



**LA MAESTRA**  
COMMUNITY HEALTH CENTERS  
City Heights • El Cajon • National City • Lemon Grove

La Maestra - Heart  
of the Community Campaign



# WELL-BEING Update

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## Zara's Message

Dear Friends,

In this issue you will read about our new medical imaging department, partnership with ITN providing increased access to care for local seniors and our own rising star, Myrna Torresdey, who was selected to participate in Blue Shield of California Foundation's Leadership Institute. We have so many wonderful activities and projects to share with you in the coming months.

We will be celebrating all year long and invite you to join in the fun. Construction on our new 34,660 sq. ft. gold LEED certified health care center is nearly complete. We plan to host grand opening events later this summer. In May, we celebrate our 20th Anniversary. We will have a community event at our City Heights location. More details to come soon and we would love to see you.

Thank you to everyone who has inquired about touring the new facility, we are happy to share our progress with our community partners. Last month, County Supervisor Ron Roberts toured the new building and will be with us to celebrate our 20th Anniversary. Thank you Supervisor Roberts for your uncompromising commitment to the community of City Heights.

We are still working hard to raise money for our Heart of the Community Capital campaign and are so grateful to those of you who have continued to support us. Your generosity will help us reach our goal and in turn will benefit our patients and clients. On behalf of our team at La Maestra, many thanks for your unwavering support and I look forward to celebrating with you soon.

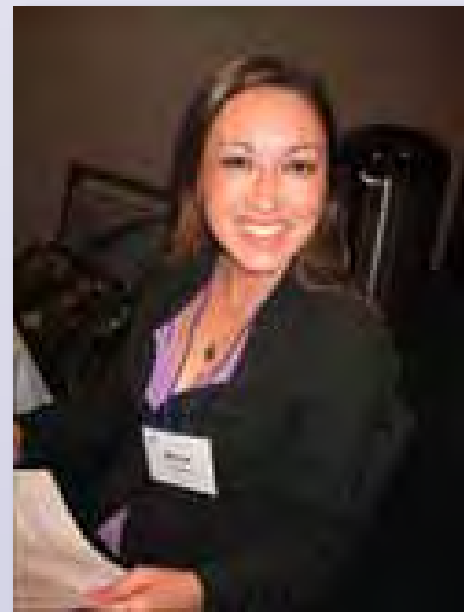
Healthy Regards,  
*Zara Marselian*  
CEO  
La Maestra Community Health Centers

## Blue Shield of California Foundation Selects La Maestra Health Education Coordinator for Leadership Institute Class of 2011

Blue Shield of California Foundation (BSCF) selected Myrna Torresdey, Health Education Coordinator for La Maestra Community Health Centers, as one of its 25 health clinic professionals for the 2011 class of Clinic Leadership Institute. The program, which was launched in 2007, aims to strengthen California's health safety net by preparing emerging leaders from California's network of community clinics and health centers to be agents of change in today's rapidly evolving healthcare environment.

All applicants must have the support of their CEO before beginning the process; Myrna was encouraged to apply by La Maestra's CEO, Zara Marselian. "She understands the community, the needs and has compassion for the underserved. Myrna has the ability to capture the overall vision, strategize and develop programs that meet the needs of La Maestra's culturally diverse populations," states Marselian.

Torresdey graduated with a Master of Public Health degree in Health Services Administration from San Diego State University and a Bachelor of Science in Biochemistry and Cell Biology from the University of California, San Diego. While working on her degree and considering a career as a physician, Myrna accepted an internship position with La Maestra that changed her life. "I learned through my experience at La Maestra that I am passionate about access to care and the community's safety net. "Our health care system needs to change and I think I can do more for the community as a public health administrator, which is why this program is perfect for me," states Torresdey.



*A smiling Myrna Torresdey, Health Education Coordinator.*

As La Maestra's lead health education coordinator, she oversees the nutrition, hypertension, and prenatal educational programs; manages a staff of nine; and leads a quality improvement team, addressing areas of oral health, prenatal care, chronic disease management, and immunizations.

Over the next 18 months, Myrna and her classmates will attend intensive sessions that include finance management, strategy development, health policy, and applying their new skills to special projects in their clinics. The program is administered by the Center for the Health Professions at the University of California, San Francisco, and was designed with input from community clinic representatives, as well as regional and national experts in the field of leadership development.

## LA MAESTRA HEART OF THE COMMUNITY CAMPAIGN UPDATE



Our friends and partners continue to provide financial support for core acquisition and construction of the facility and expansion of new programs.

**CALL TO ACTION:** We are raising the final contributions for phase 1 of the campaign. Within phase 1, we have \$ 4 million left to meet our goal. Campaign volunteers and staff continue to work on raising the remaining funds and we invite our regional and community partners to continue to join us in this exciting project.

## Community Partnership Provides Free Rides to Seniors in City Heights

La Maestra Community Health Centers in partnership with ITNSanDiego launched the *City Heights Community Road Scholarship Program*, to improve access to care for local seniors.

An initial ten Road Scholarship™ recipients have already been selected by La Maestra based on need, both medical and financial. In the coming months at least 75 more scholarships will be awarded. "ITN has taken the time to learn what our community needs and this program will help the most chronically ill in City Heights access healthcare to manage their illnesses," shares Zara Marselian.

