

GOODHEALTH™

A HEALTHCARE JOURNAL FROM SANSUM CLINIC • ISSUE 11 • WINTER 2014



**LIVING
A BALANCED
LIFE**

**ELINGS PAVILION
UNVEILED**

**EXCELLENCE
IN NURSING**

**WHAT YOU NEED
TO KNOW
ABOUT VACCINES**





Dear Patients,

If you've been to Sansum Clinic lately, you may have noticed we are making a few changes to better serve you. This summer we moved several departments to our new Medical and Surgical Center at 4151 Foothill Road. Relocating Ophthalmology, ENT, Orthopedics, Podiatry and Urology enabled us to align these surgical specialties with similar needs into one location.

This move also created much needed space to expand Primary Care services at our Pesetas Lane clinic, and at the same time, we are taking the opportunity to renovate the building to create a fresh, welcoming and more comfortable environment for our patients (see page 19).

The facility at Pesetas 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 facility has not kept pace with the quality of care we deliver. We will be using the same design elements seen in our new Foothill buildings. Introducing modern facilities that match the caliber of our physicians and staff will go a long way toward providing you a better experience. This expansion is made possible largely due to the generous support of our donors, many of whom are grateful patients.

The Clinic has also demonstrated that we can quickly mobilize when a global health scare like the Ebola epidemic comes on unexpectedly. While the risk of an Ebola outbreak affecting our community has been exceedingly low, nothing is more important than the health and wellbeing of our patients. It has been rewarding to see our physicians and staff at all levels working together to ensure that we are prepared should anyone present with a risk of exposure.

Although we started the year with a great deal of uncertainty, facing monumental changes in our healthcare system with the launch of the Affordable Care Act, we are ending the year on a high note, with many successes to share. I hope you enjoy this issue of *Good Health* magazine.

Thank you for choosing Sansum Clinic as your healthcare provider, and warmest wishes for a wonderful holiday season and continued good health in the new year.

Sincerely,

Kurt N. Ransohoff, MD
CEO and Chief Medical Officer

1-800-4-SANSUM 1 (800) 472-6786

Don't want to wait on hold? Let us call you back.

You now have the option to use our new call back feature when calling your primary care doctor's office. If you call us and the wait time is greater than 90 seconds you will hear a greeting asking if you would like a call back from us. Just leave the phone number where you would like to be called and a preferred time for us to call you back. This system is convenient and easy to use and another way that we are working to improve your experience at Sansum Clinic.

GOOD HEALTH™

A free publication from Sansum Clinic published three times a year in March, July and December

ISSUE 11 • WINTER 2014

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

Sansum Clinic is accredited by the Institute for Medical Quality

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If you would like to make a gift to Sansum Clinic, please contact Dru A. Hartley, Director of Philanthropy, (805) 681-7726, dhartley@sansumclinic.org

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Tax ID #: 95-6419205

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Immunity for Our Community— Strive for 95%

Dr. Daniel Brennan, pediatrician with Sansum Clinic since 2001, encourages parents of young children to understand the important role of vaccinations in protecting the health of our whole community. Here we share an excerpt from an interview with Joshua Molina of Noozhawk.com.

NOOZHAWK: WHY IS IT IMPORTANT FOR CHILDREN TO GET VACCINATED?

DR. BRENNAN: Vaccines are one of the great advancements in the history of medicine and a leading reason why western countries have eradicated deadly pathogens such as smallpox and polio (polio still exists in the Middle East, Pakistan and Africa). We have been able to eradicate certain strains of bacteria that cause invasive blood infections and certain forms of meningitis. We are on our way to eradicating chicken pox and strains of Human papillomavirus (HPV), known to cause cervical and head/neck cancers.

Not every person can be vaccinated due to underlying medical conditions or age (being too young) and not everyone gets a full immunity from their vaccines so we rely on what is called community or herd immunity. When 95% of the population is immunized we greatly reduce the chance of a pathogen spreading within our community. When more than 5% of the population is not immunized, we lose our herd immunity and we become susceptible to the spread of these diseases. This is when we put cancer patients, organ transplant, infants or medically fragile individuals at risk. This is also when you start seeing vaccinated individuals who did not get a great response from their vaccines contract these diseases.

The only way to continue to enjoy the great level of health in this community is to get back to herd immunity levels. My new slogan is “Strive for 95!”

NOOZHAWK: WHAT WOULD YOU SAY TO PARENTS AND INDIVIDUALS WHO BELIEVE THAT VACCINATIONS COULD LEAD TO SOME OTHER SIDE EFFECTS, SUCH AS AUTISM?

DR. BRENNAN: There is not any part of medicine that has been more scrutinized over the past decade than the safety of vaccines. There is no link between vaccines and autism. The original paper from the Lancet that claimed a link between autism and vaccines was proven to be fraudulent and that doctor lost his medical license. Unfortunately there was a decrease in MMR (Measles, Mumps, Rubella) vaccine rates in Europe and this has resulted in many outbreaks in Europe and in the US when non-vaccinated Americans have brought it back after a trip.

NOOZHAWK: WHEN CONSIDERING THE MANY THINGS THAT PEDIATRICIANS DO TO CARE FOR THE HEALTH OF A CHILD, HOW IMPORTANT ARE IMMUNIZATIONS?

DR. BRENNAN: I tell the parents of every new patient that the most important thing that I can do as a pediatrician is to help their child develop a healthy immune system and to help keep our community herd levels as high as possible.

When we are part of a community, we all have a responsibility to do what is right for our kids and families, but we also have an obligation to do what is right for the health of our community. Parents who are not immunizing need to understand that they are not only putting their own kids at risk, but our entire community's health at risk. ☀



The Sansum Clinic Pediatrics Department has created a sticker for parents who vaccinate to wear with pride for taking this important step in their children's health and the health of the community.

GOODHEALTH

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This magazine is not intended to provide medical care. For specific medical advice, diagnoses, and treatment, consult your doctor. All information in this publication is for educational purposes only.

Outdoor Gym

MARGARET WEISS, MPH

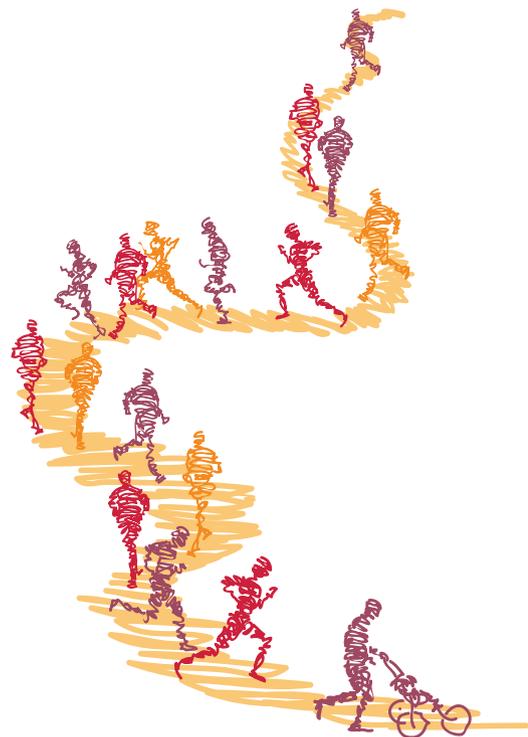
“Go take a hike!”

“Go walk it off!”

I'm not trying to be rude, rather I am suggesting a little outdoor activity time. We live in an area full of beautiful parks for strolling, beaches for walking and trails to explore. It is an outdoor gym that has something for everyone and is free of charge.

