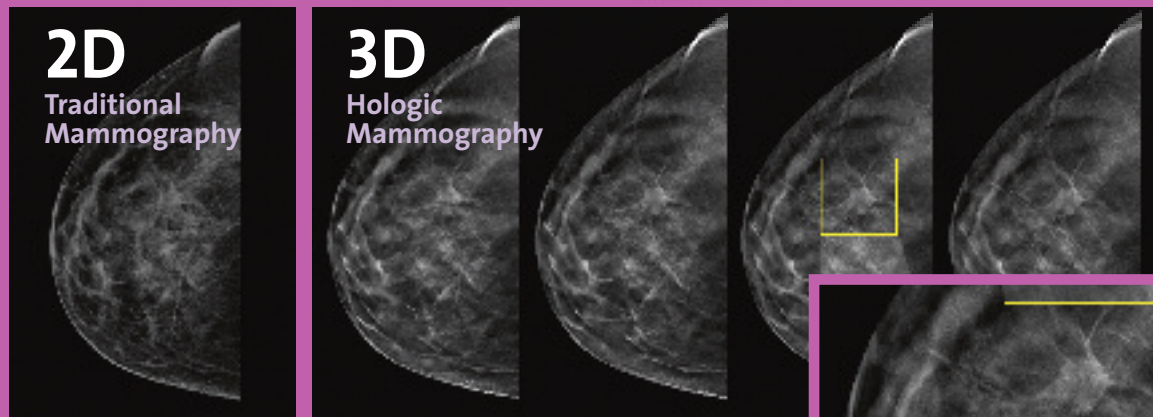
response to this campaign was tremendous and we anticipate this latest technology will be available to patients in 2015.

A national lung cancer screening trial with more than 50,000 participants showed a 20% decrease in lung cancer deaths among those screened versus those who are not. We have created a vision for expanding our screening program by implementing low dose lung cancer screening through a collaboration between our Pulmonary Medicine, Radiology and Medical Oncology departments in 2015; as well as a vision for expanding our genetic counseling program to include a colon cancer screening program. <sup>1</sup>

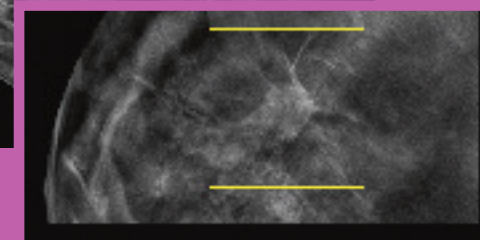


Hologic Selenia Dimensions digital 3D mammography system

### Traditional Versus 3D Mammography



A malignancy easily missed with conventional 2D mammography was clearly seen with Hologic 3D Mammography







# Meeting the Community Need

AFFORDABLE  
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COLLABORATION  
WITH ANTHEM  
BLUE CROSS

PRESCRIPTION  
NAVIGATOR  
PROGRAM

HOSPITAL  
DISCHARGE  
MED REVIEW

BROWN BAG  
MEDICATION  
REVIEW

SANSUM CLINIC  
LEGACY SOCIETY



**37<sup>th</sup>** anniversary of Camp Wheez



## Camp Wheez

Sansum Clinic hosted 40 children at the 2014 Camp Wheez in August in Santa Barbara. Camp Wheez is a day camp for elementary school children ages 6 – 12 with chronic asthma, providing a camp experience designed for their special needs.

Our head camper is Dr. Myron Liebhaber who started Camp Wheez over 37 years ago. Dr. Liebhaber often entertains the campers with his magic tricks. Of course, the magic goes both ways says Dr. Liebhaber, “I consider Camp Wheez a wonderful opportunity to interact with children and families. I watch the children grow and gain competency in their asthma management in a fun environment. Camp Wheez has made me the oldest and happiest camper.”

Highlights include all kinds of games, from kick-ball and limbo to Asthma Wheel of Fortune and Jeopardy. Making sock puppets and duck tape wallets in crafts and silly putty in science lab were also popular attractions. Families appreciated the option for their child to take the Easy Lift bus from Camp Wheez to the Santa Barbara Downtown Boys & Girls Club for an extended day. The parents of the campers also learned the latest about asthma by attending a lunch-and-learn hosted by Dr. Liebhaber and Dr. Jinny Chang.

