David A. Friscia, MD

Eisenhower Medical Center Orthopedic Surgeon David A. Friscia, MD was installed as President of the Riverside County Medical Association (RCMA) on January 22 at the Westin Mission Hills Resort in Rancho Mirage. A 20-year veteran of Eisenhower Medical Center and its former Chief of Surgery, Dr. Friscia is currently Secretary/Treasurer of the Medical Staff.

During his one-year term as president, Dr. Friscia has presided over the RCMA board of councilors meetings, served on multiple committees and helped grow RCMA membership. “Showing physicians the value of being organized and being a member of a professional group is a large part of what I do,” says Dr. Friscia. “This year has been especially interesting and challenging with the passage of health insurance reform. There have been many changes and potential hurdles facing physicians. The RCMA will be quite relevant in terms of helping physicians adapt. For instance, the RCMA is very involved in health information technology, and we are one of the first counties in the state to organize an entity to help physicians show meaningful use of their electronic medical records and gain access to federal funding. The government has put quite an emphasis on electronic health records for efficiency and patient safety reasons. Doctors will need a lot of assistance in this area in order to make the transition, and the RCMA will help them do that.”

According to Dr. Friscia, the RCMA offers many other benefits for physicians. “We help doctors with insurance issues, office staff and management issues, and problems with Medicare and Medicare intermediaries. In addition, we attend meetings in Sacramento and Washington, DC to represent physicians and do a lot of lobbying and advocacy for physician issues. In health care, there are so many issues we need to educate our representatives about in the interest of doctors and our patients. I think many physicians feel they don’t have a voice, but we are continually working alongside the American Medical Association and the California Medical Association. The advocacy work we do on their behalf is extremely important.”

The RCMA is comprised of more than 850 physicians throughout Riverside County. The organization was established in 1893 as a professional association of Doctors of Medicine to promote the science and art of medicine, the care and well-being of patients, the protection of the public health and the betterment of the medical profession.

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