You already know that walking is good for your health. It helps to control weight, reduce risk of heart disease, diabetes and some cancers. It strengthens bones and muscles, improves mental health and mood, increases the ability to do daily activities and lowers the risk of falls for older adults. Walking can increase the chance of living longer and better.

Sadly, more than half of us don't get the recommended 30 minutes of moderate physical activity per day. The good news is that walking is the most popular form of exercise and walkers are more likely than others to get the recommended amount. The success of walking as a form of exercise is partly because it is something almost everyone can do, no special equipment is needed and it is fun and social.



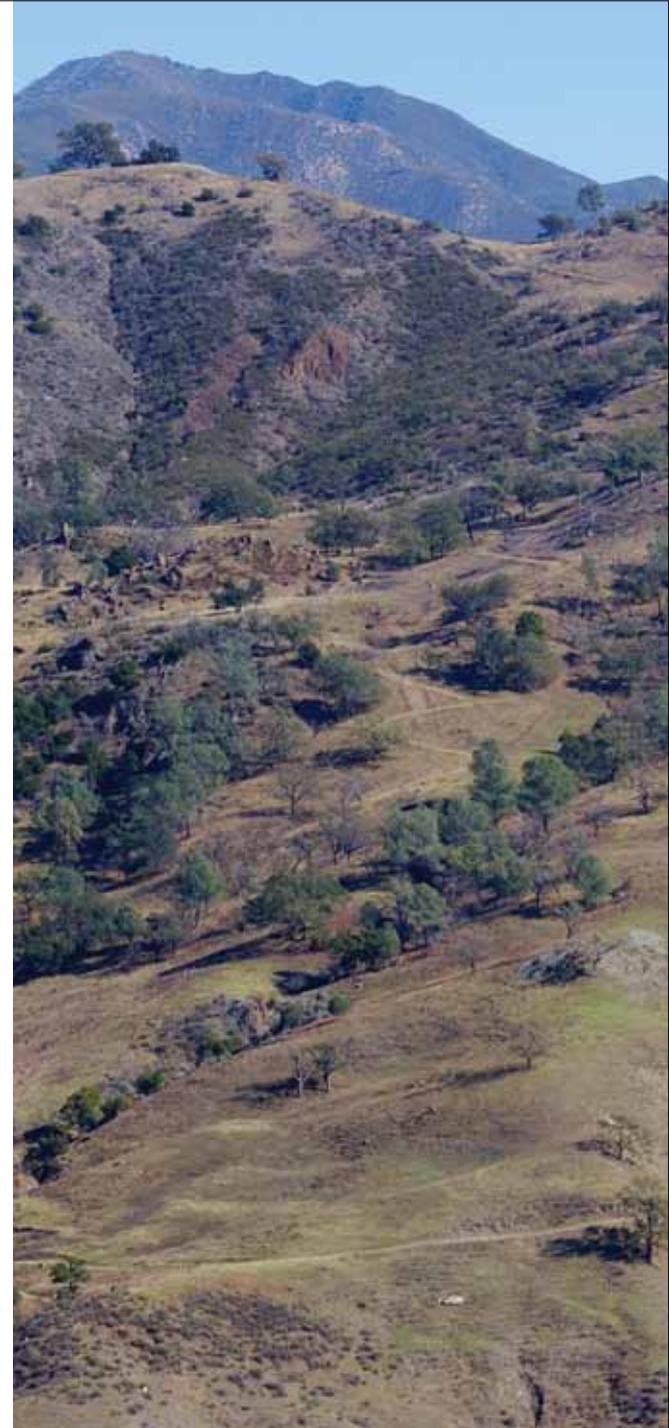
Getting Started:

- This can be as simple as a stroll in your own neighborhood, at a local park or on the beach. Take along a friend, family member or your dog!
- Did you know that Santa Barbara is a Gold-Level Community according to Walk Friendly Communities? Find out why and print a self-guided walking tour at santabarbaracarfree.org/walk.htm. Favorites include the Red Tile Tour, Hidden Paseos and Urban Wine Trail.
- Visit a bookstore for a local trail guide. A good one is *Best Easy Day Hikes Santa Barbara* by Bryn Fox.
- Join others for a local hike. Two good groups are
 - > Santa Barbara County Trails Council, see meetup.com/Santa-Barbara-County-Hikers/
 - > Sierra Club, see meetup.com/SierraClub-SantaBarbara/

Safety Tips:

- Take along your ID, a fully-charged cell phone, water and a healthy snack. Don't forget sunscreen, sunglasses and a hat!
- For a longer adventure you may also want a map, first aid kit, a whistle and a flashlight.
- Go with a friend and be sure someone else knows where you are heading.
- Start with a walk or a hike that will be easy and fun. You can gradually increase the difficulty as you get stronger.
- If you are not active, contact your doctor before you begin this or any new fitness program.

For more information on walking for health, local walking tours and trail guides, visit the Sansum Clinic Health Resource Center, 215 Pesetas Lane, Santa Barbara, 805-681-7672, www.SansumClinic.org/health-resource-center. ☀



Good News For Your Good Health

Sansum Clinic and Santa Barbara County Trails Council are pleased to announce that they are working with the National Park Service to bring Healthy People, Healthy Trails to Santa Barbara County.

This new program will be an exercise prescription for the great outdoors.

Stay tuned for more information on how you can participate in 2015. ☀



SANTA BARBARA COUNTY
Trails Council



Lucy Ortega, PA-C

A Gift for Balance

BY ADELE MENICHELLA

“To live a balanced life” was Lucy Ortega’s stated goal when she began graduate school at USC Keck School of Medicine; Lucy sought a medical career that granted her the time and flexibility she would need to accommodate an eventual husband and children. The biochemistry student chose to become a Certified Physician Assistant (PA-C) - she calls it her “ideal career” – where learning, teaching and community service go hand in hand.

Married for more than seventeen years to Frank Ortega, and mother to son, Jacob, whom the couple adopted at birth, Lucy has spent the past eight years practicing endocrinology medicine at the Pesetas Multi-Specialty Clinic under the supervision of whom Lucy considers “some the brightest minds I know”: endocrinologists Drs. Daniel Berger, Mark Wilson, C. Christopher Donner, Salman Haq and Rosanna Petronella, PA-C. Lucy has a strong Hispanic patient population following given her bilingual abilities. She expresses gratitude that she is afforded not only the privilege of working with such a fine group of “amazing doctors” but she is humbled by the kindness and loyalty of the patients.

Lucy appreciates the collaborative nature of her work. “The entire Endocrinology Department is committed to teaching each other. Every day I learn something new and get to pass it along to my patients.” In conversation, Lucy exudes warmth, intelligence, and above all, enthusiasm for her subject; qualities that her patients no doubt appreciate. But it is her experience with staggering personal loss that has enabled Lucy to truly empathize with women facing serious medical issues such as infertility or high-risk pregnancies.

Eight years ago, Lucy and Frank’s biological son, David, succumbed to a congenital lung disease. Lucy reflects on the direction her family life has taken since David’s passing. In coping with the unimaginable grief of losing a child, Lucy became more aware of the “instrumental lessons learned growing up in a large family.” One of nine children in a busy, bilingual household, Lucy was accustomed to living in the type of warm, lively home her friends dreamed of. “Neighbors’ kids would want to stay over and my mother who took care of everybody, would say, ‘Sure, what’s one more?’”

Every year, Lucy’s parents took the family to visit an orphanage in Baja California to contribute clothing and shoes. The experience opened her eyes to “the idea of social responsibility, especially for the large number of children who do not have parents to care for them.” As such, welcoming Jacob into their home was an obvious decision.

