



# **San Diego Regional Network**

**December 3, 2010**

**10am to 1:30pm**

**San Ysidro Health Center  
1275 30th Street, San Ysidro, CA 92154**



# San Diego - Latino Regional Health Network

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Time	Agenda
10:00	<b>Welcome, Introductions</b> <ul style="list-style-type: none"> <li>• Gil Ojeda, Board Chair, Latino Coalition for a Healthy California and Director, California Program on Access to Care, UC Berkeley School of Public Health</li> <li>• Marcia Davalos, Director of Regional Networks, LCHC</li> </ul>
10:45	<b>San Ysidro Health Center Welcome / Support for National Health Study</b> <ul style="list-style-type: none"> <li>• Ana Melgoza, Director of Community Relations, San Ysidro Health Center</li> <li>• Greg Talavera M.D. MPH, Professor, Graduate School of Public Health at San Diego State University and Vice President of Clinical Affairs, San Ysidro Health Center</li> </ul>
11:15	<b>Patient Protection and Affordable Care Act and its effect on Latinos</b> <ul style="list-style-type: none"> <li>• Irma Cota, President/CEO, North County Health Services</li> </ul>
12:00	<b>Working Lunch</b>
12:15	<b>Health Strategy Agenda: Building Better Health</b> <ul style="list-style-type: none"> <li>• Rene Santiago, Deputy Director, County of San Diego Health and Human Services Department, Central and South Regions</li> </ul>
1:00	<b>Local and Regional Updates</b> <ul style="list-style-type: none"> <li>• Open discussion with health advocates and community leaders in the room</li> </ul>
1:30	<b>Adjourn</b>



## **Speaker Bios**

**Irma Cota** is the President and Chief Executive Officer of North County Health Services, a non-profit community health care organization in the north region of San Diego County. She has been serving in this capacity for over 13 years. Under her direction, NCHS serves more than 60,000 individuals annually at 11 clinic locations, providing comprehensive medical, dental, mental health, and health education services. In addition, Ms. Cota oversees a WIC program serving over 11,400 women and children and a county-wide HIV/Case Management program.



Ms. Cota has extensive experience in executive management, strategic program planning, finance, and operational management in both the public and private sector. Under her direction, NCHS has become an organization with an annual budget of \$40 million and a staff of more than 500. NCHS is accredited by the Joint Commission of Accreditation for Healthcare Organization (TJC), joining a handful of community health centers nationwide that have achieved this distinction. Ms. Cota is well respected nationally for her commitment to excellence, as well as for her business acumen. She is active in addressing social health and education inequities through various organized efforts locally and statewide.

Ms. Cota serves on numerous boards. She is the Chair of the Board of Directors for the National Cooperative Bank and Board member of the Council of Community Clinics in San Diego. She recently served on the California State University San Marcos' University Council and serves in the Board of Directors for the San Marcos Chamber of Commerce. In addition to a Masters degree in Public Health from San Diego State University, Ms. Cota holds three certificates in health administration from John's Hopkins University, University of California, San Diego and UCLA Johnson & Johnson.



As the Director of Regional Networks, **Marcia Dávalos** works with diverse stakeholders throughout California to create locally-based solutions for Latino health issues and define a regional Latino Health Agenda in Los Angeles, the Bay Area, San Diego, and the Central Valley. LCHC provides education; research; public policy, and legislative advocacy to improve the conditions, services, and health of Latinos in the State of California.

Prior to working at LCHC, Ms. Dávalos served as Southern California Field Organizer for a statewide ballot initiative under the leadership and training of the Dolores Huerta Foundation. While doing this, she received training and support from The Victory Fund Leadership Institute and Emily's List. She also served as a Deputy Campaign Manager and Campaign Treasurer for State and local campaigns. Ms. Dávalos completed her B.S. at the California State University, Northridge where she studied Business Administration and Management Information Systems.

**Gil Ojeda** is CPAC's founding Director and a leading expert on healthcare issues pertaining to immigrants, the working poor, those with limited English, and medically uninsured populations. On behalf of the University of California, Mr. Ojeda's duties include developing and guiding CPAC's long-term health policy initiatives, administering CPAC's technical assistance program for legislative bodies, and overseeing an extensive competitive grants program to research healthcare issues salient in our state. Mr. Ojeda's 38 years of healthcare experience include program development and planning, contract negotiations, and advocacy for underserved communities. He also has extensive experience advising members and staff of the California Legislature, California executive branch officials, and the U.S. Congress.