Camp Wheez is open to the community and free of charge thanks to our generous donors and to a great many volunteers and supporters. In total, nearly 1,000

volunteer hours make Camp Wheez possible. Sansum Clinic wishes to thank the Swanton Foundation, Marcel Sassola and Santa Barbara Specialty Pharmacy and the many individual donors who make it possible for us to provide Camp Wheez free of charge. It’s an honor serving our littlest community residents. n

## Sansum Clinic and the Santa Barbara Neighborhood Clinics

Sansum Clinic has been providing diagnostic services to patients of the Santa Barbara Neighborhood Clinics (SBNC) for nearly a decade to ensure good health is available for everyone. SBNC is a critical health safety net for Santa Barbara County dedicated to providing quality, affordable, medical and dental care to nearly 17,000 low-income patients, regardless of one’s ability to pay.

In the last five years Sansum Clinic has provided 3,401 SBNC patients with 4,063 diagnostic services totaling over \$1.6 million. The cardiology diagnostic services include echocardiograms and cardiovascular device monitoring and other diagnostic services such as general and special radiology, MRI scans, CT scans, ultrasounds and mammograms.

Since the Affordable Care Act we have seen a decline in people served from 719 patients in 2013 to 591 patients in 2014 and 159 less diagnostic services.

SBNC also serves as the facilitator for the nation’s largest free colonoscopy screening program established

through a generous gift to Sansum Clinic from Santa Barbara Philanthropist Dr. Virgil Elings. Since the inception of the program in 2008 Sansum Clinic has screened 515 patients. Three people were diagnosed with colon cancer. Many more were diagnosed with pre-malignant polyps. n



*“We are very grateful for the radiology and cardiology services that Sansum Clinic provides to our uninsured patients. This unique collaboration is rarely available to safety net providers elsewhere in the country. We spoke to a patient who needed an MRI of his brain and he was so thankful that we were able to arrange this procedure that would have severe financial stress for his family had the program not been available.”*

– Charles C. Fenzi, MD, Chief Medical Officer, SBNC

*“SBNC has enjoyed a wonderful relationship with Sansum Clinic over many years. We look forward to a continued strong collaboration built on the mutual respect for each other’s contribution to the overall health of our community.”*

– Trula Breuninger, CEO, SBNC

In the last five years Sansum Clinic has provided **3,401** SBNC patients with **3,063** diagnostic services totaling over **\$1.6** million.





# Meeting the Community Need

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PRESCRIPTION NAVIGATOR PROGRAM

HOSPITAL DISCHARGE MED REVIEW

BROWN BAG MEDICATION REVIEW

SANSUM CLINIC LEGACY SOCIETY

## Communitywide Flu Shot Clinics

Sansum Clinic provides flu shots through our community-wide Flu Shot Program conducted in the fall and winter each year. Annual seasonal flu vaccine is the best way to reduce the chances that individuals will get seasonal flu and spread it to others. When more people get vaccinated against the flu, less flu can spread, resulting in better health and well-being for the residents of our community. We have conducted these clinics for more than a decade, providing more than 100,000 people with flu shots. In 2014, Sansum Clinic vaccinated more than 10,000 people who were served at 10 flu shot clinics offered at 7 different sites in Carpinteria, Santa Barbara, Goleta, Solvang and Lompoc. Special thanks to ExxonMobil for their ongoing support of this program. [n](#)

## The Women's Council of Sansum Clinic

The Women's Council of Sansum Clinic, led by local philanthropists Julie Nadel and Bobbie Rosenblatt, works closely with the Sansum Clinic Philanthropy and Marketing Departments to host town hall meetings and other educational forums to inform our community about timely health issues, to bolster the Clinic's position as a leader in local healthcare, and to strengthen the relationship with patients, potential patients and donors.

The contribution by these women of time, talent and treasure has been invaluable in communicating the role of Sansum Clinic in our community. In the last ten years, the Women's Council has been integral in bringing new equipment, new programs and new key staff to Sansum Clinic, as well as spearheading upgrades to our facilities that enhance our patients experience. Among their many accomplishments, we have the Women's Council to thank for bringing the first digital mammography to Sansum Clinic in 2007, educating our patients about the H1N1 virus in 2009, and helping to raise \$1.2 million for

oncology services with a gala celebrating the partnership of the Cancer Center and Sansum Clinic in 2012 hosted by Jay Leno.

