

RSVP OPEN, LIMITED SEATING

**Please contact Yvonne Banzali for RSVP Link
at Banzali@usc.edu or call 323-442-1678**

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

Sponsored by



MARK YOUR CALENDARS

Mon., Oct. 18, 2010	Tues., Oct. 19, 2010	Wed., Oct. 20, 2010	Thurs., Oct. 21, 2010
<p>PRIMARY CARE WEEK DEAN CARMEN PULIAFITO'S OPENING RECEPTION @ KECK-USC ARESTY AUDITORIUM 3:15 p.m.-6:30 p.m. Keynote Speaker: Robert Ross, M.D. of The California Endowment "The Heart of Community Medicine"</p> <ul style="list-style-type: none"> - Doors open at 3:15, speaker at 4 p.m. - Reception to follow. - Refreshments will be provided. 	<p>NEW MODELS OF PRIMARY CARE @ KECK-USC ARESTY AUDITORIUM Noon-1 p.m. Joe Scherger, M.D. Brian Prestwich, M.D. Marcy Zwelling, M.D. <i>Lunch will be provided.</i></p>	<p>PRIMARY CARE IN HEALTH CARE REFORM @ KECK-USC ARESTY AUDITORIUM Noon-1 p.m. Michael Cousineau, Dr. PH Hector Flores, M.D. Elisa Nicholas, M.D. Richard Seidman, M.D. Steven Steinberg, MD <i>Lunch will be provided.</i></p>	<p>PAYING FOR A CAREER IN PRIMARY CARE @ KECK-USC ARESTY AUDITORIUM Noon-1 p.m. Alumni Speaker Panel & Foundations Circle <i>Foundation Circle opens at 11:30 a.m. Lunch will be provided.</i></p>
	<p>PRIMARY CARE PHYSICIANS PANEL @ UCLA, hosted by CDU Noon-1 p.m.</p>	<p>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. <i>Refreshments will be provided. Parking & Tram Service.</i></p>	<p>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</p> <ul style="list-style-type: none"> - Doors open at 5:30 p.m. - Refreshments will be provided. - Parking & Tram Service.
	<p>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. <i>Refreshments will be provided. Parking & Tram Service.</i></p>		

SPEAKER SERIES & CLINIC TOURS CALENDAR

TUESDAY, OCT. 19, 2010

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.

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.

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.

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

Department of Mental Health

Jenica Ryu, M.D.
DHS, Early Intervention Clinic HIV

Santosh Sunderesan, D.D.S
USC School of Dentistry

Refreshments will be provided.
Parking accommodations and free tram services provided.

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 OBGYN 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)

