



The latest medical world news, views and announcements

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ALMA

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<https://almahealthcare.com/>



MODEST FIRST STEP - RESOURCE DIRECTORY!

The "Pay it Forward" Program, is an ALMA initiative aimed at increasing the number of Latinos in the health professions. An ALMA website window titled, 'STUDENTS', is now dedicated to the initiative. This program complements the ALMA scholarship program started in 1998 whose history is found on our website "LEGACY" window.

1. **Step #1** required the development and maintenance of an on-line resource bank listing the names and web site links to medical education institutions in Arizona as well as scholarships and grants nationwide. The resource bank will serve youth interested in health care careers. The first phase of the Resource Directory is now online; check it out at www.almahealthcare.com "STUDENT" window.

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2. **Step #2** requires production of mini motivational videos of current and former ALMA scholarship recipients. Once ALMA member (volunteer), Maria Bedolla-White, produces the videos, they will be displayed alongside the Resource Directory on the website. Production of 10 mini videos will give us a good presence.

3. **Step #3** involves selected ALMA scholarship recipients and their respective Latino Medical Student Associations helping test the concept and process. Initially only one or two Medical Student Associations will be involved in school year 2024-2025 (UA Medical School Phoenix Campus and possibly Mayo Clinic Alex School of Medicine Arizona Campus). ALMA will set aside \$3,000 for each Association initially involved to use as they desire. Other Arizona Medical Schools will be invited to participate once the program is running smoothly, and ALMA resources can be secured for expansion.

4. Selected scholarship recipients and respective association/s will be asked to keep the directory current and expand it. Scholarship recipients will serve as advisory committee to the program.

Once above listed steps are in place, the remainder of the program will be implemented to promote interest in health professions.

5. Provide Zoom and other social media communication system/s to link groups and/or individuals with Pay it Forward Resource Bank.

6. Provide a monetary incentive of \$50 for current scholarship recipients and association colleagues for each ALMA approved meeting hosted remotely.

7. Provide a monetary incentive of \$100 for current scholarship recipients and association colleagues for ALMA approved, on-site presentations, with students/families in school and community settings. (Other organizations may be invited to participate but paid fee is subject to available ALMA resources).

8. Develop calendar to facilitate coordination and communication among volunteers and presentation recipients.

9. Develop a role for other ALMA volunteers such as retired physicians and other individuals wanting to contribute their time and expertise.

You are encouraged to reach out to Adolfo Echeveste, ALMA President & CEO via email if you wish to assist with the project (adolfo@almahealthcare.com).



ALMA GALA 2024 ANNIVERSARY DINNER & DANCE INVITATION

The Arizona Latin American Medical Association requests your support as a sponsor for the 28th Anniversary Gala Dinner and Dance, Saturday, December 7, 2024. Hosted Reception at The McCormick, Scottsdale, 7421 N. Scottsdale Road, Scottsdale, AZ 85253. Tickets \$500 each. Business or formal attire optional. Reception at 6:30 PM - Dinner at 7:00 PM, Dance 9:00 PM to 12:00 Midnight.

Sponsorship Levels

Palladium \$15,000 & Platinum \$10,000 (10 guests): Sponsor is listed as Gala named Co-Sponsor, logo is listed on Gala program as co-sponsor, logo is displayed on a large screen at the event and on the ALMA website for one full year. If desired, present a scholarship recipient while also hosting recipient and their guest. Reserved table - 10 persons for dinner & Dance.

Gold \$5,000 (10 guests): Sponsor is introduced at dinner. Sponsor name appears in the program and at table. If desired, present a scholarship recipient while also hosting recipient and their guest. Reserved table - 10 persons for dinner & Dance.

Silver: \$4,000 (8 guests) or \$3,000 (6 guests) or \$2,000 (4 guests): Sponsors are recognized at dinner. Sponsor name appears in the program with reserved table shared with other sponsor and guests.

Approximately \$150 of each setting are allocated to pay for the dinner, beverages, entertainment and related event expenses. The remaining \$350 are tax deductible.

Hotel room rates are discounted for ALMA guests attending the Gala provided reservations are made before November 1, 2024. Book your room - Go to:

<https://www.millenniumhotels.com/en/scottsdale/the-mccormick-scottsdale/>

Use group code: 2412ALMAGA

ALMA is a 501 (c) (3) non-profit corporation. The IRS assigned Employer Tax I.D. # is 86-0743958.