In 2014, the Women's Council hosted **In the Pink**, a panel discussion on breast care, with a focus on healthy lifestyle choices for cancer prevention, treatment and survivorship. Sansum Clinic's Assistant Medical Director, Dr. Marjorie Newman led the panel discussion, during which guests were invited to ask questions and visit information stations to learn about Radiation Oncology, Oncology Support Services, Breast Care Navigation, Clinical Research and the Cancer Resource Library.

### Panelists included:

**Sarah Washburn, MS, RD, CSO** – Oncology Nutrition

**Rosa Choi, MD** – Breast Surgery

**Monica Micon, MD** – Radiology, Whole Breast Ultrasound

**Julie Taguchi, MD** – Medical Oncology

**Tammy Stockero, RN, BSN, OCN** – Breast Care Navigation

**Marjorie Newman, MD** – Moderator

(pictured at right) [n](#)



Kurt N. Ransohoff, MD, CEO, and Vicki Hazard, Chair of the Board of Trustees, with Bill Alston and Kyle MacIntosh of ExxonMobil

# 17,500

 people participated in our Health Education programs



# 3,500

 patients participated in Oncology Wellness programs





## Good Health KIDS Magazine

There is nothing more important to parents than the health of their children. In 2014 we launched GoodHealth KIDS to help parents stay informed and involved in their children's health.

At Sansum Clinic, we believe that when people know more about their own health, they are more likely to stay healthy. It can be difficult for busy parents to stay up-to-date on important healthcare information, so we created GoodHealth KIDS tool to provide parents with information about health trends, lifestyle choices and nutrition tips, and we include pages of fun and educational health-related activities for our littlest patients. n

## Noticias: Sansum Clinic – A Legacy of Medical Innovation

Sansum Clinic partnered with the Santa Barbara Historical Museum to publish Noticias, Sansum Clinic–

A Legacy of Medical Innovation, written by Sansum Clinic physician Dr. Erno Daniel and historian Erin Graffy. Noticias is the Historical Museum's journal devoted to the study of the history of Santa Barbara. The Women's Council of Sansum Clinic and the museum hosted a cocktail reception and book signing in conjunction with a lecture by Dr. Daniel and Ms. Graffy at the museum, during which brothers George, Bill and Bob Burtness unveiled a bust they commissioned of Dr. William David Sansum, the founder of Sansum Clinic, which has been placed on permanent display at Sansum Clinic's multi-specialty site at 317 W. Pueblo Street. Their father, Hildahl Burtness, was a physician at Sansum Clinic for 53 years and worked with Dr. Sansum from 1930 to 1948.

Dr. Erno S. Daniel is an internal medicine specialist at Sansum Clinic, one of the first physicians in Santa Barbara certified in geriatric medicine. He has been with Sansum Clinic for 36 years. He is a 1964 graduate and 2013 Wall of Fame Award recipient at Santa Barbara High School. Dr. Daniel became involved in preserving the Clinic's history in 1983, Santa Barbara's 200th anniversary. Manuscripts he edited which relate to Clinic histories are preserved in the library of the Santa Barbara Historical Museum. n

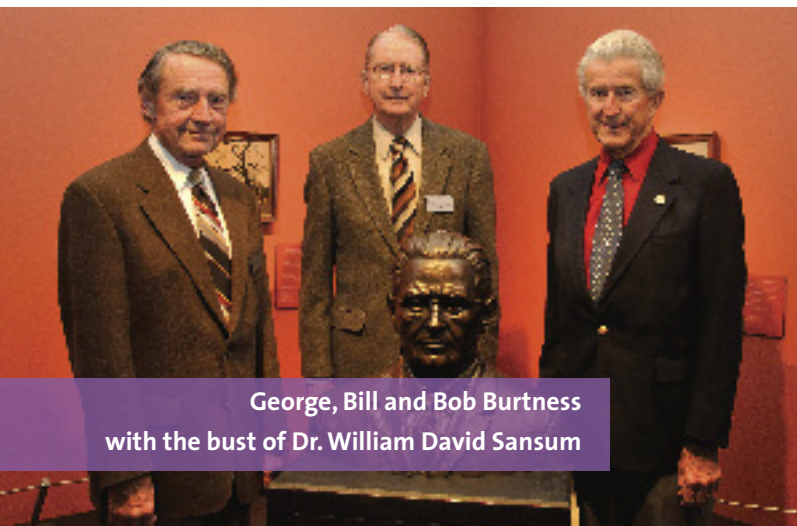
*Sadly, Dr. Erno Daniel died unexpectedly in February 2015. He will be greatly missed.*

