

CAPPA

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

Empowering Healthcare

ADVERTISEMENT RATES

(714) 427-0321

teresa@capanet.org

www.capanet.org

CALIFORNIA ACADEMY OF PHYSICIAN ASSOCIATES

The California Academy of Physician Associates is the second largest state association in the country representing the professional interests of 14,000 California PAs and 4,500 members. Our mission is to enhance, educate and empower PAs to be better clinicians for their patients and optimal collaborators in team practice.

PROFILES OF CALIFORNIA PAS

PAs are medical professionals who diagnose illness, develop and manage treatment plans, prescribe medications, perform procedures, assist in surgery and make rounds in hospitals and nursing homes. Their practice emphasizes patient education, preventive care, and chronic care management.

PAs are educated at the master's degree level with a curriculum that is modeled on the medical school curriculum. Graduates bring with them 2-3 years of didactic medical education and more than 2,000 hours of clinical rotations. The PA education model emphasizes treating the "whole patient." This generalist medical training makes them ideal primary care and family practice practitioners (which most PAs are) and enables them to provide a wide spectrum of care.

PAs are committed to team practice with physicians and other healthcare providers. In California, PAs collaborate with physicians in more complex or difficult patient cases. Otherwise, they often serve as the patient's principal healthcare provider.

PRINT ADVERTISING

CAPA Magazine

CAPA maintains a circulation of 4,000 with an annual growth rate of 5% each year. Magazine subscribers include practicing PAs, physicians, PA students and healthcare administrators

Full page
8.5" x 11"

- 1 issue \$1,000
- 2 issues \$1,800
- 3 issues \$2,650
- 4 issues \$3,500

Half page

- 7.45" x 4.55"**
- 1 issue \$500
- 2 issues \$900
- 3 issues \$1,275
- 4 issues \$1,600

Quarter page

- 3.625" x 4.55"**
- 1 issue \$250
- 2 issues \$450
- 3 issues \$650
- 4 issues \$750

Deadline: (Issue/Date)

January – December 15th

April – March 15th

July – June 15th

October – September 15th

Cancellation Policy:

Notice of ad cancellation must be given at least 10 business days before the agreed upon ad submission deadline. If notice is given within 10 business days of ad submission deadline, purchaser forfeits 50% of ad purchase total.

SHOULD HEALTH SYSTEMS OFFER STAFF BONUSES FOR GETTING A COVID-19 VACCINE? Page 5

Inside this issue

- WHAT YOU NEED TO KNOW ABOUT STUDENT LOAN DEBT IN 2021
- PA SPECIALTIES WITH SALARY INFORMATION
- HEALTHCARE REHIRING FAQ AFTER STUDENT REOPENING

Empowering Healthcare

JOB POSTINGS continued

Requirements:

- Bachelor of Science degree in a Physician Assistant or Nurse Practitioner in the State of California
- Ability to effectively and efficiently manage multiple clinical tasks
- Demonstrate excellent organizational skills with meticulous attention to detail
- Able to communicate effectively (oral and written)
- Strong interpersonal, communication, and collaboration skills
- Willingness to learn DEA license and practice Supervision

Interested applicants are invited to send a cover letter and resume to hr@steelehealth.com or in person to our office.

Physician Assistant Primary Care

University Medical Partners
San Pablo

University Medical Partners (UMP), a partner of Stanford Medicine, is seeking a full-time experienced P.A. Primary Care Physician Assistant to join our primary care clinics in San Pablo, CA.

Position Details:

- Full-time 40-hour contract hours per week
- Minimum 12 years of primary care experience required
- Provide direct management of 15-18 patients a day
- Minimum 70% direct patient care with 30% administrative/direct, follow-up visits, when called and 30% direct support (inpatient, urgent care, emergency)
- 100% satisfaction practice
- Practice consists of 2000+ patients (2 primary care physicians, 2 NP's) having served patients in the community for more than 20 years

Why practice with us?

- Competitive salary and generous benefits package including 401K, malpractice coverage and more
- Excellent work-life balance
- Physician-led and managed Medical Group
- Practice with Stanford University School of Medicine Faculty
- We utilize PAs as our primary medical record

About Us:

Our mission is to deliver the promise of Precision Health and PAs to our patients, their families, and the community we serve. We partner with Stanford Medicine in a continuum of clinical health care, education, and innovation.

University Medical Partners, Inc. is a California professional corporation owned and led by physicians and other healthcare practitioners. We are a multi-specialty group of practices that collaborate to provide you with a higher level of care. We also have Stanford faculty physician who practice locally, serving you in San Pablo, CA.

