



**FOR IMMEDIATE RELEASE**

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**CONTACT:** Ann D'Amato

Phone: 310.963.2981

Email: [ann@lacmanet.org](mailto:ann@lacmanet.org)

**LOS ANGELES COUNTY MEDICAL ASSOCIATION ANNOUNCES  
THE FORMATION OF FIRST-EVER LATINO PHYSICIANS ADVISORY COMMITTEE**

***Dr. Hector Flores is appointed Chairman***

**LOS ANGELES, CA** Today the Los Angeles County Medical Association (LACMA), an organization that represents over 6,500 dedicated physicians County-wide, announced the formation of the first-ever Latino Physicians Advisory Committee.

Dr. Samuel Fink, LACMA President, is honored to announce the appointment of Dr. Hector Flores, a LACMA member, as chairman of the newly formed committee. Dr. Flores is currently chairman of the Family Practice Department at White Memorial Medical Center and co-director of the hospital's Family Practice Residency Program. He received his undergraduate degree from Stanford University and his medical degree from the University of California at Davis. An advocate for cultural competency in healthcare, Dr. Flores is a frequent panelist and speaker on topics such as developing high-performing health care systems, payment innovation, Family Medicine, the need for culturally relevant care, and the effect of diversity on healthcare quality.

The Affordable Care Act will enable an estimated additional 500,000 Los Angeles County residents, who are mostly Latino, to qualify for medical insurance by the year 2014. This significant expansion of newly eligible insured patients is more than the entire population of many cities throughout California, including our state capital, the City of Sacramento. This expansion, compounded by the shortage of physicians will strain the capacity of the healthcare system in Los Angeles County. One of the principle goals of the Latino Physicians Advisory Committee is to take action to increase the number of Latino physicians in Los Angeles County.

"LACMA remains concerned about the eminent shortage of physicians and specifically the scarcity of Latino physicians in Los Angeles County. I'm very proud of the leadership demonstrated by the LACMA Board of Directors to take action and help cultivate more Latino physicians," said Rocky Delgadillo, LACMA CEO.

"I look forward to leading LACMA's Latino Physicians Advisory Committee. We will be a committee action-focused on addressing the needs of patients and improving the healthcare system to better serve disadvantaged communities," said Dr. Flores.

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