Through our loss there is room for so much growth. Frank and I were blessed to have our son David but now realize the fragility of life.

During the adoption process, Lucy became involved in Angels Foster Care of Santa Barbara County, a private organization devoted to placing infants and young children in permanent foster and adoptive homes throughout Santa Barbara County. Over the years, Lucy has embraced Angels more fully and now serves on its Advisory Board. She has been able to share what she has learned firsthand about parent training and certification with patients who have expressed interest in fostering or adopting children.

Lucy’s commitment to social responsibility extends to treating Santa Barbara’s homeless population. Each week Lucy volunteers at Doctors Without Walls – Santa Barbara Street Medicine (see related story on page 9), tending to the medical needs of the underserved in open-air clinics held in public parks. Here too, she works collaboratively, mentoring pre-med students from University of California at Santa Barbara.

Reflecting on her PA career, Lucy sees ample evidence of the balance she was seeking at the start. A collaborator at home as well as in the workplace, Lucy shares daily parenting, cooking, and driving duties with her husband. As for Jacob, he is an ebullient and affectionate child who plays violin, piano and football. “He’s amazing,” says Lucy, adding, “and he looks like my mother. 🌸”



Ribbon-Cutting Ceremony for new Medical & Surgical Center and Eye Center



ELINGS PAVILION UNVEILED

Sansum Clinic ushered in a new era in patient care at the official ribbon-cutting ceremony for the new Medical and Surgical Center, and Sansum Clinic Eye Center at 4151 Foothill Road. The ribbon-cutting and reception that followed attracted hundreds of patients, donors, and business owners, who mingled among a cross-section of Sansum Clinic primary care physicians and specialists donning white lab coats.

In addition to tours of the campus, the celebration included the presentation of a \$1 million gift from local philanthropist Dr. Virgil Elings and the unveiling of the Elings Pavilion, which houses the Medical and Surgical Center. The gift will help support high quality healthcare at Sansum Clinic, a nonprofit healthcare organization that last year cared for more than 120,000 individuals at more than 770,000 patient visits.

“We are so fortunate to have a visionary like Dr. Elings in our community,” said Kurt N. Ransohoff, MD, CEO and Chief Medical Officer of Sansum Clinic. “In this era of change and uncertainty 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.”

Foothill Surgery Center Receives AAAHC Accreditation



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

The Foothill Surgery Center at Sansum Clinic has achieved the AAAHC accreditation and Medicare Deemed Status. This is a testament to many months of preparation by our staff of dedicated individuals who have worked tirelessly towards the collective goal of providing a patient centered approach to care.



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for **AMBULATORY HEALTH CARE, INC.**

Visit Café 154



Elings Pavilion (Building A) also houses Café 154, one of Santa Barbara's newest eateries. The café offers a comfortable and relaxed atmosphere for patients, neighbors and the public, and serves artisan sandwiches, fresh bistro salads, refreshing smoothies and more. The café has comfortable indoor seating and a spacious outdoor patio, and like all of Sansum Clinic's locations, free WiFi access is available.

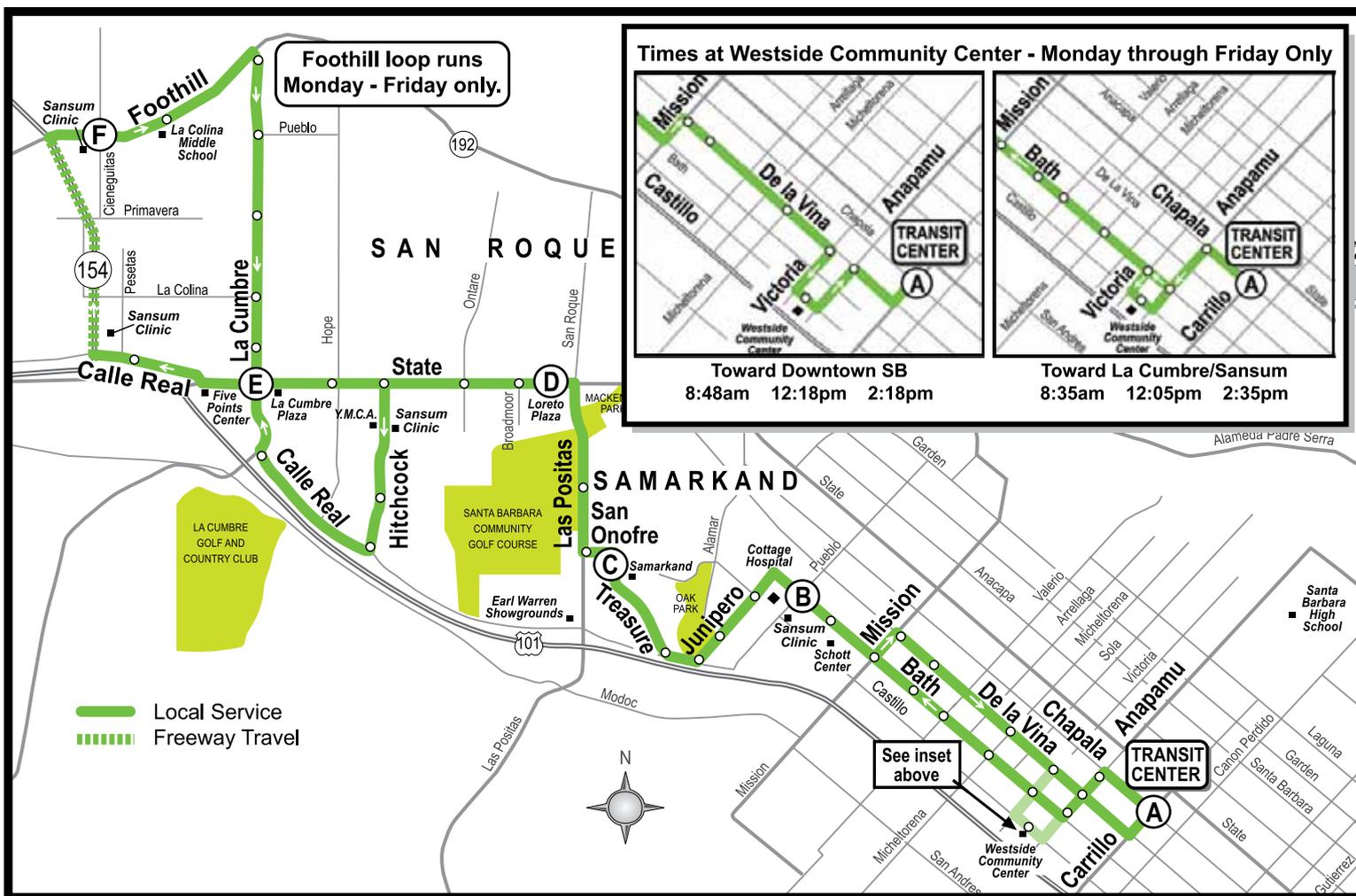
Café 154 is located in the first-floor lobby and is operated by Gregorio Ramirez. Café 154 is now open to the public from 6:30 a.m. to 6 p.m. Monday through Thursday and from 6:30 a.m. to 5 p.m. on Fridays.

MTD Bus Line 3 Extended to Include Foothill Campus

Under the formal transportation demand management program, and in an effort to improve access to our facilities, we have worked with MTD to extend the Line 3 bus route to include our new Foothill Campus, as of December 15, 2014.

This will be a signature improvement in bus access to Foothill for our patients as there will be an additional 20 stops there per day, Monday through Friday.

