



*Sidney R. Garfield, MD*

**2007** EXCEPTIONAL CONTRIBUTION AWARD



**Sidney R. Garfield, MD,**

was the physician founder of Kaiser Permanente and one of the great innovators of 20th century American health care delivery.

Dr. Garfield was a surgeon and visionary. He first applied the novel principles of prepayment, prevention, and group medical practice in the 1930s, while he was providing medical and hospital services for construction workers building the Colorado River Aqueduct in the Mojave Desert.

Then, during World War II, he developed a medical care program for hundreds of thousands of workers and family members at Kaiser shipyards in the San Francisco Bay Area, the Vancouver/Portland area,

and at the Kaiser Steel Mill in Southern California. His health care system focused as much on the prevention of illness as on caring for the sick.

Dr Garfield looked for innovations in health care throughout his career. In the 1950s, his revolutionary hospital designs drew international praise. In 1960, he was in the vanguard of physicians who embraced the computer as a tool that could radically improve the delivery of medical care.

Historians writing about events of the 1900s see the work of Dr. Garfield in co-founding Kaiser Permanente as one of the major social contributions of the century.



*Sidney R. Garfield, MD*

**2007** EXCEPTIONAL CONTRIBUTION AWARD

The Exceptional Contribution Award was established by the TPMG Board of Directors in 2000 to recognize physicians who have been instrumental in the development and dissemination of new ideas that have a significant impact on patients, colleagues and the broader community.

# Robert Burger, MD

OCCUPATIONAL MEDICINE,  
NORTH VALLEY

“ I tell my kids that you have to be part of the community, and that **you have to give more than you take.** You volunteer because it's who you want to be.”





Since joining the Orthopedic Surgery Department in 1991, Dr. Burger has channeled his love of sports and his sports medicine fellowship training into numerous volunteer roles with a common focus -- the prevention and

as consultations to non-KP physicians. For younger athletes, he created the Little League Safety Course in 1995 – an annual event at which he teaches coaches in the Sacramento Valley about injury prevention, recognition and basic

## Prevention and Management of YOUTH SPORTS INJURIES

management of youth sports injuries. Since 1992, he has served as Associate Team Physician at UC Davis, and over the years has given his time and talent to similar roles at California State University at Sacramento, American River College, Sierra College, and Yuba College – caring for hundreds of athletes, some of whom have become professional players. Dr. Burger provided exceptional care and same-day access, even on weekends and holidays, for injured athletes who are KP members, as well

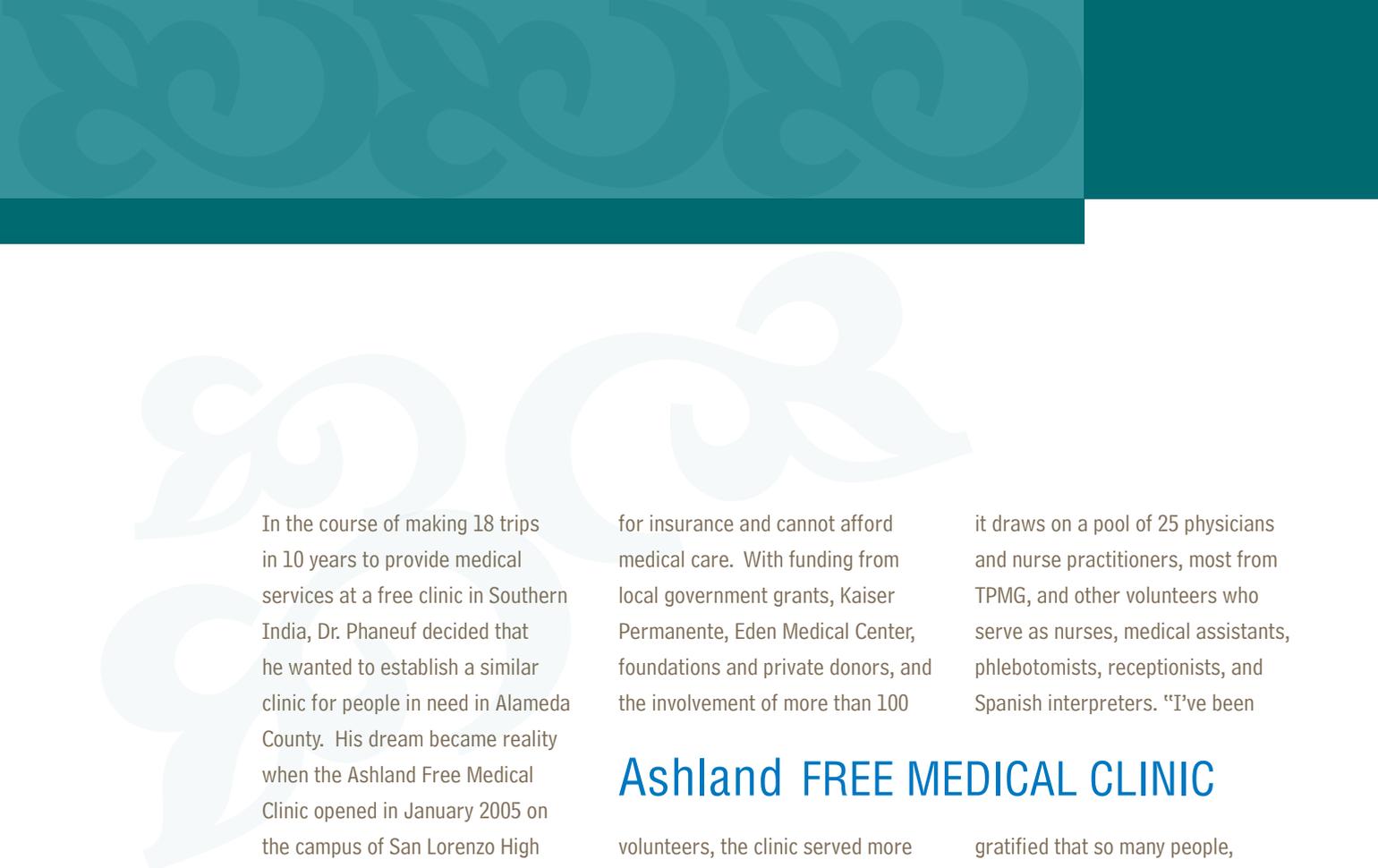
treatment. “I’ll always be a Little Leaguer,” says Dr. Burger, who also played baseball in college. His goal is to expand the Safety Course to junior high and high school coaches throughout California. In 2006, at the suggestion of his teenage daughter, Dr. Burger launched his most recent project – arranging for the athletes participating in the Northern California Special Olympics to receive free pre-competition health examinations at KP. He is now working to make this an annual event.