Use following form for table reservations. Email to: adolfo@almahealthcare.com

RESERVE YOUR GALA TABLE EARLY THEN PAY BY MID-NOVEMBER.
PAYMENT RECEIVED BY NOVEMBER 15, 2024 WILL BE LISTED IN THE PROGRAM.

NAME: _____ PHONE: _____

COMPANY _____ EMAIL _____

PALLADIUM CO-SPONSOR - ONE TABLE FOR 10 PERSONS \$15,000
----- PLATINUM CO-SPONSOR - ONE TABLE FOR 10 PERSONS \$10,000
----- GOLD SPONSOR - ONE TABLE FOR 10 PERSONS \$5,000
----- SILVER SPONSOR - EIGHT PERSONS \$4,000 - SIX PERSONS \$3,000 - FOUR PERSONS \$2,000
----- INDIVIDUAL TICKETS - \$500
----- CAN'T ATTEND BUT WANT TO SUPPORT ALMA WITH \$ _____ DONATION.

PLEASE MAKE CHECK PAYABLE TO ALMA, P.O. BOX 24152, TEMPE, AZ 85285 - OR
ELECTRONIC PAYMENT AT SHOP WINDOW WWW.ALMAHEALTHCARE.COM



Membership Models

As more and more patients decide that they are ready to leave their primary care provider, they're seeking models like Direct Primary Care, Monthly Care memberships, Yearly memberships and Concierge-style programs.

These membership models are beneficial to both patients and for the clinic as well. Anytime you have a mutual relationship that will benefit both parties, you have something that not only will last but also will typically generate more referrals as well.

Benefits to Patients:

- Depending on the exact pay plan, but it allows patients to know what all they are getting and exact price.
- Patients feel they get better service, support and care with models like this.
- Patients usually get discounts to other services by being a "member" leading them to try out additional therapies / products & services.

Benefits to Clinics:

- Creates a consistent recurring AND predictable revenue model to easier predict yearly revenue and patient ROI
- Patients are more willing to try other services if you offer your "members" discounts on your other services, products and therapies - More revenue
- Better able to budget for clinic upgrades, marketing \$\$\$, hiring staff when you can more reliably predict your monthly "automatic" revenue from your membership model.

What might a typical model look like you ask?

- Direct Primary Care: \$399/mo
 - Unlimited telehealth visits
 - 1 monthly in-person visit
 - 10% off supplements
 - 10% off clinic services
 - Free B-12 injection program

An effective social media strategy requires you to stay in touch with current and prospective patients by presenting them with relevant, valuable expertise. It's an ongoing process, so you need to dedicate ample time and effort if you're going to reap the benefits.

1. Promote your accounts

Add follow buttons to your website, enabling visitors to start following you on whatever channels they prefer. Include these same links at the end of every email. Don't forget your brochure, appointment reminder cards etc. As the visibility of your social media profile increases, so will your network.

2. Share valuable content

Share content that addresses patients' questions and medical needs, so you can take back the responsibility of helping people take care of themselves.

3. Monitor your pages regularly

One of the biggest challenges for any medical practice is finding the time to keep the business running. Social media isn't something you do in your free time—you have to constantly post new content or respond to followers. As a medical professional, you're likely too busy to do it all by yourself, so make sure someone in your office is doing it on a regular basis.

ALMA VISION

“DREAM THE BETTER HEALTHCARE...IMPLEMENT THE CHANGES TO
MAKE IT HAPPEN”

Mission Statement

Coalesce Passionate Healthcare Professionals, Striving For Excellent, Inclusive, Accessible Healthcare For All ARIZONA Residents.

Core Values:

Promote Partnerships and establish network facilitating the innovation of healthcare for all Arizona residents. Support and enhance healthcare professionals, to excel and enjoy the delivery of care, education, research & innovation in medicine.

Enhance collaboration with any society that share the goal to develop sustainable cultural initiatives in health, arts & wellbeing.

2024-25 ALMA COUNCIL



PRESENTED LEFT TO RIGHT:

Immediate Past Chairperson Robert Bonillas, MD, Rosalia Vasquez, FNP-C, Gloria Castro, MD, Carlos Cazares, DO, Johnny Serrano, DO, Andres Hernandez, MD, Treasurer Claudia Vargas, PharmD, Secretary Paul Underwood, MD, President & CEO Adolfo Echeveste, Chairperson Pedro Rodriguez Guggiari, MD, Vice Chairperson Victor Salazar-Calderón, MD.

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