Please see the map below and visit sbmtd.gov for complete schedules. ☀



Oncology Nurses Honored



Special thanks to the American Cancer Society for honoring all oncology nurses in the community at the 2014 Riviera Ball at the Bacara Resort and Spa. The American Cancer Society, Agilent Technologies, Honorary Chair Dr. Fred Kass, left, and Event Chair Chuck Bischof hosted this year's event, in which all 25 nurses from Cancer Center of Santa Barbara with Sansum Clinic were recognized for the compassionate care and support they provide to cancer patients and their families.

Laura Albrecht, RN
Cynthia Ambriz Gasser, RN, OCN
Deborah Ames, RN
Martha Becker, RN
Adriane Butler, RN
Christy Calder, RN
Karen Jorgensen, RN, BSN
Kimba Madsen, RN
Victoria Mandujano, RN
Dena McCague, RN
Nona Medina, RN
Theresa Sampson, RN
Tammara Stockero, RN, BSN, OCN

Betsy Sweda, RN
Christopher Terpening, RN
Beverly Toole, RN
Jessica Trejo, RN
Socorro Williams, RN, OCN
Cheryll Willin, MSN, NPC, AOCN
Robin Wissert, RN
Hangama Abassi, NP
Elaine Campo, RN
Laura Candice, RN
Katarzyna Dzieran, RN
Lindsay Marla, RN

Congratulations, and thank you for your service! The Cancer Center has been caring for cancer patients in our community since 1949, and has worked with 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. 🌻

Oncology Nursing Symposium

Thanks to a generous gift from a grateful family, Cancer Center with Sansum Clinic Oncology RNs attended Cottage Health Systems Seventh 7th Oncology Nursing Symposium on October 24 at The Fess Parker. 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 real highlight of the day occurred as 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. 🌻



In the Pink

A Breast Care Panel Discussion for Women by Women

On Friday, October 17, The Women's Council of Sansum Clinic hosted a Breast Care Panel Discussion.

The mixer and panel focused on healthy lifestyle choices for cancer prevention, treatment and survivorship. Sansum Clinic's Assistant Medical Director, Dr. Marjorie Newman led the panel discussion.

Our panelists, included, Drs. Rosa Choi, Julie Taguchi and Monica Micon as well as Breast Care Navigator, Tammy Stockero and Dietitian, Sarah Washburn. Guests were invited to ask questions and visit information station booths to learn about Radiation Oncology, Oncology Support Services, Breast Care Navigation, Clinical Research and the Cancer Research Library. 🌸



Glow in the Park

Sansum Clinic was a proud 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 to supporting this worthy organization:

- Laura Polito, MD, Urgent Care physician and Assistant Medical Director of the Wave/Electronic Health Record
- Mary-Louise Scully, MD, Infectious Diseases and 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, Dermatology
- Jordan Blecker, Medical Assistant, Dermatology



Photo: Fritz Olenberger

Enhancing Our Women's Health Program



Nurse Navigator, Karen Jorgensen, RN, BSN with Radiation Oncology Nurse, Beverly Toole, RN and Genetic Counselor, Danielle Sharaga, MS, LCGC.

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 with dense breasts who may not receive clear test results using routine digital mammography. This ABUS screening can find small cancers that might otherwise be overlooked, supporting early detection for better patient outcomes.

In our ongoing efforts to acquire the latest equipment and technology, the Breast Tomosynthesis System, also known as 3-D mammography is at the top of our list. 3-D mammography has been designed to offer patients:

Earlier detection – While digital mammography has been the most advanced screening technology available, it is 2-dimensional and has limitations. This new 3-D equipment can detect small cancers that may not be seen with traditional 2-D images.

Greater accuracy 3-D mammography results in better survival rates because of early detection.

Decreased recall rates – Improved accuracy reduces the need for patients to return for additional imaging tests. There is also a reduction in the occurrence of false positive biopsy readings.

Sansum Clinic is looking to take the lead in breast imaging technology with a \$1.1 million investment for two 3-D mammography machines. The Cancer Foundation of Santa Barbara has made a generous offer to contribute \$400,000 towards the purchase of the 3-D mammography machines and that means we need to raise \$700,000 from our patients and the community.

We need 700 people to make a gift of \$1,000 each to reach our objective.

Can we do it?

We think so, but we need your generous support.

Through your philanthropic support you serve an incredibly important role in helping us provide the high quality healthcare our community needs and deserves, and our 122,000 patients have come to expect from us.

As a nonprofit organization we are challenged to continue providing exceptional care and customer service in an era of declining insurance payments to the Clinic. Facing both economic uncertainty and regulatory changes in healthcare, Sansum Clinic is increasingly dependent upon philanthropic support to ensure our continuing delivery of both the high-tech and high-touch elements of quality medical care. We rely on the generosity of our donors.

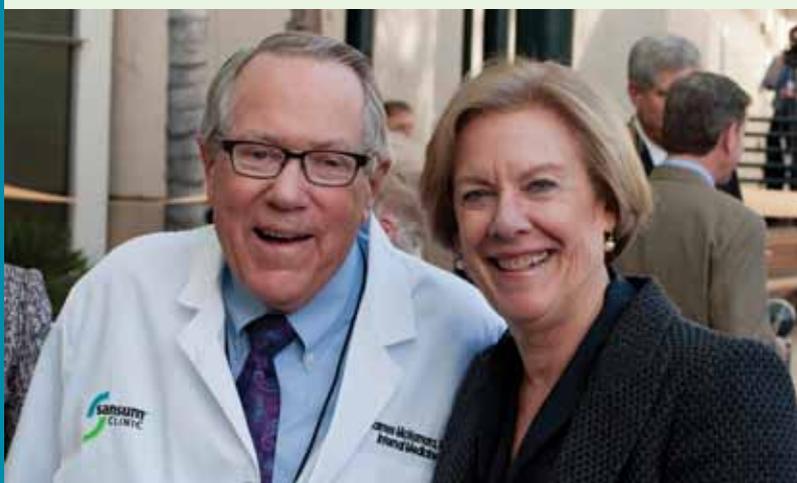
In this season of giving, it is our hope that you will consider a gift that will help preserve the health of so many patients in our community. Simply check the box marked 3-D Mammogram Machine on the enclosed remit.

Thank you! 🌟



Dr. McNamara recently retired from the practice of Internal Medicine after 45 years at Sansum Clinic. Many of his patients asked what they could do for him as a way of saying thank you for the many years of care he provided...and his response was for them to join him and his wife Chris in building the McNamara Fund, that will be dedicated to providing unique learning opportunities for Sansum employees in perpetuity.

Jim and Chris McNamara



Gifts totaling over \$136,600 continue to come in for the McNamara Education Fund and one person has included the fund in her estate plan. Many patients have sent notes of appreciation and here's one such note from a grateful patient in Nevada:

"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 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. Please accept this recognition of your career and vision with a contribution to the McNamara Fund.

Thank you for all your professional counsel and personal kindness. I wish you all that you desire and that life has to offer in your "next chapter."

Should you wish to make a gift to the McNamara Education Fund please complete the remittance envelope in this issue of GOOD HEALTH and feel free to include a personal note to Dr. and Mrs. McNamara. 🌟

A Journey to Health

Sansum Clinic Patient Amanda Frazier Shares The Journey of Her 110 Pound Weight Loss



Before



After

Twenty year old Amanda Frazier has struggled with her weight most of her life. Like most people battling the bulge, Amanda turned to many fad diets and programs throughout the years only to slip right back into her old habits. When weight loss seemed hopeless she turned to the Sansum Clinic Doctors' Weight Management Program to support her with food choices and behavior changes, resulting in an incredible transformation and a weight loss of more than 100 pounds.