# Joseph Phaneuf, MD

**DERMATOLOGY, GREATER  
SOUTHERN ALAMEDA AREA**

“  
Providing medical care for free  
**brings me back to the roots  
of why I went into medicine in  
the first place, which is to help  
people.** Through my volunteer  
experiences, I’ve developed  
more humility, gratitude and joy  
in my regular practice.”





In the course of making 18 trips in 10 years to provide medical services at a free clinic in Southern India, Dr. Phaneuf decided that he wanted to establish a similar clinic for people in need in Alameda County. His dream became reality when the Ashland Free Medical Clinic opened in January 2005 on the campus of San Lorenzo High School, in a space used by Clinica De La Raza during the week to provide care for the students. The Ashland Free Medical Clinic is open Saturday mornings to care for adults in the Ashland and Cherryland communities who do not qualify

for insurance and cannot afford medical care. With funding from local government grants, Kaiser Permanente, Eden Medical Center, foundations and private donors, and the involvement of more than 100

it draws on a pool of 25 physicians and nurse practitioners, most from TPMG, and other volunteers who serve as nurses, medical assistants, phlebotomists, receptionists, and Spanish interpreters. "I've been

## Ashland FREE MEDICAL CLINIC

volunteers, the clinic served more than 400 patients with 1500 patient visits in its first two years. It offers adult primary care, urgent care, dermatology services, and diabetic retinopathy screening, as well as free medications and laboratory services. A 100% volunteer effort,

gratified that so many people, both in Kaiser Permanente and the community, have volunteered without even being asked," notes Dr. Phaneuf. In 2007, he hopes to expand the clinic's services to offer ophthalmology, podiatry, and gastroenterology services.

*Alan Whippy, MD*

**EMERGENCY MEDICINE,  
EAST BAY AREA**

“It was an **innovation  
born of desperation,**  
rather than inspiration.”





In 2003, faced with the fact that Richmond had the lowest quality scores in the region, Dr. Whippy, then Assistant Physician-in-Chief, decided to focus on patients with diabetes. “I knew we had to develop a system that was effective and efficient, and that also made life

review ten of their patients with diabetes. Management Assistants were hired to contact the patients to communicate and facilitate the physician’s instructions, which often involved laboratory studies and/or medication changes. The program resulted in improved

## Population DISEASE MANAGEMENT TOOL

easier for the physicians,” she explains. Dr. Whippy collaborated with Lolly Schiffman, MD, Medicine, and Deborah Rangel, Associate Medical Group Administrator, and other members of the Richmond Diabetic Team to create a pilot program using a facility-based Population Management Tool (PMT). The PMT is an electronic database from which customized worksheets are generated that identify patient-specific interventions to help prevent heart attack, stroke, and other complications of diabetes. Once or twice a week, physicians used the worksheets to comprehensively

patient compliance, leveraged physician time, and greatly improved quality scores. PMT is now used in Richmond to target a population of patients who have had a coronary event or stroke, or have a “risk-equivalent” condition. And with Dr. Whippy as champion, the “Richmond model” for leveraged care outside the doctor’s office visit is being used throughout the region, and in several other KP regions. The PMT electronic data warehouse now contains a wide range of information on 3.3 million KP members, which can be used for facility-based identification and review of specific member populations.