"Many chronically-ill seniors in City Heights lack access to transportation," said ITNSanDiego executive director Chuck Overbey. "We believe that poverty should not be a barrier to access to that transportation, which is why ITN created the 'Road Scholarship™ Program' allowing low income seniors to receive rides despite their inability to pay." Membership fees were donated by California Bank & Trust and Soroptimist International clubs in Mission Bay and La Mesa. Volunteer drivers, who accrue ride credits for each mile they drive, have donated more than 3,400 miles. As more donations are received, the program will be expanded to include more City Heights seniors.

ITNSanDiego, one of 16 ITNAmerica affiliate communities in 13 states, uses volunteer drivers in their own vehicles to deliver door-through-door service 24-hours-a-day, 7-days-a-week. The first ride was delivered in San Diego in January 2009, with more than 1,700 rides delivered to date.



*Zara Marselian, Chuck Overbey, Congresswoman Susan Davis and San Diego City Councilman Todd Gloria*

## La Maestra Launches Department of Medical Imaging



*John Lethin demonstrates medical imaging technology*

La Maestra celebrates another first with the launch of its Department of Medical Imaging. The department provides a full scope of sonography services, including 3D and 4D capabilities, and is the first of its kind in a community clinic setting in San Diego.

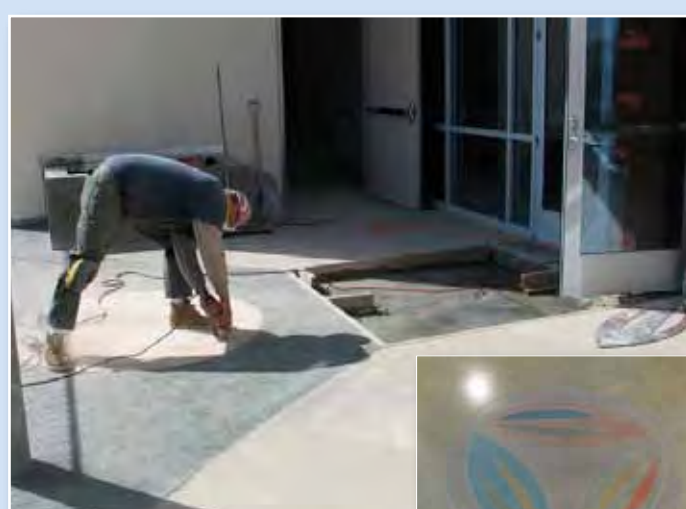
Although the department has just been formalized, La Maestra already has plans for enhancement and expansion. The team is working to expand its reach through Tele-Radiology at all La Maestra sites throughout the county. The goal is to beam the imagery to radiologists in real-time to expedite the process. An imagery study report would then be sent back to the clinician the next day. Compare this to a typical six-week waiting period, if the patient were to seek this type of specialty care outside of La Maestra's medical home, and the impact of this new department on a patient's health is clear.

The department is led by John Lethin, ARRT, RDMS, who, in addition to being La Maestra's Sonographer, has been a committed volunteer for La Maestra for many years. John is best known for his efforts to pack the field with golfers each year at La Maestra's annual golf tournament fundraiser.

John's professional experience and commitment to La Maestra made it an easy choice when the executive team was looking for someone to take on the project. "Once we were ready to create this department, we knew John was the right person for the job—he has the credentials, experience and he shares our commitment to providing exceptional care," added Marselian.

For more information about La Maestra's Department of Medical Imaging, please visit [www.lamaestra.org](http://www.lamaestra.org).

## La Maestra Builds Green ~ Construction Update



*First floor lobby and reception desk*

*La Maestra's signature leaf patterns welcome visitors at the main entrance. Each leaf pattern is artfully saw cut by hand.*

*Zara Marselian leads a staff tour (pictured on the second floor).*



*County Supervisor, Ron Roberts, gets a preview of La Maestra's green health care center's construction site.*

## Please Give to the La Maestra Heart of the Community Campaign

How can you **make a difference** in the lives of families and the community?

Donors like you are making a difference by contributing to the construction of our new green Gold LEED-certified healthcare center, purchase of new medical equipment and to new programs.

We invite you to make your donation today at any level to help us complete this exciting milestone campaign for City Heights and our region. Your support touches the lives of so many families and helps us to build a healthier community.

Please make your contribution by contacting Lindy Webb, campaign assistant at 619.584.1612 Ext. 3032 or at [lindy@lamaestra.org](mailto:lindy@lamaestra.org)

*We would like to acknowledge our*  
**La Maestra**  
**Heart of the Community Capital Campaign**  
**Green Vendors**

**CMS Mechanical • Newmatic Engineering**  
**Powersmiths • San Diego Gas & Electric**  
**Sustainable Communities**

To provide quality health care and education, to improve the overall well being of the family, bringing the under-served, ethnically diverse communities into the mainstream of our society, through a caring, effective, culturally and linguistically competent manner, respecting the dignity of all patients.

La Maestra site locations - El Cajon, City Heights, National City, Lemon Grove

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