GOOD HEALTH: WHAT LED YOU TO THE DECISION TO CHANGE YOUR LIFESTYLE AND LOSE WEIGHT?

AMANDA: I had always been overweight and I was unhappy and unhealthy. I had tried several other programs and diet methods in the past, but would fall back into my old habits soon after I started. I knew that something had to change and that I was capable of making that decision and sticking with it. I was sacrificing a lot in my personal life by constantly putting myself

down and feeling helpless. My weight was holding me back. I felt like I couldn't pursue my dreams because of how unhealthy I was in at that time.

The only thing holding me back was my negative thoughts and history of failed attempts and I decided to change that. I began to reverse my outlook on life and change what I thought about myself.

GOOD HEALTH: HOW HAS YOUR LIFE CHANGED AS A RESULT OF THE PROGRAM?

AMANDA: It's hard to think of how my life hasn't changed since I began the program. It has resulted in such a drastic physical and emotional change. I am a much happier and positive person now because I feel good about what I have accomplished. My self-respect took a 180 degree turn and I feel as though I am free from the burden of the extra weight.

The program has given me confidence and the tenacity to take on whatever the world throws at me with open arms and a smile on my face. I don't have constant pessimistic thoughts running through my head like I used to and I am so thankful for that. It is also unbelievably rewarding to feel good about myself.

It's also great to hear the praise and compliments from friends and family who acknowledge my success. The Doctors' Weight Management Program completely changed my life and I'm so grateful to have had the opportunity to be a part of it.

GOOD HEALTH: CAN YOU SHARE SOME OF THE SMALL SUCCESSES YOU EXPERIENCED THAT HELPED YOU STAY ON TRACK?

AMANDA: Throughout the duration of the program, there were several instances where I could say, "This is the kind of thing that keeps me going". I would get messages from friends and family noticing that I had dropped a couple pounds and saying that I looked good. That motivated me to stick to the program and push myself harder.

I also remember the feeling of trying on a pair of pants that were tight a month prior and having some extra wiggle room. I began to receive many compliments and my clothes continued to get looser, which reminded me that I was on the path to success.

GOOD HEALTH: WHAT WERE SOME OF THE CHALLENGES YOU ENCOUNTERED ON YOUR JOURNEY?

AMANDA: While in the program there were always things that made it hard to stay on track and not splurge. Social events were a big challenge and I eventually learned how to maintain my hard work and still have fun with my friends.

At first I had to remove myself from a lot of events and activities because I knew that my willpower would have been compromised. Towards the end of the program I learned how to avoid splurging — the satisfaction of passing up guilty pleasures completely overrode the satisfaction I would have gotten from indulging.

Now, when I encounter a potential indulgence I take a step back and reassess because I am the only one who will benefit or fail as a result of my actions.

GOOD HEALTH: WHAT INFORMATION ABOUT THE PROGRAM WOULD YOU LIKE TO SHARE WITH OTHERS WHO STRUGGLE WITH THEIR WEIGHT?

AMANDA: The Doctors' Weight Management Program is an outstanding program for so many reasons. I knew that I had a lot of weight to lose and needed something that would give me more structure about what to eat and what to do to lose weight. I truly believe that this program is the best and

worth committing to because it teaches participants lifelong habits to take with you wherever you go. Participants, just like myself, go to weekly classes and keep track of food intake and exercise. There is a huge sense of accountability and that was just what I needed. Eventually, I got to the point in the program where I would be excited to have my mentor and health educator, Liz Morello, see my results and I was proud of what I had accomplished.

The classes offer another advantage because you meet people who are going through the same thing as you, whether they have more or less weight to lose. Seeing the same group of people every week became comforting. We were like a family in that we encouraged and supported each other. The support and stories from my fellow classmates made it that much easier and more enjoyable to get by every week.

GOOD HEALTH: NOW THAT YOU'VE REACHED YOUR GOAL ARE YOU STILL IN THE DOCTORS' WEIGHT MANAGEMENT PROGRAM?

AMANDA: After completing the Core program I continued to go to classes for a while until I felt I was ready to move on to Phase 2 and manage my weight on my own. I'm not currently enrolled in the program, but I still use the methods that I learned and practiced during my time there, and will use them for the rest of my life.

GOOD HEALTH: IS THERE ANYTHING ELSE YOU'D LIKE THE READERS TO KNOW?

AMANDA: It may seem as though you are by yourself and your current situation is irreversible, because that's how I felt. But that's not the case. It's never too late to change your life and health for the better. The program gave me the confidence and skills so that when I would slip up I wouldn't give up completely. I told myself that I would just have to push myself that much harder the next day, week, or however long it was going to take. I have a new attitude and tools from the program. My entire mindset has changed since my participation and I am confident that I will never go back to the way I used to live my life. 🌟

Sansum Clinic's Doctors' Weight Management Program is a medically supervised behavioral weight management program that addresses obesity, high blood pressure, diabetes (and pre-diabetes), metabolic syndrome, joint pain and other illnesses and conditions associated with weight management and obesity. For more information call (805) 563-6190 or register online at sansumclinic.org/classes for one of our free orientation seminars.

Making A Difference

ExxonMobil Supports Flu Shot Program

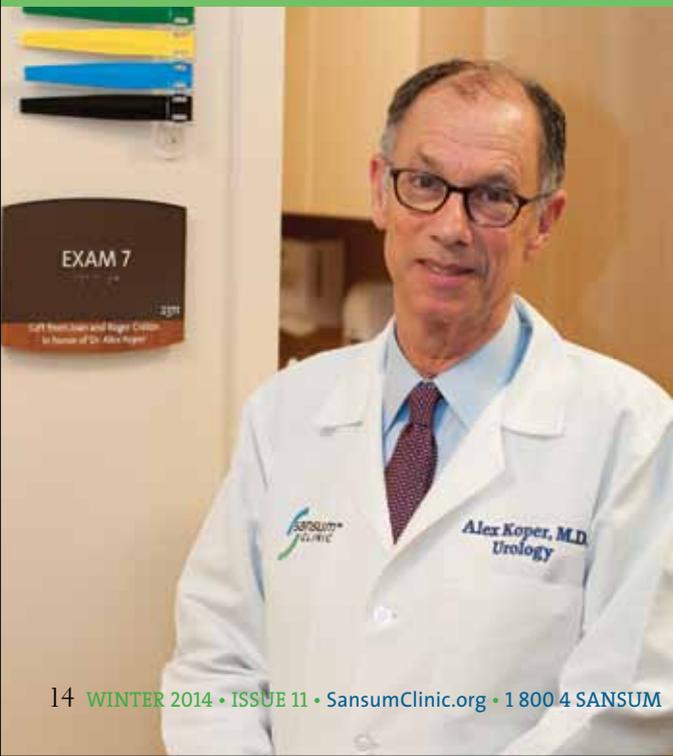
This is the fifth consecutive year that ExxonMobil has supported our Flu Shot Program. “ExxonMobil invests in programs targeted at improving healthcare, and we are pleased to continue this partnership to benefit the entire community,” said ExxonMobil Production Company’s California Operations Regulatory and Safety Superintendent Kyle W. Macintosh. 🌟



Naming Opportunities

Dr. Alex Koper was “surprised and very very flattered” to see his name on one of his exam rooms in the Urology Department at the new Sansum Clinic Medical and Surgical Center courtesy of a gift from Roger and Joan Craton.

If you would like to recognize your favorite physician contact Dru A. Hartley in the Philanthropy Department at 681-7726 or dhartley@sansumclinic.org. 🌟



Philanthropist of the Year

Montecito Bank & Trust was awarded ‘Philanthropist of the Year’ and Janet Garufis ‘Volunteer of the Year’ for Santa Barbara County by the Association of Fundraising Professionals at their annual luncheon on Thursday, November 13. Janet is Vice Chair of the Board of Trustees of Sansum Clinic.

