



CHARTING PROGRESS

SAN ANTONIO MEDICAL FOUNDATION • *Founders and Stewards of the South Texas Medical Center*

Speaker Emphasizes Uses in Patient Care Annual Foundation Education Program Focuses on Technology

At a time when many people talk about the negative aspects of social media, Wendy Sue Swanson, M.D., described the potential benefits and uses of social media and other technology at the San Antonio Medical Foundation's annual education program.

Dr. Swanson, a pediatrician, health communicator and expert in digital health, addressed the gathering of business, community and medical leaders on March 31 at the Mays Family Center at the Witte Museum.

Dr. Swanson has been a leader in working to revolutionize health communications by using social and digital media to bridge the gap between patients and doctors. She started the first physician-authored blog in 2009 to combat misinformation in the news and online about medical topics. She pioneered using social media in medicine to increase trust in science and the safety of immunizations.

Her focus is to think about innovation, including social media, as a means of helping people. "More than 2.9 billion people are on Facebook," said Dr. Swanson, making the point that Facebook is a good place to reach people. To emphasize the importance of digital information, Dr. Swanson said that 80 percent of people look online for health information.

In addition to emphasizing the benefits of using social media for communicating with patients, Dr. Swanson also touted the benefits of using tele-health as a convenience for patients. "Tele-health had been systematically ignored," she said. "It took the pandemic to advance tele-health." Now it's able to provide real-time service, helping patients to receive medical care on their schedules.

A third topic connected to technology is the issue of transparency. "The Open Notes movement means 'nothing about me without me,'" said Dr. Swanson. "The point is to give patients access to their information."

Now patients are legally able to get notes from their doctors' visits. This change has resulted in patients following medical instructions more completely because they are motivated and understand the directions. Dr. Swanson points to www.opennotes.org as a source of information about access to records and cites the Department of Veterans Affairs as among the first to adopt the practice of providing notes from visits.

"Health care workers will not leave the industry if they can work the way they want to" she said. Functions that can be automated, such as information, should be; then clinicians can do their work, she stated. Currently one in five clinicians plan to leave their jobs, according to Dr. Swanson.

While artificial intelligence is coming to health care and other industries, Dr. Swanson said humans always will be needed to explain information beyond what is provided by AI. So she's an advocate of using technology but doesn't count out people to provide quality health care.



Wendy Sue Swanson, M.D.

Foundation Celebrates 75 Years of Serving San Antonio

This year, the San Antonio Medical Foundation celebrates 75 years of providing leadership to improve health care, advance biomedical science and enhance community well-being in the San Antonio area.

Founded in 1947, primarily to win approval for a medical school for South Texas, the Foundation acquired 740 acres of land for use by medical organizations and needed services in what is known as the 900-acre South Texas Medical Center.

The dream of a medical school became a reality in 1959 when the Texas Legislature approved a bill directing the University of Texas Board of Regents to establish a medical branch or department in Bexar County. The Foundation provided the original 100 acres for the medical school and an additional 100 acres for expansion of UT Health SA.

In 1961, Bexar County voters approved a \$6.5 million bond issue to construct a teaching hospital, an essential element for the success of a medical school. Since then other major health care facilities, including the Veterans Administration and several other hospitals have followed. Today the Foundation has approximately 200 acres available for expansion.

As the South Texas Medical Center has developed, the San Antonio Medical Foundation has expanded its scope to include other health-related projects that benefit residents of South Texas.

The Healthy Kids Project focuses on kindergarten-second graders to teach children through videos and songs about health topics. The program relates to KLRN children's programs, includes downloadable lesson plans for use in classrooms and is

available in both English and Spanish. The program videos may be viewed at www.zubertubers.com.

The Foundation has provided funds for an executive director's salary and other expenses for the San Antonio Mobile Mental Wellness Collaborative. The Collaborative provides mental health services in public schools, focusing on prevention so public schools do not need to concentrate on intervention.

The Foundation started a corporate wellness initiative to provide a weight loss program for employees of small companies at no charge to the employer. As the program grew, it was spun off as a separate non-profit on Jan. 1, 2012, and later was integrated into the YMCA's wellness program.

In 2015, the Foundation started its collaborative grant program to provide grants for health care and bioscience research. The concept is to encourage the collaboration of research efforts among the many health-related institutions in San Antonio. The grants awarded now total more than \$3.7 million.

The Foundation facilitated creation of a website to highlight the many bioscience research projects undertaken by San Antonio organizations. The website, www.sabioscience.org, has 14 bioscience and health care research organizations and provides information about more than 2,800 projects. It helps recruit top executives and investigators from outside the state and is viewed by people from around the world.

The Foundation plans a social event in October to celebrate the 75th anniversary and the organization's many accomplishments.



Medical Center Alliance Plans Park

As part of its long-range plan to enhance the South Texas Medical Center as a place that promotes health and well-being, the Medical Center Alliance is working with the San Antonio Medical Foundation and City of San Antonio to create a park in the northern part of the Medical Center.

The 16-acre park will be located off the north end of Hamilton Wolfe Road and Floyd Curl Drive in one of the most underserved areas for parks in San Antonio. With 60,000 people employed in the Medical Center, along with people in surrounding areas, the need is great for green space.

“This park will create space for people to relax and connect with nature,” said Bill Balthrope, chairman of the Medical Center Alliance. The park will connect to the Floyd Curl green street that has walking and biking paths that are an asset for cyclists and pedestrians in the Medical Center.

Located in a flood plain, the future park features the confluence of two meandering creeks. Potential improvements would maintain the natural character yet provide paths and seating to allow visitors to walk, jog or bird-watch. “It will be a respite in a rapidly developing area,” said Balthrope. The long-range plan is to tie the park into the Howard Peak Greenway Trails that run throughout the city.