# *Richard Fleming, MD*

**INTERNAL MEDICINE,  
NAPA/SOLANO**

“ Volunteering reflects a desire to give back. As physicians, we understand **how fortunate we are to be in a position to return something to the community.**”



What started as Dr. Fleming's personal interest in doing volunteer work in his local community, blossomed into the Volunteers in Public Service (VIPS) – a program to make it easy for TPMG

agency that helps mothers who are recovering from drug and alcohol addiction, he created a program in which he assesses a non-profit organization's need for

physicians, including Dr. Fleming, volunteer a half a day every other month to provide health education, training for staff, or direct clinical services at six community agencies.

## VOLUNTEERS in Public Service Program

physicians to volunteer their services. "In hallway conversations, I heard colleagues say that they would be interested in volunteering, but didn't know how to get started," explains Dr. Fleming. So, in 2005, beginning with Youth and Family Services, an

physician volunteers, ensures a safe environment, organizes malpractice coverage, and arranges volunteer schedules. The TPMG physicians who volunteer even receive job descriptions and an orientation. Currently, about two dozen

Dr. Fleming describes the program as a win/win/win: the agencies benefit directly from the volunteer activities; the physicians enjoy their volunteer work; and KP receives community recognition. But he won't be satisfied until the VIPS program is expanded to include retired TPMG physicians and is adopted by other medical centers in Northern California.

## 2000 - 2006

### TPMG Exceptional Contribution Award Winners

#### 2000

**Wendy Huber, MD**  
Dermatology, South Sacramento  
*Latex Allergy Prevention Program*

**Tom Kidwell, MD**  
Ophthalmology, North Valley  
*Re-engineering Vision Services*

**Keith Matsuoka, MD**  
Head and Neck Surgery, Hayward  
*Hearing Aid Centers*

**Barry J. Miller, MD**  
Orthopedics, San Jose  
*Medical Spine Unit*

**Michael Wilkes, MD**  
Medicine, South San Francisco  
*Congestive Heart Failure Program*

#### 2001

**Ernie Bodai, MD**  
Surgery, North Valley  
*Breast Cancer Stamp*

**Richard Boise, MD and  
Maria Borquez, MD**  
Pediatrics, Diablo Service Area  
*Pregnancy Teen Counseling Program*

**Susan Kutner, MD**  
Surgery, San Jose  
*Breast Cancer Care Delivery*

**Brigid McCaw, MD**  
Medicine, Richmond  
*Family Violence Prevention Program*

#### 2002

**Louis Fehrenbacher, MD**  
Oncology, Vallejo  
*Oncology Clinical Trials Program*

**Doug Grey, MD**  
Surgery, San Francisco  
*Operation Access*

**Walter Kinney, MD**  
Ob/Gyn, North Valley  
*Cervical Cancer Screening*

**Ron Melles, MD**  
Ophthalmology, Redwood City  
*TrackER and Notewriter*

**Michael Wong, MD**  
Allergy, Stockton  
*Neighbors in Health*

#### 2003

**Charles Wibbelsman, MD**  
Adolescent Medicine, San Francisco  
*Adolescent Health*

**Steve Bornstein, MD**  
Ob/Gyn, South San Francisco  
*Clinical Information Presentation  
System*

**Ronald Bachman, MD and  
Edgar Schoen, MD**  
Genetics, Oakland  
*Regional Genetics Service*



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## 2003

### **Eleanor Levin, MD**

Cardiology, Santa Clara  
*Cholesterol Management, Cardiac  
Rehabilitation & Heart Failure  
Programs*

### **Hernando Garzon, MD**

Emergency, North Valley  
*Urban Search and Rescue Team*

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## 2004

### **John Chuck, MD**

Medicine and Family Practice,  
North Valley  
*New Physician Orientation and  
Mentoring Programs*

### **Scott Gee, MD**

Pediatrics, Diablo Service Area  
*CIPS Preventive Health Prompt*

### **Pat Hybarger, MD**

HNS/Mohs, San Rafael  
*Mohs Surgery Reconstruction Program*

### **Tim Tsang, MD**

Urology, San Jose  
*E-Consult System*

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## 2005

### **Towie Fong, MD**

Medicine, San Francisco  
*Chinese Bilingual Bicultural Module*

### **Preston Maring, MD**

Ob/Gyn, Oakland  
*Friday Fresh Farmers' Markets*

### **Mary Pat Pauly, MD**

Gastroenterology, North Valley  
*Care of Patients With Hepatitis C*

### **Charito Sico, MD**

Pediatrics, Fresno  
*Community Health Fair*

### **David Sobel, MD**

Medicine, San Jose  
*Health Education and Health  
Promotion*

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## 2006

### **David Baer, MD**

Oncology, Oakland  
*Case Management for Medical Oncology*

### **Sobha Kollipara, MD**

Endocrinology, North Valley  
*Programs for Children and Adolescents  
with Diabetes*

### **John Rego, MD**

Radiology, San Francisco  
*Virtual Radiology and Digital Imaging*

### **KM Tan, MD**

Radiology, San Rafael  
*Allied School of Health Sciences*







“  
*Keep your arms on each other’s shoulders  
and keep your eyes on the stars for innovation  
and change for the future.”*

- Sidney R. Garfield, MD



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