Montecito Bank & Trust, Michael Towbes and Janet Garufis have created an environment of enthusiasm and loyalty to the community that is unparalleled. Their employees volunteer over 2,000 hours supporting nonprofit fundraisers, financial literacy education and other community events.

The Community Dividends Program contributes \$1 million annually to over 150 nonprofits. Since the program’s inception the Bank has contributed over \$13 million to support important mission-driven work that benefits our community. Montecito Bank & Trust Associates celebrate the Bank’s anniversary each year by selecting 10 outstanding nonprofits to receive their prestigious Anniversary Grants.

Joining Sansum Clinic and the Santa Barbara Scholarship Foundation in the nomination of Montecito Bank & Trust was The Music Academy of the West, the American Heart Association, United Way of Santa Barbara County and the Cancer Foundation of Santa Barbara. Together we recognized that the time had finally come to acknowledge Montecito Bank & Trust for their long standing dedication to our community. 🌟

Statewide Recognition for Quality Measures

Sansum Clinic was recently recognized by the California Department of Managed Health Care as a recipient of the 2014 Right Care Initiative (RCI) awards, which are given annually to California health plans and medical groups who meet clinical performance standards for controlling blood pressure, blood sugar and/or cholesterol.

“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 health care costs,” said Dr. Marjorie Newman, Assistant Medical Director at Sansum Clinic. 🌟



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

Nationally Recognized Diabetes Care & Education

Sansum Clinic’s endocrinology team supports the full range of diabetes care, including dietary counseling, insulin injections and pumps and glucose monitoring. Our special emphasis on self-management skills has earned recognition from the American Diabetes Association. Live Well, our diabetes education program, is available in both group and one-to-one sessions, in English or Spanish, and at minimal or no cost. Wide-ranging pre-diabetes and diabetes topics include:

- Home glucose monitoring
- Exercise programs
- Nutrition and meal planning
- Stress reduction
- More smart strategies for an active, healthy life

Sansum Clinic recently recognized by the Integrated Healthcare Association as Most Improved in the 2014 Value Based Pay for Performance (P4P) for meaningful use of health information technology, patient experience and clinical quality measures.

“Sansum Clinic strives to provide our patients with the highest quality healthcare, along with an enhanced patient experience,” said Marjorie Newman, MD, Assistant Medical Director of Sansum Clinic. “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.” 🌟

AAAHC Accreditation

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

Passing the accreditation is an accomplishment that Foothill Surgery Center has achieved, in large part, due to the tremendous support from Sansum Clinic’s leadership group, as well as the effort put forth by many in the organization. Their vision and commitment to creating this spacious, one of a kind, state of the art facility to serve our community’s surgical needs has long been awaited and anticipated. We are now fully operational and our group of highly trained surgical and non-clinical staff as well as our skilled and experienced surgeons and physicians will be working closely together to provide highest quality of care for our patients and the community at large. 🌟

Health & Wellness

Become an active participant in your good health. Our Health Education Programs are designed with you in mind. All are taught by professionals, include take-home materials and are available on an ongoing basis. They are free of charge or low cost and are open to the community.

Programs include: Advance Care Planning, Back & Neck Wellness, Bariatric Surgery Orientation, Diabetes Education, Heart Health, Hip or Knee Replacement, Medicare Information, Nutrition Navigator, Oncology Patient Support Programs and more. *For more information or to register visit www.SansumClinic.org/Classes or call toll-free (866) 829-0909.*



Advance Care Planning

Completing an Advance Health Care Directive and having a conversation about it with family and friends is a lasting gift. Who will speak for you to your doctors if you become very sick? Have you recorded the person's name in an Advance Directive? Have you talked with them about your values and preferences for your health care? It's never too early to share this information with loved ones.

"Recently, a local couple in their 60s and in good health, attended a community workshop to learn about Advance Directives on the advice of their physician and as a part of their routine health care," said Susan Plummer, the executive

director of the Alliance for Living and Dying Well and Community Workshop presenter. "They completed their advance directives, told their three adult children what a good quality of life meant to each of them and encouraged their kids to complete 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 those wishes. Regrets and doubts did not further complicate their natural grief."

New Advance Care Planning Programs

Sansum Clinic and Alliance for Living and Dying Well (ALDW) have partnered to provide two avenues to help you to complete an Advance Directive.

Schedule an appointment to meet individually with an Advance Care Planning Facilitator:

Patients of Sansum Clinic can receive one-on-one facilitated Advance Care Planning (ACP) by appointment with Susan Sheard (left), a physician assistant and trained Advance Care Planning Facilitator. Susan works closely with the doctors and uses the electronic health record. She is a member of the ALDW Advance Care Planning Center team and is happy to loan her professional services to Sansum Clinic. This service is free of charge to Sansum Clinic patients. Family or friends are encouraged to come to all appointments.

To make an appointment with the Advance Care Planning Facilitator call (805) 681-6599 or ask your doctor for a referral.

We are proud to offer Advance Care Planning services to our patients and the community. These programs will provide a great comfort to many individuals and their families.

— **MARJORIE NEWMAN, MD,**
ASSISTANT MEDICAL DIRECTOR

We are all in this together! I feel so relieved to have taken care of this, for my sake and most of all for my family.

— **COMMUNITY MEMBER UPON COMPLETION OF HER ADVANCED HEALTH CARE DIRECTIVE.**

Attend an Advance Directives Workshop at Sansum Clinic:

Workshops are held on the second Monday of every month from 10:00am to 12:00pm at the Pesetas location (215 Pesetas Lane, Santa Barbara, CA). They provide an overview of the Five Wishes® Advanced Health Care Directive as well as one-on-one assistance with advance care planning.

Monthly workshops are free of charge and open to the community. Please register in advance at SansumClinic.com/classes or call 866-829-0909. 🌸

For a comprehensive calendar of advance directive workshops and services in the community, visit the ALDW website, allianceforlivinganddyingwell.org or call 845-5314.

