

Southern California PHYSICIAN

***Southern California Physician* to Feature National News From the American Medical Association**

New section will highlight national advocacy work by the largest organized medicine group in the country.

For immediate release

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Los Angeles--*Southern California Physician* magazine has joined with the American Medical Association to offer its readers a new page highlighting the AMA's far-reaching advocacy work on behalf of physicians. Titled "National News," the page debuts in the February 2007 issue.

"*Southern California Physician* is pleased to expand its legislative and regulatory news coverage through the National News page from the AMA," says Janis Rizzuto, Publisher/Editor of the magazine. "There isn't a more authoritative voice on physician issues nationally than the AMA."

The premier National News page features key articles about physician scope-of-practice changes, pharmacy data issues and anti-smoking litigation.

The American Medical Association is equally enthusiastic about reaching thousands of physicians engaged in local organized medicine groups. *Southern California Physician* is delivered to members of the county medical associations in Los Angeles, Orange, Riverside, San Bernardino, Ventura and Imperial Counties.

"We look forward to increasing the dialogue between Southern California physicians and the AMA," says William G. Plested, MD, AMA president. "As a Californian, I'm encouraged by the great strides the state is taking to improve the healthcare system, especially now as the state embarks upon major reform. Doctors there are sure to be interested in understanding the broader context of their efforts through our National News page."

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About *Southern California Physician*

Southern California Physician is the official publication of six county medical associations in Southern California. The monthly magazine serves 18,000 physicians by delivering the most relevant and timely legislative news, association news and educational information affecting local physicians, their practices and their patients. For more information, please visit www.socalphys.com.

About the American Medical Association

The American Medical Association (AMA) helps doctors help patients by uniting physicians nationwide to work on the most important professional, public health and advocacy issues in medicine. Working together, the AMA's quarter of a million physician and medical student members are playing an active role in shaping the future of medicine. For more information, please visit www.ama-assn.org.

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