## The Silver Lining – New York Times best selling author and former Cancer Center of Santa Barbara patient Hollye Jacobs shared the story of her cancer journey

More than 100 people turned out for a book-signing reception with Hollye Jacobs, RN, MS, MSW, author of The Silver Lining: A Supportive & Insightful Guide to Breast Cancer, hosted by Sansum Clinic, Cancer Center of Santa Barbara with Sansum Clinic, and Cancer Foundation of Santa Barbara.

Ms. Jacobs has had an extraordinary journey from medical provider to patient to counselor, and is now an inspiration to countless others. Her memoir outlining her experience with cancer is a practical, supportive resource for anyone whose life has been touched by breast cancer.

Four years ago, Ms. Jacobs could not have imagined her life as it is today. The active mother now has 55,000 Twitter followers and provides insights and inspiration to tens of thousands of readers of her award winning blog: The Silver Pen, an honest guide to navigating the realities of cancer with a focus on health, balance and humor. Her quest to uncover The Silver Lining in her own life has led her on a journey that included the March 2014 release of her book by that same name by publisher Simon and Schuster.



George, Bill and Bob Burtness with the bust of Dr. William David Sansum





“At the time of my diagnosis we were new to Santa Barbara, having moved here from Chicago only three months prior. Now, I was thrilled to be living in Santa Barbara, but after having worked at multiple academic healthcare institutions I wondered whether it was possible to get the same world-class care that I knew was readily available in Chicago. So, as a discerning clinician myself, I went into my medical network to get additional opinions and explore other treatment options. My search led me right back home to the Cancer Center of Santa Barbara.”

– Hollye Jacobs

Dr. Fred Kass, Hollye Jacobs, Julie Nadel and Bobbie Rosenblatt





# Meeting the Community Need

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SANSUM CLINIC LEGACY SOCIETY

The book signing reception was co-chaired by Julie Nadel and Bobbie Rosenblatt of the Women's Council of Sansum Clinic. The Walking Company was a sponsor of the event and generously donated 500 copies of The Silver Lining to ensure it is available to all breast cancer patients who are interested in the book, regardless of their ability to pay, which are available through the Cancer Center's Cancer Resource Library. n

## Oncology Nurses Honored at the American Cancer Society's Annual Riviera Ball

The guests of honor at the American Cancer Society's 2014 Riviera Ball at the Bacara Resort included all 25 nurses from Cancer Center of Santa Barbara with Sansum Clinic for the compassionate care and support they provide to cancer patients and their families.

The Cancer Center has been caring for cancer patients in our community since 1949, and has worked with the American Cancer Society in a multitude of ways over the decades, as the American Cancer Society raises funds for cancer research, translating the findings into action to lead the fight to end cancer. n

The 25 nurses honored at the ball include:

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| <b>Laura Albrecht, RN</b>             | <b>Betsy Sweda, RN</b>                |
| <b>Cynthia Ambriz Gasser, RN, OCN</b> | <b>Christopher Terpening, RN</b>      |
| <b>Deborah Ames, RN</b>               | <b>Beverly Toole, RN</b>              |
| <b>Martha Becker, RN</b>              | <b>Jessica Trejo, RN</b>              |
| <b>Adriane Butler, RN</b>             | <b>Socorro Williams, RN, OCN</b>      |
| <b>Christy Calder, RN</b>             | <b>Cheryll Willin, MSN, NPC, AOCN</b> |
| <b>Karen Jorgensen, RN, BSN</b>       | <b>Robin Wissert, RN</b>              |
| <b>Kimba Madsen, RN</b>               | <b>Hangama Abassi, NP</b>             |
| <b>Victoria Mandujano, RN</b>         | <b>Elaine Campo, RN</b>               |
| <b>Dena McCague, RN</b>               | <b>Candice Laura, RN</b>              |
| <b>Nona Medina, RN</b>                | <b>Katarzyna Dzieran, RN</b>          |
| <b>Theresa Sampson, RN</b>            | <b>Marla Lindsay, RN</b>              |
| <b>Tammara Stockero, RN, BSN, OCN</b> |                                       |