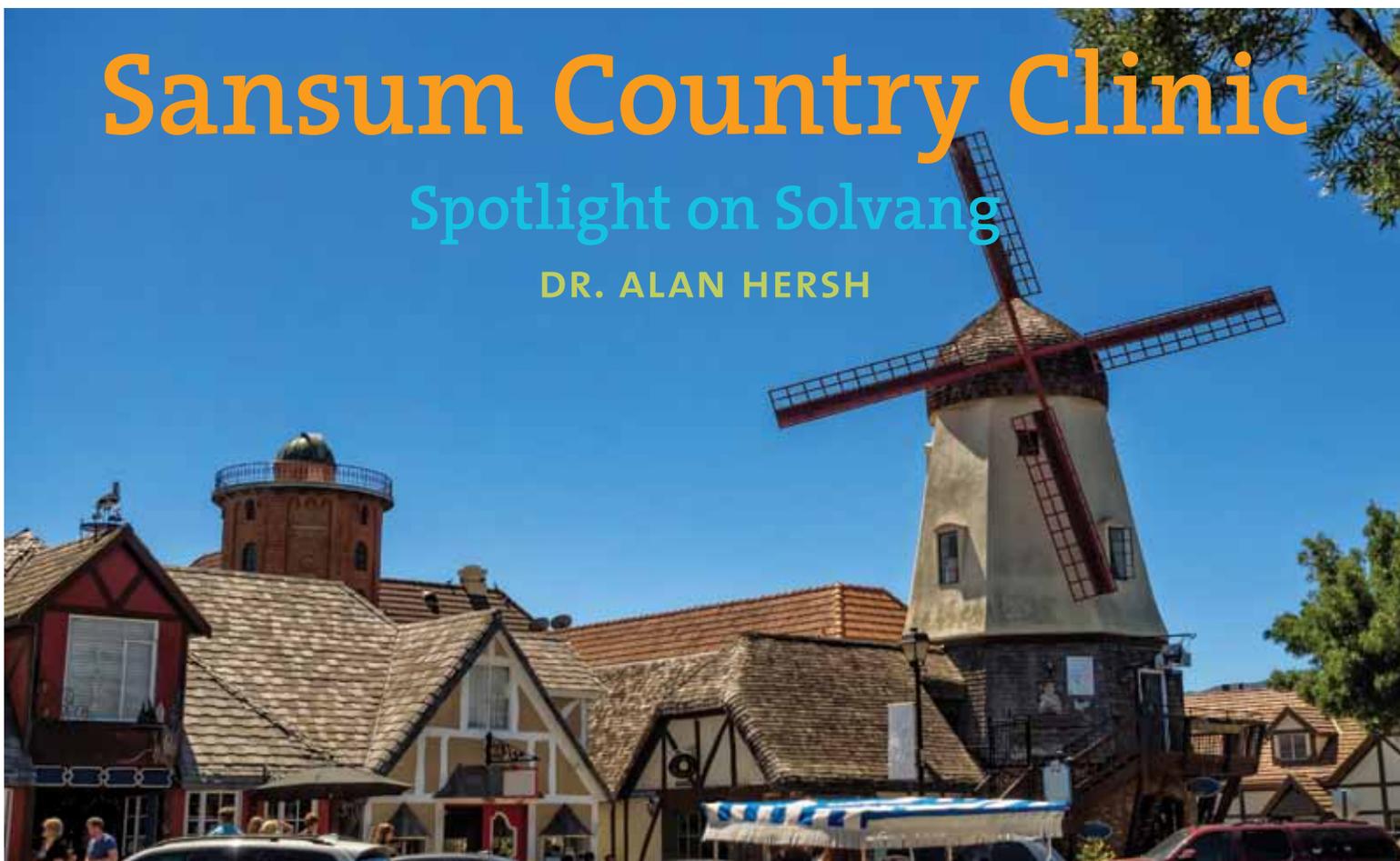
Are you interested in helping others with their advance directive, assuring their wishes are known and their families are spared the stress of having to guess? Sansum Clinic is recruiting volunteers interested in becoming Advance Care Planning Facilitators for monthly workshops. Excellent training will be provided in the Respecting Choices® First Steps® Advance Care Planning model by a certified trainer. Volunteers completing this training will be part of a growing team committed to supporting our community in addressing this important end-of-life care planning.

For more information about becoming a certified Advance Care Planning Facilitator, please call Margaret Weiss, Health Education Director at (805) 737-8754.

Sansum Country Clinic

Spotlight on Solvang

DR. ALAN HERSH



Sansum Clinic is pleased to announce additional services in North County that will bring more specialized care closer to home. We have introduced new primary care doctors at Sansum Country Clinic in Solvang and now offer Cardiology, Nephrology, Nutrition, Oncology Nutrition and Oncology Social Services along with Rheumatology and Oncology/Hematology at Sansum Clinic Specialty Care, located at 2040 Viborg Road. We recently spoke to family medicine specialist, Alan Hersh, MD, about the unique aspects of serving our valley communities.

WHAT INSPIRED YOU TO PRACTICE MEDICINE?

HERSH: There are no doctors in my family, but around the age of five I mentioned to my parents that I wanted to be a doctor and they reinforced it. So I carried on through my undergraduate studies at UC Irvine and my medical training and Family Practice residency at UCLA. I feel really fortunate to have loved it so much.

WHAT'S THE STATE OF PATIENT CARE AT SANSUM CLINIC IN SOLVANG?

HERSH: At the Sansum Country Clinic we really try to hang on to the personal touch. I've worked with families of patients through four generations. I've seen babies born and raised here and it's a real privilege. I've been associated with Sansum Clinic since 1980, and we continue to strive to achieve that homey, family feeling

that came with its roots. Dr. Louis Netzer started this practice in Los Olivos in the back of his VW van in 1973. At the time it was called the Mellow Mobile Medical Clinic — since then we have moved from a cottage at Mattei's Tavern to our present location in Solvang, but we always try to keep a homey environment where our patients know us and feel comfortable with us.

WHY SHOULD PEOPLE CHOOSE SANSUM CLINIC IN YOUR AREA?

HERSH: The sense of personal care is a really big part of what we do here in Solvang. We are caring for the person, not the disease.

We are a smaller community up here and even our employees are a big part of this small town family. I actually delivered one of our front desk employees in the Santa Ynez hospital many years ago.

WHY DO YOU AND YOUR COLLEAGUES CHOOSE TO WORK AT SANSUM CLINIC?

HERSH: Sansum Clinic chose me! The multi-specialty care is the future of health care. It's great to be a part of the multi-specialty collaborative approach because as doctors here we have access to specialty care teams and the opportunity to bounce ideas off of colleagues. Practicing on your own can be very isolating at times, so it's nice to have a team.

WHAT DO YOU ENJOY MOST ABOUT YOUR WORK AS A PHYSICIAN?

HERSH: The human interaction. It's a privilege to participate in the arc of the lives of my patients. Taking care of four generations of a family at one time is pretty amazing and very rewarding.

I also enjoy seeing my patients outside of the office in our small town. It's rewarding to see them live happy, healthy lives.

HOW DO YOU ALL WORK TOGETHER?

HERSH: The physicians at the Country Clinic all work in one big office that we share — it's a big collaborative room, and the idea has always been for it to help enhance communication, which it has. We also have a team of specialists now which means we can bounce ideas off of one another and enhance our patient care as a team.

WHAT NEW SPECIALISTS ARE AVAILABLE TO PATIENTS IN SOLVANG?

HERSH: The Family and Internal medicine doctors here are really happy to have specialists in town. And so are our patients. Dr. Berkowitz has been great — our Medical Oncologist and Hematologist. There is also Dr. Lemon from Rheumatology, Dr. Golgert from Nephrology, Drs. Shafer, Holve, Shenoda and Boyatt from Cardiology...it's really great to have specialties so close to where our patients need them and to have that collaboration.

DO MANY OF YOU LIVE IN THE COMMUNITY?

HERSH: All of our doctors live in the Santa Ynez Valley, and our PAs and NPs drive from Santa Barbara. Living in the community is great. I get recognized by patients in the grocery store. You get to know people, and it's a good feeling.

WHEN YOU AREN'T AT WORK, HOW DO YOU ENJOY SPENDING YOUR TIME?

HERSH: I actually just started taking piano lessons again. It's the first time in 27 years. Also, about two hours a week I workout with a trainer doing power lifting: dead lifts, flipping truck tires and swinging the sledge hammer. It's a great workout and I feel much stronger. It's easier to get out of a chair. I also love to do lap swimming at Dunn School in the summer. I like to lead by example and show my patients what a healthy lifestyle can be.

IS THERE ANYTHING ELSE YOU'D LIKE PATIENTS TO KNOW ABOUT RECEIVING CARE AT SANSUM CLINIC?

HERSH: Our goal at the Clinic is to provide our patients with the same homey and familiar care they have always received. 🌻



Dr. Alan Hersh practices Family Medicine at Sansum Country Clinic at 2027 Village Lane in Solvang. Dr Hersh received his medical degree from University of California, Los Angeles, where he also completed his residency in Family Practice. He has been providing primary care to residents of the Santa Ynez Valley at Sansum Country Clinic since 1980.