In 1978, Mr. Ojeda founded and directed the Chicano Health Institute/California Raza Health Alliance based in Berkeley, California. Eight years later, he was Executive Director of a five county regional health planning agency in the San Francisco Bay Area. In 1990, he became the Senior Advisor to the five UC Academic Medical Centers. While working as a governmental affairs advisor in 1996-97, Mr. Ojeda helped launch the L.A. Care Health Plan, the largest public based health maintenance organization in the nation. In 1997, he was selected to establish and direct the California Program on Access to Care (CPAC) under University of California's Office of the President. Presently, he is a Board Member of the Latino Coalition for a Healthy California, an organization he co-founded in 1992, and he also serves as an advisor to the California Latino Legislative Caucus. With a background in planning and market analysis, Mr. Ojeda is skilled at interpreting the implications of federal, state, county, and health industry policies as they relate to healthcare delivery and reimbursements. Mr. Ojeda received his B.S. in Systems Engineering from the University of Illinois in Chicago. He was a Ph.D. candidate at the University of Illinois, Chicago Medical Campus in Physiology and Bioengineering, and a Ph.D candidate at UC Berkeley in Industrial Engineering and Health Planning.



### Speaker Bios (cont.)

**René G. Santiago, MPH, MCP**, is Deputy Director for the County of San Diego's Health and Human Services Agency. His main responsibility is to manage over \$200 million in health and human services programs employing over 800 professional, technical and support staff serving close to 1 million residents in the Central and South regions of the County of San Diego. He is responsible for the operations of six major family resource centers, two public health centers, child welfare services to over 1500 child dependents, the county general assistance program, and the 75 million dollar local health care program for low-income uninsured. Most recently he co-lead major countywide initiatives to improve the health of residents, build better systems, and implement technological innovations in the delivery of social and health services.



Prior to his experience in San Diego County, Mr. Santiago worked for the Los Angeles County Department of Health Services in charge of the five-year, \$1.2 billion federal 1115 Waiver and served as a Commissioner to the County's Regional Planning Commission and the City's Affordable Housing Commission. He began his professional career managing community-based health centers serving the underserved populations in greater East Los Angeles, near the community of Boyle Heights where he grew up. Mr. Santiago graduated from the University of California at Berkeley with joint masters degrees in City Planning and Public Health in 1987, did post-graduate doctoral work at the University of California at Los Angeles School of Public Health, and is now a proud resident of the City of Chula Vista where he lives with his wife and son.

Serving as Director of Community Relations for the San Ysidro Health Center (SYHC), **Ana Melgoza** enjoys overseeing the Health Center's public/media relations, marketing of services, advocacy efforts, community engagement and assisting in outreach and development activities. Annually, SYHC provides comprehensive primary care services and family support programs to over 73,000 registered low-income, uninsured and underinsured patients residing in the South and Central Regions of San Diego County. Prior to her role at SYHC, Ms. Melgoza worked as a Senior Health Program Officer for the Medtronic Foundation based in Minneapolis, Minnesota. During Ana's tenure at Medtronic, she was a Fellow of the National Urban Fellows (NUF) Program where she earned her Masters in Public Administration from the Baruch School of Public Affairs in New York City. Ms. Melgoza is a recent graduate of the Hispanas Organized for Political Equality (HOPE) Leadership Institute program.



**Greg Talavera, MD, MPH**, is Director of Clinical Affairs for the San Ysidro Health Center. Dr. Talavera is also an Associate Professor of Health Promotion and Behavioral Sciences at San Diego State University, Graduate School of Public Health. He received his bachelor's degree in biology from the University of California -San Diego, a Medical degree from the University of Utah School of Medicine and completed his residency in Preventive Medicine with emphasis in community-oriented primary at the joint program at UCSD/SDSU. Dr. Talavera is a bilingual, bicultural physician with over 20 years of experience community-based clinical and public health experience. During the early part of his career, he practiced medicine in the Spanish-speaking, underserved communities of San Diego's border region. As a family practitioner, he came to understand the culture-specific beliefs that serve as barriers to quality of health care.

For seven years Dr. Talavera served as Co-Investigator for the National Hispanic Leadership Initiative on Cancer: En Accion, a NCI funded program with intervention sites in 6 Latino communities across the country using Spanish-language mass media and grassroots mobilization methods to educate and empower the Latino community. In the last 15 years he has managed programs for cardiovascular disease prevention, breast cancer screening education for indigent Latina women, recruitment of minorities into clinical trials, diabetes care for the Latino community and most recently, smoking cessation for low-income Spanish-speaking Latinos. His research and teaching experience focus on the needs of indigent Spanish-speaking Latinos. He has authored and co-authored publications in the areas of health promotion, disease prevention, and behavioral epidemiology.

He currently serves as Principal Investigator for 3 NIH funded programs including a smoking cessation program for Latinos, a cancer infrastructure building program, and a study of disparities in chronic disease care.