

## MEDICAL BOARD STAFF REPORT

DATE REPORT ISSUED: January 21, 2014  
ATTENTION: Committee Members  
SUBJECT: Public Affairs Manager's Report  
STAFF CONTACT: Cassandra Hockenson, Public Affairs Manager

### REQUESTED ACTION:

This report is intended to update the Committee Members on the activities of the Medical Board Public Affairs' Office. No action is necessary.

### OUTREACH EVENTS:

Since the last Education and Wellness Committee Meeting on July 17, 2013, in Sacramento, California, Board staff participated in eight community outreach events and meetings:

- August 21, 2013: The Executive Staff hosted a Chinese delegation from the Health Department of Hubei Province at 2005 Evergreen Street, Sacramento, CA.
- September 13, 2013: Public Affairs Manager Cassandra Hockenson met with Gordon Hinkle, Public Policy and Communications Director for the CALASIAN Chamber of Commerce, to discuss community outreach.
- September 25, 2013: Interim Executive Director Kimberly Kirchmeyer and Chief of Legislation Jennifer Simoes presented a CMA Webinar regarding, "Appropriate Prescribing and Dispensing."
- September 27, 2013: Interim Executive Director Kimberly Kirchmeyer and Chief of Legislation Jennifer Simoes, along with Board Members Barbara Yaroslavsky and Denise Pines, attended a meeting with the Los Angeles County Medical Association (LACMA). At the meeting outreach opportunities were discussed. In addition, LACMA invited the Board to present at an upcoming LACMA board meeting regarding the enforcement process.
- October 4, 2013: Interim Executive Director Kimberly Kirchmeyer and Public Affairs Manager Cassandra Hockenson met with the Consumers Union California Safe Patient Network via a phone conference. Outreach, public participation, and education of consumers were the main topics.
- October 22, 2013: Supervising Investigators Rashya Henderson and Andrew Hegelein participated in Pathways to Public Service, a career fair event at California State University Sacramento.
- October 31, 2013: Public Affairs Manager Cassandra Hockenson made a presentation regarding "The Purpose and Actions of the Medical Board" to Professor John Tamblyn's Consumer Health Education Class. It was an interactive presentation with 40 students.
- November 20, 2013: Supervising Investigators Rashya Henderson and Andrew Hegelein gave a presentation to the Fresno Industrial Claims Association (FICA) on the enforcement process via power point, which focused on over-prescribing and prescription fraud.

- December 11, 2013: Interim Executive Director Kimberly Kirchmeyer and Chief of Enforcement Renee Threadgill did a presentation to the board of directors of LACMA on the Board and its enforcement process.

#### MEDIA INQUIRIES:

Since the last Committee meeting on July 17, 2013 the Board staff has responded to 92 media inquiries, which resulted in a story. In addition, the Board has issued five press releases.

#### WEBSITE:

The Board's new website launched on Thursday, January 16, 2014. In addition to revamping the look of the website, Board staff reviewed almost every page of the old website and brought all pages up to date with the changes due to BreEZe, new laws, etc.

#### UPCOMING EVENTS:

- The Board's Winter *Newsletter* will be posted on the Board's website. Additionally hard copies will be printed and sent to all physicians and interested parties without an email address (each year the Board sends the Winter *Newsletter* to physicians without email addresses as this is the *Newsletter* that contains changes in the laws).
- February 11, 2014: Public Affairs Manager Cassandra Hockenson will be addressing a group of military retirees at the North Highlands Community Center in Sacramento.
- Public Affairs Manager Cassandra Hockenson will be working to finalize development of an MBC brochure regarding the Statute of Limitations in filing a claim titled, "Don't Wait, File a Complaint".