## Oncology Nursing Symposium

Thanks to a generous gift from a grateful family, the Cancer Center of Santa Barbara with Sansum Clinic's oncology nurses attended Cottage Health Systems 7th Oncology Nursing Symposium at The Fess Parker. Cancer Center oncologist Dr. Dan Greenwald's father, Peter Greenwald, MD, DrPH, Associate Director for Prevention, National Cancer Institute, Assistant Surgeon General USPHA (Ret), was the keynote speaker. A highlight of the day was when Henrietta Lacks' granddaughters discussed the contribution of Ms. Lacks' enduring cell line to the advancement of science and oncology care.

The symposium was designed to meet the educational needs of nurses and other healthcare professionals interested in expanding their knowledge in the field of Oncology. n



Our Oncology Nurses provide compassionate care to all patients of the Cancer Center of Santa Barbara with Sansum Clinic





**11,393** patients were seen at the new Foothill Medical and Surgical Center in the first six months of operation





## Glow in the Park

Sansum Clinic was the title sponsor of the inaugural balloon glow fundraiser at Eling's Park to benefit Doctors Without Walls - Santa Barbara Street Medicine.

DWW-SBSM is dedicated to providing free, volunteer medical care for the most vulnerable of Santa Barbara County, when and where they are in need, including in times of disaster. The organization also provides education and training for DWW-SBSM volunteers and others, in order to promote the excellent practice of humanitarian medicine in our hometown and elsewhere.

Sansum Clinic would like to recognize our physicians and staff who dedicate their personal time supporting this worthy organization:

**Laura Polito, MD**, Urgent Care and Assistant Medical Director of the Wave/Electronic Health Record

**Mary-Louise Scully, MD**, Infectious Diseases, Travel & Tropical Medicine

**Lynn Matis, MFT**

**Lucy Ortega, PA**, Endocrinology

**Emily Hecker, PA**, Family Medicine, Solvang Country Clinic

**Twilight Robin**, Manager, Wave Training

**Aaron Lewis**, Wave Principal Trainer

**Corey King**, Medical Assistant

**Trevor Mells**, Medical Assistant, Dermatology

**Jordan Blecker**, Medical Assistant, Dermatology







Sansum Clinic proudly served as title sponsor at the inaugural Glow in the Park



# Philanthropy at a Glance

## Lovelace Fund For Medical Excellence

The Lovelace Fund for Medical Excellence was established in 2012 by the Sansum Clinic Board of Trustees as a tribute to the late Jon Lovelace and the Lovelace Family for their visionary support of Sansum Clinic.

This fund encompasses two important programs, the Physician Housing Program and the Facility Improvement Program.

The Physician Housing Program enables us to offer shared-appreciation home loans to new physicians for the purchase of homes they would otherwise find unaffordable in our high-priced real estate market. Since the inception of the program in 2006, Sansum Clinic has used this special program to attract 18 highly skilled physicians in a broad range of specialties and practice areas.

In 2014, those physicians saw 20,140 unique patients at 38,222 appointments in Cardiology, Gastroenterology,

Infectious Disease, Internal Medicine, Neurology, Obstetrics and Gynecology, Orthopedics, Pulmonary and Critical Care, Rheumatology, Urology and Ophthalmology.

The Facility Improvement Program will assist us in modernizing our facilities to enhance our patients' experience and support our ongoing efforts to attract the highest caliber physicians from around the United States. The upgrade of our Pesetas building is part of our long-range facility plan designed to better serve the needs of our community.

