Keck-USC & Charles Drew University
1st Annual Primary Care Week
Oct. 18-21, 2010
Sponsored by

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<tr>
<td><strong>PRIMARY CARE WEEK</strong></td>
<td><strong>NEW MODELS</strong></td>
<td><strong>PRIMARY CARE IN</strong></td>
<td><strong>PAYING FOR A CAREER IN</strong></td>
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<td>DEAN CARMEN PULIAFITO’S OPENING RECEPTION</td>
<td>OF PRIMARY CARE @ KECK-USC</td>
<td>HEALTH CARE REFORM @ KECK-USC</td>
<td>PRIMARY CARE @ KECK-USC</td>
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<td>@ KECK-USC ARESTY AUDITORIUM</td>
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<td>3:15 p.m.-6:30 p.m.</td>
<td>Noon-1 p.m.</td>
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<td>Keynote Speaker:</td>
<td>Joe Scherger, M.D.</td>
<td>Michael Cousineau, Dr. PH</td>
<td>Alumni Speaker Panel &amp; Foundations Circle</td>
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<td>Robert Ross, M.D. of</td>
<td>Brian Prestwich, M.D.</td>
<td>Hector Flores, M.D.</td>
<td>Foundation Circle opens at 11:30 a.m.</td>
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<td>The California Endowment</td>
<td>Marcy Zwelling, M.D.</td>
<td>Elisa Nicholas, M.D.</td>
<td>Lunch will be provided.</td>
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<td>“The Heart of Community Medicine”</td>
<td>Lunch will be provided.</td>
<td>Richard Seidman, M.D.</td>
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<td>- Doors open at 3:15, speaker at 4 p.m.</td>
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<td>- Reception to follow.</td>
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<td>- Refreshments will be provided.</td>
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**PRIMARY CARE PHYSICIANS PANEL @ UCLA, hosted by CDU**
- Noon-1 p.m.

**EISNER PEDIATRIC & FAMILY MEDICAL CENTER**
- Evening Clinic Site Tour & Speaker Panel:
  - Side by Side Care Collaborations in a Community Clinic
- 6:00-8:30 p.m.
  - Refreshments will be provided.
  - Parking & Tram Service.

**JWCH INSTITUTE**
- Los Angeles, Skid Row
- Evening Clinic Site Tour & Speaker Panel:
  - Integrating a Multi-Agency Model into Primary Care
- 6:00-8:30 p.m.
  - Refreshments will be provided.
  - Parking & Tram Service.

**PAYING FOR A CAREER IN PRIMARY CARE @ KECK-USC ARESTY AUDITORIUM**
- Noon-1 p.m.
  - Lunch will be provided.

**PRIMARY CARE WEEK CLOSING RECEPTION HOSTED BY CDU PROVOST & DEAN RICHARD S. BAKER, M.D. @ California Science Museum**
- 6:00-8:00 p.m.
  - Keynote Speaker: Benjamin Chu, M.D., MPH, MACP
  - President, Southern California Kaiser
  - Doors open at 5:30 p.m.
  - Refreshments will be provided.
  - Parking & Tram Service.
### NEW MODELS OF PRIMARY CARE

**@ KECK-USC Aresty Auditorium, Noon-1 p.m.**

*Joe Scherger, M.D., MPH*
Eisenhower Medical Center

*Brian Prestwich, M.D.*
Saban Free Clinics

*Marcy Zwelling, M.D.*
Choice Care Medical Services

- What is Primary Care?
- What are the many faces of Primary Care?
- What is the role of the patient centered medical home in Primary Care?
- How does Primary Care work with specialties to treat the whole patient?

*Refreshments will be provided.*

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### EISNER PEDIATRICS & FAMILY MEDICAL CENTER

**Evening Clinic Site Tour & Speaker Panel, 6:00-8:30 p.m.**

**Side by Side:**
Care Collaborations in a Community Clinic for Women, Children, and Adults

6:00-8:30 p.m.

*Refreshments will be provided.*

Parking accommodations and free tram services provided.

