



TRANSFORMING
HEALTHCARE

ARIF SEYAL, MD

Chair, Chiefs of Allergy
North Valley

Growing up in Pakistan, I saw my father suffer from asthma. Treatments then were relatively primitive, and often he couldn't sleep at night. We worried about him all the time.

I became a specialist in allergy and clinical immunology because of my father. I never want people to suffer the way he did.

I'm proud to lead a department that shares my commitment to keep our patients healthy and out of crisis. We've launched a comprehensive asthma management program, and continually work on improvements in care and service.

Helping our community is also something I enjoy. I work with "Breathe California," which is dedicated to improving asthma care. I also teach physicians working in community clinics how to better care for their patients.

I wish my father could have benefited from the asthma treatments we have today, but he did inspire me to help others.

ARIF SEYAL, MD

ALLERGY AND CLINICAL IMMUNOLOGY,
NORTH VALLEY

2009 Cecil Cutting, MD LEADERSHIP AWARD

Everyone breathes easier with Arif Seyal, MD, at the helm of the KP North Valley Allergy Department.

He streamlined allergy testing, reduced the wait time for immunotherapy, and let patients choose how they're followed by the department, resulting in a 50% reduction in returns, and increased patient satisfaction.

A shining example of service, he volunteers for "Breathe California" and co-wrote, "Your Asthma," a book used to help asthma sufferers in over 50 countries.

His response to a disastrous earthquake in Pakistan in 2004 was to head to the crisis and set up a disaster relief clinic. Closer to home, he volunteers his time at community clinics teaching local physicians techniques for improving asthma care.