The park represents a unique venture of two non-profit organizations providing funding along with the City of San Antonio. The City of San Antonio has approved \$3.5 million as part of the upcoming bond issue, while the Medical Center Alliance and San Antonio Medical Foundation will each contribute \$1 million. The Foundation will also contribute one acre of land for parking.

Northern Floyd Curl Drive to Be Reconstructed

The northern section of Floyd Curl Drive from about the 8300 block to Hamilton Wolfe Road will be reconstructed to provide a smooth driving surface.

The soil in the area has high clay content, which cracks and makes it an on-going battle to maintain the street properly. The project, part of the City of San Antonio bond program, involves excavating and replacing the sub-grade with better fill materials to create a solid foundation for the street.

Once repaved, the improved Floyd Curl driving surface will complement the attractive walking and biking paths that are already in place.

Healthcare and Bioscience Industry Grows in San Antonio

The healthcare and bioscience industry is the top industry in San Antonio with an economic impact of \$42.4 million, based on statistics for 2019. The economic impact represents a 74 percent increase during the last decade.

Funded by the San Antonio Medical Foundation and University Health System along with others, the study by Trinity University professors Richard Butler and Mary Steff, show the results since 2009 that include the benefits of UT Health San Antonio, military medicine and multiplier effects, information not included in studies before 2009.

Health services, including hospitals, physicians, laboratories and other direct service providers had an impact of \$27.4 million, double the amount in 2009. Related industries, such as health insurance, medical equipment manufacturing and pharmaceutical companies, reached \$15 million, 40 percent more than a decade earlier.

OFFICERS

Stephanie Chandler, *Chair*
 Byron Hepburn, MD,
Vice Chair
 Denise Green, *Treasurer*
 Mario Barrera, *Secretary*
 Lisa Friel, *Past Chair*
 Jim Reed, *President*

VOTING TRUSTEES

Warren Branch, D.D.S.
 Mark Carvajal
 Rebecca Cedillo
 Elizabeth Crawford
 Lisa Cruz
 Steven Davis, MD
 Kimberly Espy, PhD
 Phyllis Gallay
 Connie Gilbert
 Lorenzo Gomez

Denise Green
 Alan Gretzinger
 John Hinchey, MD
 Meredith Howard
 JeLynne LeBlanc Jamison
 Brenda Vickrey Johnson
 Marcel Johnson
 Tim Martin
 Susan McGee
 Joe McKinney
 Leticia Mond
 Lyssa Ochoa, MD
 George Peoples, MD
 PJ Pfeiffer
 Ed Rice
 Bob Shemwell
 Gurpaul Singh
 Madeline Slay
 Chris Talley

LIFETIME TRUSTEES

Wayne Alexander
 Bryan J. Alsip, MD, MPH
 Curt Anastasio
 Yolanda Anderson
 Mary H. Arno, MD
 Thomas P. Ball, Jr, MD,
 Maj Gen (USAF Ret)
 J. Dan Bates
 Louise Beldon
 Phyllis Browning
 John R. Brazil, PhD
 Richard W. Calvert
 Ray Carvajal, RPh
 Catherine N. Cooke
 Mike Crownover
 Barbara Dreeben
 Arthur Emerson
 Richard W. Evans, Jr.
 Raul B. Fernandez

Mike Flores
 Pat Frost
 Richard Goldsmith
 Harriet Marmon Helmle
 Peter Hennessey, III
 William W. Hinchey, MD
 Linda Hummel
 Edward B. Kelley
 Michael L. Kreager
 Joe Krier
 Blair P. Labatt, Jr.
 Milton B. Lee
 Elizabeth Lende, PhD
 Tom Mayes, MD, M.B.A.
 Walter W. “Bo” McAllister
 William V. McBride,
 Gen. (USAF Ret.)
 Joe R. McFarlane, MD
 John K. Meyer
 Palmer Moe
 William Moll

Gabriele Niederauer, PhD
 Camilla Parker
 Philip J. Pfeiffer
 William D. Rasco
 Dick Schlosberg
 Harry F. Schwethelm, Jr.
 George Scofield
 Juan Sepulveda
 Phyllis Siegel, J.D.
 J. Marvin Smith, III, MD
 H. Pete Smith
 Lon S. Smith, MD
 Mary Pat Stumberg
 Kenneth Trevett, J.D.
 Jack Willome
 David Young, MD
 David Zachry

ADVISORY TRUSTEES

William Balthrope
 Taylor Eighmy, PhD

Adam Hamilton, P.E.
 Randy Harig
 William Henrich, MD
 George Hernandez
 Martin Landon
 Mayor Ron Nirenberg
 Councilman Manny Pelaez
 Richard Perez
 Ann Salamone
 Jenna Saucedo-Herrera
 Larry Schlesinger, MD
 Christopher Sandles
 Judge Nelson Wolff

HONORARY TRUSTEES

Charles C. Butt
 Tom C. Frost (Deceased)
 James W. Gorman, Jr.
 (Deceased)
 Alex Half (Deceased)

The mission of the San Antonio Medical Foundation is to provide leadership and active stewardship of our land and other assets to improve health care, advance biomedical science and enhance community well-being.

The San Antonio Medical Foundation relies on contributions for its funding. Contributions are tax deductible, because the Foundation is a 501(c)(3) organization.

FOUNDERS AND STEWARDS OF THE SOUTH TEXAS MEDICAL CENTER

P.O. Box 29736 • San Antonio, TX 78229 • (210) 614-3724 • Fax 614-3726 • email: admin@samedfoundation.org

www.samedfoundation.org

Facebook: San Antonio Medical Foundation • Twitter: @Samedfound • Instagram: @samedfound