This work not only means that the aesthetics of the Pesetas building will now meet the design standards we set with the Foothill campus, but also that we are providing greater access to care through the expansion of Primary Care and Urgent Care services. We will double our Urgent Care capacity and employ new patient workflows for greater efficiency and service. This

upgrade also allows for growth of our Women's Health Program with the installation of new 3-D mammography capabilities.

The larger-scale changes will occur on the North end of the building, including the transition of the Rykenboer entrance as the main entry point for the building.

In addition, this expansion will allow us the opportunity to provide a resource not previously available in our community – a medical facility capable of providing ambulatory care and triage following an environmental disaster. By equipping the new Urgent Care with dedicated back-up power, we stand prepared to partner in our community's medical response in the case of wide-spread power failure or emergency.

Projects like these are enabling Sansum Clinic to keep pace with the rapidly changing healthcare environment, and anticipating the community's needs. n

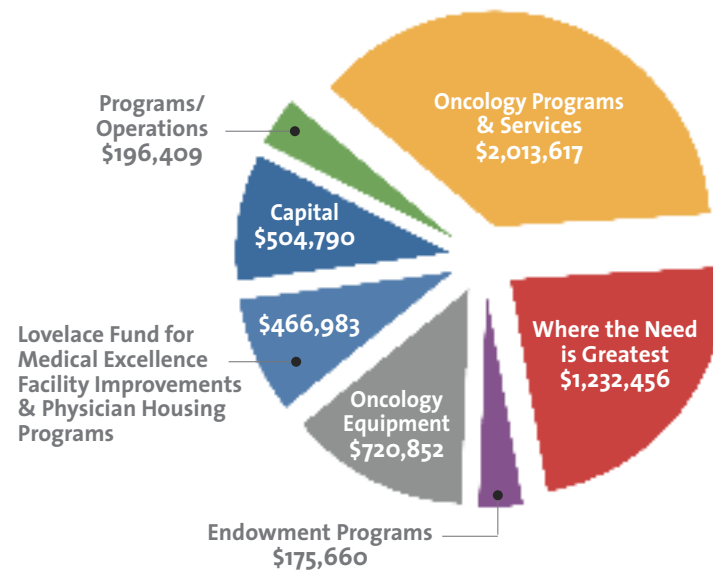


**3,500** people participated in community health events



## Philanthropy at a Glance 2014

Unrestricted	\$ 1,232,456
Restricted	\$ 642,643
Capital	\$ 1,225,642
Programs/Operations	\$ 2,210,026
<b>Total</b>	<b>\$ 5,310,767</b>



## How You Can Help

Sansum Clinic is a nonprofit organization. Generous support from donors and grateful patients enables Sansum Clinic to offer community service programs that contribute to the wellbeing and quality of life of all members of the community.

If you wish to make a gift to Sansum Clinic or would like information, please contact Dru A. Hartley, Director of Philanthropy, at (805) 681-7726 or [dhartley@sansumclinic.org](mailto:dhartley@sansumclinic.org).





# Financial Statements

## Balance Sheet

Assets	December 31, 2014	December 31, 2013
<b>Current assets</b>		
Cash and short-term investments	\$22,687	\$21,607
Patient accounts receivables	\$15,930	\$15,786
Other current assets	\$10,211	\$6,528
Total current assets	<u>\$48,828</u>	<u>\$43,921</u>
<b>Property, plant and equipment, net of accumulated depreciation and amortization</b>	\$53,285	\$38,740
<b>Other assets</b>		
Donor restricted assets	\$2,002	\$2,468
Other assets	\$12,142	\$14,749
Total other assets	<u>\$14,144</u>	<u>\$17,217</u>
	<u>\$116,256</u>	<u>\$99,878</u>

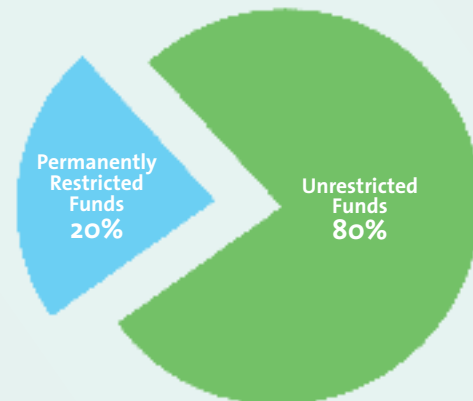
(Amounts in thousands)