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### WEDNESDAY, OCT. 20, 2010

### PRIMARY CARE IN HEALTH CARE REFORM

**@ KECK-USC Aresty Auditorium, Noon-1 p.m.**

*Michael Cousineau, Dr.PH*
Director, USC Center of Community Health Studies

*Hector Flores, M.D.*
Chair, Family Practice Dept. & Co-Director, Family Medicine Residency, White Memorial Medical Center

*Elisa Nicholas, M.D.*
CEO, The Children's Clinic

*Richard Seidman, M.D.*
Senior Medical Director, L.A. Care

*Steven Steinberg, M.D.*
Regional Chief of Family Medicine, Kaiser Permanente

- What is health care reform?
- How is Primary Care changing?
- What will be the role of Primary Care in health care reform?
- How are the financial resources of Primary Care changing with health care reform?

*Refreshments will be provided.*

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### JWCH INSTITUTE, Los Angeles, Skid Row

**Evening Clinic Site Tour & Speaker Panel, 6:00-8:30 p.m.**

**Integrating a Multi-Agency Model into Primary Care**

*Paul Gregerson M.D.*
JWCH Institute Inc.

*Tony Hill*
Department of Public Health-Substance Abuse Prevention and Control

*Larry Hurst, LCSW*
THURSDAY, OCT. 21, 2010

PAYING FOR A CAREER IN PRIMARY CARE
@ KECK-USC Aresty Auditorium, Noon-1 p.m.
Alumni Speaker Panel & Foundations Circle

• How can you live, exist, and thrive as a Primary Care physician?
• How have physicians afford a career in Primary Care?
• What are the financial resources in and out of medical school?

Foundations Circle opens at 11:30 a.m.
(organizations that offer scholarship, grants, loan repayment information)
Refreshments will be provided.
THE MISSION

The purpose of Primary Care Week 2010 (PCW 2010) is to bring together two medical universities in the Los Angeles region to highlight, educate, and celebrate the importance of primary care within our institutions and communities. This event will bring together all the pre-med and HCC professional health school students, alumni, faculty, health care professionals, community advocates, and policy makers to discuss the need for primary care, its role in underserved populations and its role in health care reform.

PCW 2010’s mission is to draw attention to increasing the quality of educational programs for future primary care physicians, gain a better understanding of the new health care reform provisions and their impact on medical services/models. Additionally, PCW 2010 will promote patient-centered services regardless of ethnicity, race and other factors, and to present students and health care providers with resources to address these inequalities.

Keck School of Medicine of USC will host the opening reception on Oct. 18 with Robert K. Ross, MD, President and CEO of the California Endowment as its keynote speaker. Each campus will conduct both individual and shared events each day of PCW. Two days out of the week are devoted to clinic site tours and evening speaker seminars. A closing reception hosted by CDU, with Dr. Ben Chu of Southern California Kaiser as the keynote speaker, will be held on the last day of the week the California Science Museum.

For more information, please contact Yvonne Banzali, Primary Care Community Medicine Program Coordinator, at Banzali@usc.edu or call 323-442-1678.

PCW 2010 EVENT HOSTS
KECK School of Medicine of USC
Charles Drew University
South Los Angeles Area Health Center (AHEC)
@ The Community Clinic Association (CCALAC)
Eisner Pediatrics & Family Medical Center
JWCH Institute
KECK-USC Primary Care Community Medicine Project (PCCMP)
USC Center for Community Health Studies
KECK-USC Alumni Association

KECK-USC Development Office
KECK-USC Family Medicine Interest Group (FMIG)
KECK-USC Internal Medicine Interest Group (IMIG)
KECK-USC Med-Peds Student Interest Group (MPSIG)
KECK-USC OB/GYN Student Interest Group
KECK-USC Pediatrics Student Interest Group (PedSIG)
KECK-USC Screen Now And Prevent Program (SNAPP)
KECK-USC John Snow Public Health Society (JSPHS)
KECK-USC Student Physicians for Social Responsibility (SPSR)