Pesetas Remodel

Plans are underway for a complete renovation to our Multi-Specialty Clinic at 215 Pesetas Lane in Santa Barbara. We are expanding our Primary Care Department at this location and taking the opportunity to renovate the building to create a fresh, welcoming and more comfortable environment for our patients. The renovations will incorporate many of the same design elements seen in our new campus at 4151 Foothill Road. This expansion is made possible largely due to the generous support of our donors, many of whom are grateful patients.



Stay in Touch with Sansum Clinic

Clinic Operator:
1 800 4 SANSUM (472-6786)
for all services and departments.

After hours physician on call for
urgent medical needs.



Directory of Locations & Departments
sansumclinic.org/phone-directory



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Watch Us on YouTube
YouTube.com/SansumClinic



Sansum Clinic TV on Cox
Channel 2636



Heart Walk

The American Heart Association 2014 Heart Walk took place on Saturday, September 27 along the beautiful Santa Barbara waterfront. There were over 1,500 walkers and runners participating in this year's event. Sansum Clinic supported the walk with an impressive 9 teams with 136 staff members, friends and family walking and

running at the event. The walk began and ended at The Fess Parker Hotel and covered 3.1 miles along Cabrillo Boulevard. Thanks to all of the Sansum Clinic participants for helping make the event a huge success, while taking a stand against heart disease and stroke and bringing awareness to prevent, treat and defeat cardiovascular diseases. 🌻

Heart + Sole AidsWalk

Congratulations to Team Sansum Clinic for receiving the "Most Spirited" award from Pacific Pride Foundation for our participation in this year's AidsWalk. Dr. Mary-Louise Scully of our Infectious Diseases Department accepted the award on behalf of our team. Congratulations and many thanks to all the walkers who came out to raise AIDS awareness and support for the people in our community living with HIV. 🌻



Physicians Published in Open Forum Infectious Diseases

Dr. Alan Sugar, Infectious Disease specialist, Dr. William Golgert, Nephrologist, and colleagues published a paper in the medical journal Open Forum Infectious Diseases entitled Sensitivity and Specificity of Procalcitonin in Predicting Bacterial Infections in Patients with Renal Impairment (doi: 10.1093/ofid/ofu068, 2014.)

It looks at the effect of chronic renal failure and dialysis on procalcitonin levels. Procalcitonin is used to identify patients with bacterial sepsis, as opposed to viral infections or non-infectious causes of sepsis-like syndromes. 🌻



Ryan Fante, MD
Ophthalmology



Liana Gonzalez, MD
Internal Medicine



Timothy Jones, MD
Urgent Care



Amit Malkani, DO, FAPWCA
Urgent Care



Grace Park, MD
Internal Medicine



Beth Prinz, MD
Internal Medicine



Nicole Stern, MD
Urgent Care



Timothy West, MD
Neurology

RYAN FANTE, MD
Ophthalmology
Foothill Eye Center, 4151 Foothill Road, Santa Barbara

Dr. Fante joined the Ophthalmology department at the new Sansum Clinic Foothill Eye Center on Foothill Road. Dr. Fante received his medical degree from the University of Colorado-Denver School of Medicine. He completed his internship at St. Joseph Mercy Hospital in Ann Arbor, Mich., and his residency at the University of Michigan, Kellogg Eye Center in Ann Arbor.

LIANA GONZALEZ, MD
Internal Medicine
Pesetas Multi-Specialty Clinic, 215 Pesetas Lane, Santa Barbara

Dr. Gonzalez recently joined the Internal Medicine department at 215 Pesetas Lane. She received her medical degree from the Medical College of Wisconsin where she went on to complete both her internship and residency in internal medicine.

TIMOTHY JONES, MD
Urgent Care
Lompoc Urgent Care, 1225 North H. St., Lompoc

Dr. Jones joins us from Santa Ynez Valley Cottage Hospital Emergency Department where he was selected as Physician of the Year. Dr. Jones is certified by the American Board of Family Practice and received his medical degree from Ross University School of Medicine in New York City and is a member of the American Academy of Family Physicians.

AMIT MALKANI, DO, FAPWCA
Urgent Care
Lompoc Urgent Care, 1225 North H. St., Lompoc

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

GRACE PARK, MD
Internal Medicine
Pueblo Multi-Specialty Clinic, 317 W. Pueblo St., Santa Barbara

Dr. Park recently joined our Internal Medicine department at 317 W. Pueblo Street. She earned her medical degree from the University of Chicago's Pritzker School of Medicine and completed her internship and residency at Brigham and Women's Hospital in Boston, MA. Dr. Park was also a clinical fellow at Harvard Medical School.

BETH PRINZ, MD
Internal Medicine
Pesetas Multi-Specialty Clinic, 215 Pesetas Lane, Santa Barbara

Dr. Prinz joins the Internal Medicine department at 215 Pesetas Lane. She earned her medical degree from the Medical College of Virginia and completed both her internship and internal medicine residency at St. Vincent's Hospital and Medical Center in New York, N.Y.

NICOLE STERN, MD
Urgent Care, 51 Hitchcock Way, Santa Barbara
Lompoc Urgent Care, 1225 North H. St., Lompoc

Dr. Stern joined the Urgent Care department, working out of both the Hitchcock Way and Lompoc Urgent Care facilities. She earned her medical degree from the University of Arizona where she went on to complete her internship and internal medicine residency. Dr. Stern then went on to complete a Primary Care Sports Medicine Fellowship at the University of Oklahoma Health Sciences Center.

TIMOTHY WEST, MD
Neurology
Pueblo Multi-Specialty Clinic, 317 W. Pueblo St., Santa Barbara

Dr. West recently joined the Neurology department at 317 W. Pueblo St. He earned his medical degree from the University of San Francisco, where he went on to complete his internal medicine internship and neurology residency. Dr. West was also a clinical fellow/instructor at the University of California San Francisco Multiple Sclerosis Center and his interests include Multiple Sclerosis, Neuroimmunology, Transverse Myelitis, Neurosarcoidosis and Neuromyelitis Optica. 🌻

The Eye Doctor Can See You Now!

Welcome to the NEW Sansum Clinic Eye Center



Introducing Santa Barbara's new comprehensive eye care center at 4151 Foothill Road

The Sansum Clinic Eye Center is part of the Sansum Clinic Medical and Surgical Center, our new advanced patient care facility located at 4151 Foothill Road in Santa Barbara. The new center has two buildings consisting of 60,000 square feet of medical office space and surgical facilities offering the latest treatments, equipment and technology. By the end of summer 2014, the following departments will also be located at 4151 Foothill Road – **Building A: Physical Therapy** (some offices), **ENT/Audiology, Orthopedics, Podiatry and Urology.**

Along with general ophthalmology we offer many eye care specialties and advanced surgical care including:

- General Ophthalmology
- Pediatric Ophthalmology
- Neuro-Ophthalmology
- Retina Specialists
- LASIK Vision Correction
- Cornea/Refractive Surgery
- Cataract Surgery
- Glaucoma Surgery
- Oculoplastics

See page 6 for Eye Center address and phone number.

Our **Optometry and Optical Shop** will remain at our convenient downtown location at 29 West Anapamu Street in Santa Barbara. Call (805) 681-8980 to schedule an appointment or stop by to browse our wide selection of designer frames and sunglasses.



Sansum Clinic Mailing Address: 470 South Patterson Avenue, Santa Barbara, CA 93111