To find out more about Stanford Health Care give us your best health care possible, individualized and consistent with access to the best equipment and technology. At Stanford Health Care your health needs will be considered through HealthWell, our way to care delivery. HealthWell will help you to manage your health care appointments, receive your individualized medical records, and more. Together, we are providing a higher level of health care.

All qualified applicants will receive consideration for employment without regard to race, sex, ethnicity, national origin, protected veteran status, or disability status.

To apply, please email a copy of your CV to hr@steelehealth.com

Cardiac Surgery PA

San Jose Health

We currently have an outstanding full-time opportunity for an expert Cardiac Catheterization Physician Assistant to work Monday thru Friday at John Muir Medical Center, a highly renowned 224 to 230-bed tertiary care hospital located 22 miles from San Francisco and 22 miles from Major Valley. The role is based in our state-of-the-art San Jose and will be an excellent opportunity for emergency surgery only.

Position Summary: As a board-certified Cardiothoracic Surgery Physician Assistant, your responsibilities will include greater responsibility for monitoring, second assisting and for assisting during catheterizations, deep sedation management in the Cardiac ICU and Cardiac Intensive Care Unit. In this role, you will participate in the pre-operative evaluation of cardiac surgery patients, intraoperative care and post-operative care in consultation with interventional radiologists, cardiac surgeons, and consulting physicians.

Qualifications include:

- A current California Physician Assistant license preferred
- Cardiothoracic Surgery Physician Assistant certification
- A current DEA license
- A current ICU certification
- At least one year of Cardiothoracic Surgery specific experience
- Experience with general sedation and intubation, a preferred
- First assisting experience is welcomed but not required
- Experience in the pre-operative management of cardiac surgery patients in the Cardiac Intensive Care Unit is preferred
- Cardiac ICU Patient management experience is also preferred; however, our three current assistant Physician Assistants are willing to train

To apply, please email hr@steelehealth.com or hr@steelehealth.com with your resume and cover letter to hr@steelehealth.com

PA - Primary Care Pediatric

Stanford Medicine
San Francisco

Stanford Medicine is seeking a full-time, board-certified Pediatric Primary Care Physician Assistant to join our team in San Francisco, CA. This position is part of our Primary Care team and will be an excellent opportunity for emergency surgery only.

Position Details:

- Full-time 40-hour contract hours per week
- Minimum 12 years of primary care experience required
- Provide direct management of 15-18 patients a day
- Minimum 70% direct patient care with 30% administrative/direct, follow-up visits, when called and 30% direct support (inpatient, urgent care, emergency)
- 100% satisfaction practice
- Practice consists of 2000+ patients (2 primary care physicians, 2 NP's) having served patients in the community for more than 20 years

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To find out more about Stanford Health Care give us your best health care possible, individualized and consistent with access to the best equipment and technology. At Stanford Health Care your health needs will be considered through HealthWell, our way to care delivery. HealthWell will help you to manage your health care appointments, receive your individualized medical records, and more. Together, we are providing a higher level of health care.

All qualified applicants will receive consideration for employment without regard to race, sex, ethnicity, national origin, protected veteran status, or disability status.

To apply, please email a copy of your CV to hr@steelehealth.com

CAPA 2318 S. Forester Street
Santa Ana, CA 92704-4928
Incorporated 1976

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8.5 x 11

Half page ad
7.45 x 4.55

Quarter page
3.625 x 4.55

EMAIL ADVERTISING

CAPA E-Newsletter & Event Reminder

CAPA maintains a circulation of approximately 13,000 subscribers that include practicing PAs, physicians, PA students, and healthcare administrators. Recipients receive one e-newsletter issue and at least one event reminder per month. Open rates average 35-40% with click-through rates ranging between 4-11% depending on content.

350 x 250 Square

\$300/issue
\$500 / 2 issues
\$700 / 3 issues

600 X 150 Horizontal

\$300/issue
\$500 / 2 issues
\$700 / 3 issues

Deadline:

E-newsletter (Square & Horizontal) -

Five business days before the 1st of each month

Event Reminder (Horizontal)-

12th of each month

Cancellation Policy: Notice of cancellation for all email advertising must be given at least three business days before ad submission deadline. If notice is given less than the mandated three business days, purchaser forfeits 50% of purchase total.