Liabilities and Net Assets	December 31, 2014	December 31, 2013
<b>Current liabilities</b>		
Accounts payable and accrued expenses	\$24,499	\$26,193
Current portion of long-term debt	\$4,595	\$2,969
Total current liabilities	<u>\$29,094</u>	<u>\$29,162</u>
<b>Long-term liabilities</b>		
Long-term debt	\$36,043	\$23,850
Other long-term liabilities	\$7,926	\$8,705
Total long-term liabilities	<u>\$43,969</u>	<u>\$32,555</u>
<b>Net assets</b>		
Unrestricted	\$36,486	\$32,830
Restricted	\$6,708	\$5,331
Total net assets	<u>\$43,193</u>	<u>\$38,162</u>
	<u>\$116,256</u>	<u>\$99,878</u>

(Amounts in thousands)

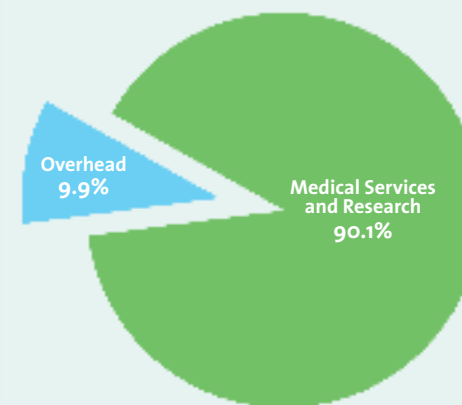
## Endowment Funds

Endowment net asset composition by type of fund as of December 31, 2014 was as follows:



## Functional Expenses

Sansum Clinic provides general healthcare services to residents within its geographic location. Expenses related to providing these services for 2014 are as follows:



## Statement of Cash Flows

Statement of Cash Flows	2014	December 31, 2013
<b>Cash flows from operating activities</b>		
Increase in net assets	\$5,032	\$3,250
Depreciation and amortization	\$7,293	\$6,060
Other changes in operating assets and liabilities	(\$5,684)	(\$947)
Net cash provided by operating activities	\$6,641	\$10,354
<b>Cash flows from investing activities</b>		
Net cash used in investing activities	(\$24,317)	(\$6,066)
<b>Cash flows from financing activities</b>		
Net cash provided used in financing activities	\$15,811	(\$1,400)
Net change in cash and cash equivalents	(\$1,865)	\$3,674
Cash and cash equivalents, beginning of year	\$21,607	\$18,933
Cash and cash equivalents, end of year	\$ 19,742	\$ 21,607

(Amounts in thousands)

## Statement of Operations

Statement of Operations	2014	December 31, 2013
<b>Revenues:</b>		
Net patient service revenue	\$160,533	\$144,568
Premium revenue	\$67,987	\$70,918
Other revenue	\$6,888	\$6,773
Total unrestricted revenues, gains and other support	\$235,408	\$222,258
<b>Expenses:</b>		
Medical service contracts	\$82,703	\$81,395
Salaries and employee benefits	\$65,824	\$65,714
Medical and professional expense	\$58,566	\$50,911
Occupancy expense	\$9,267	\$8,329
Other expenses	\$16,805	\$14,288
Total expenses	\$233,165	\$220,637
<b>Excess of revenues over expenses to fund clinical programs</b>	\$2,243	\$1,621

(Amounts in thousands)



# Thank You To Our Donors

Sansum Clinic gratefully acknowledges the generous support of our donors for 2014 (January 1 through December 31). Our donors serve an incredibly important role in helping us provide the high quality healthcare our community needs and deserves. Our ability to utilize the most advance technology and deliver the most compassionate care is why Sansum Clinic has been the first choice of patients for more than 90 years.

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# Delivering on Our Promise

*Sansum Clinic's mission is to provide an excellent healthcare experience, recognizing our first priority is the patients we serve.*

## Mission

*As a premier integrated delivery system we provide high-value healthcare to the communities we serve, managing the population's healthcare needs while also creating a model of care that will thrive in California's rapidly changing healthcare arena.*

## Vision



*Compassion  
Accountability  
Respect  
Excellence  
Stewardship*

## Values





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