Event Reminder

CAPA Save the Date
Saturday
February 20, 2021
10AM-2PM

Virtual Sessions Include:
CED and Medical Cannabis, Plastic Surgery Perspectives of Emergency Wound Care,
EKG Interpretation, and Mental Health for Patients and Providers

REGISTER

Orange County Vaccination POD Seeking Volunteers

VOLUNTEERS NEEDED

In anticipation of future needs, our Virtual Emergency Volunteer Center (VEC) is currently pre-registering volunteers interested in providing general support staff with COVID-19 vaccinations at Points of Distribution (POD) sites this year. The County of Orange is looking to establish two teams of volunteers willing to serve in these critical volunteer roles:

- Medical Trained Volunteers
- General Support Volunteers

Volunteers, we need your help. In anticipation of future needs, please register at: <https://www.ocgov.com>

The County of Orange and OneOC is urgently seeking volunteer medical vaccinators and general volunteers to staff COVID-19 vaccination POD (Points of Distribution) sites. Visit [OneOC](https://www.ocgov.com) for more information and to register to volunteer.

The more people are vaccinated, the sooner we will reach herd immunity. This is the time for the public to see what PAs do best – putting patients and the public health first!

Volunteer registration is happening now!

REGISTER

Horizontal ad

600 x 150

PA News & Resources
May 2021

CAPA
CALIFORNIA ACADEMY OF PAs
Empowering Healthcare

UPCOMING EVENTS [Controlled Substances Education Course](#)

JOB SPOTLIGHT PA

Saddleback Pulmonary Associates and
Coast Medical Group
Laguna Hills

NCCPA Report Highlights PA Practice Patterns During Pandemic

According to the **2020 COVID-19 Survey Study Descriptive Report**, a new report published by the National Commission on Certification of Physician Assistants (NCCPA), the flexibility that affords PAs to transition to other specialties and practice settings proved to be beneficial as the nation's health care providers worked tirelessly to address COVID-19.

Ninety-six percent of PAs were employed in a clinical position eight to nine months after the COVID-19 outbreak. Approximately 7% of PAs changed specialties, with 4% changing specifically due to the pandemic. Of those, 26% changed to a hospital-based specialty in order to help with increased demand placed on facilities and providers on the front lines of COVID-19.

FULL ARTICLE

Square ad
350 x 250

WEBSITE ADVERTISING

CAPA's website attracts between 7,500 to 9,000 visitors monthly, with approximately 83% being new visitors. Our visitors are predominantly licensed PAs and PA students in California, though a sizable number include other clinicians, i.e. physicians and nurses, and general interest populations such as pre-PA track individuals.

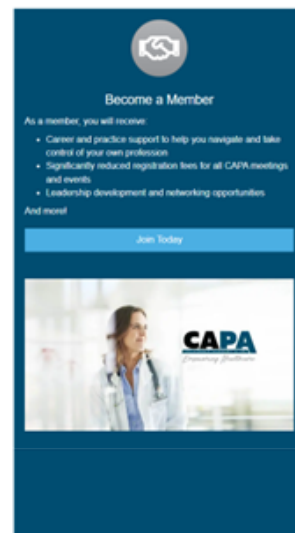
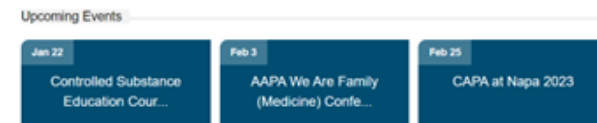
HOME PAGE

*Mid-page
Leaderboard*



728 x 90 ad

728 x 90
\$300/month
\$500 / 2 months
\$700/ 3 months



**300 x 250
ad**

**300 x 250
ad**

*Bottom Home
Page Rotating
Carousel*

300 x 250
\$200/month
\$350 / 2 months
\$500 / 3 month



Cancellation Policy: Notice of cancellation for website advertising must be given at least 10 business days before date of scheduled publishing. If notice is given less than mandated 10 business days, purchaser forfeits 50% of purchase total.

WEBSITE ADVERTISING *continued*

CALENDAR PAGE

728 x 90
\$300/month
\$500 / 2 months
\$700/ 3 months

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CAPA
Empowering Healthcare

About CAPA PA Practice Advocacy CME Publications Membership CAPACareers Scholarships

728 x 90 LEADERBOARD TOP

What are you looking for? Show Events Happening...

11/30/2022 - 11/30/2023 x

Results: 2

S U N	January 22		Controlled Substance Education Course 9:00 AM - 5:00 PM Virtual CSEC Course offering 6.0 Category I CME credits.
S A T	February 25-26		CAPA at Napa 2023 Join us at CAPA at Napa on Saturday, February 25, 2023 for a full day of clinical lectures featuring a distinguished line-up of speakers. Earn up to 7 Category 1 CME credits. Program topics include: Male Hypogonadism; ...

728 x 90 LEADERBOARD BOTTOM

INTERNAL PAGES

728 x 90
\$250/month
\$450 / 2 months
\$650 / 3 months

336 x 250
\$150/month
\$275 / 2 months
\$400 / 3months

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CAPA
Empowering Healthcare

About CAPA PA Practice Advocacy CME Publications Membership CAPACareers Scholarships

728 x 90 LEADERBOARD TOP

CAPA at Napa 2023

NAPA VALLEY MARRIOTT HOTEL & SPA **FEBRUARY 25 & 26, 2023**

336 x 250 ad

Hotel Information Program Schedule Wellness Activity Pricing

Napa Valley Marriott Hotel & Spa
3425 Solano Ave, Napa, CA 94558

Click Here To Book Your Accommodations At CAPA's Discounted Group Rate.
CAPA's hotel room block at the Napa Valley Marriott Hotel & Spa is available for reservations through January 27, 2023.

Cancellation Policy: Notice of cancellation for website advertising must be given at least 10 business days before date of scheduled publishing. If notice is given less than mandated 10 business days, purchaser forfeits 50% of purchase total.

DIGITAL ADVERTISING

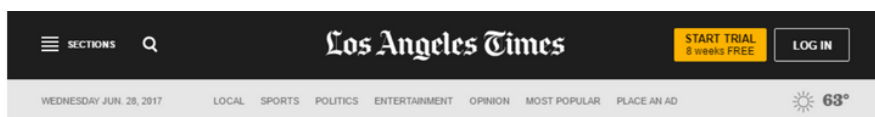
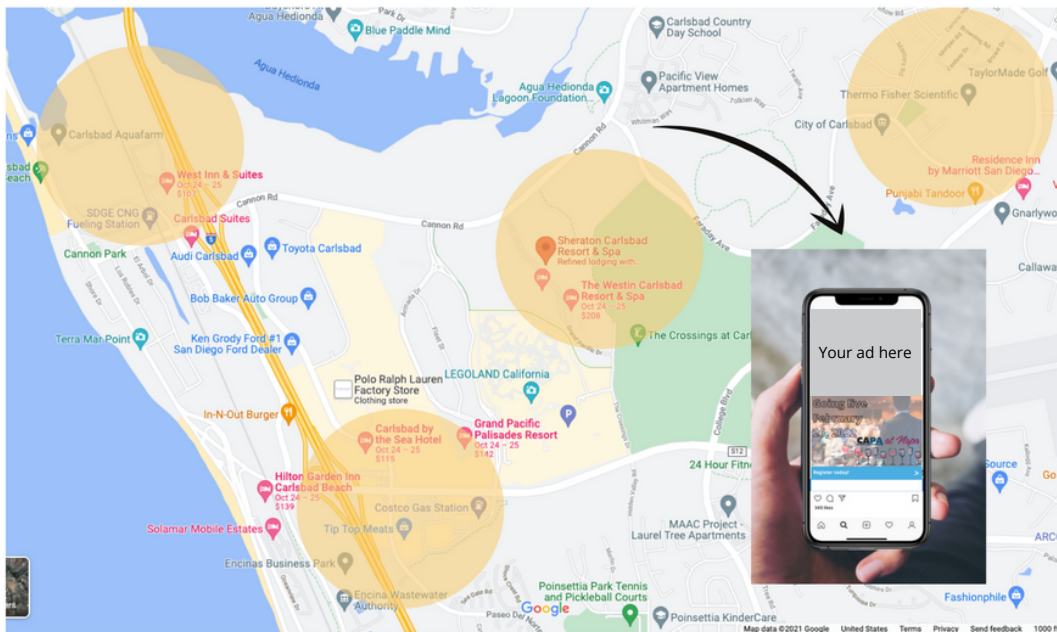
Using cookies to track visitors to our site, CAPA integrates retargeting, email/social media mapping, and geofencing to further target key audiences.

50,000 Impressions Over 3 Months

\$2,800

100,000 Impressions Over 3 Months

\$5,000



728x90



L.A. NOW 4:00 AM
Why the generous new contract for DWP workers might be just a 'face-saving gesture'
By Jack Dolan
Leading critics question whether it's such a good deal.

POLITICS 3:00 AM
Trump succeeds where Obama failed - spawning a new wave of liberal activism

Get 8 weeks FREE
Hurry, sale ends 7/5

START TRIAL >

300x250