

**Education and Wellness Committee
Strategic Plan Update May 5, 2016**

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Goal 2: Regulations and enforcement: Protect the public by effectively enforcing laws and standards.			
2.3	Identify methods to help ensure the Board is receiving all the mandated reports.	High - 3	
Activities	Date	Responsible Parties	
c.	Identify opportunities for placement of articles on mandatory reporting in professional newsletters/publications and provide content to be used.	July-2014 and ongoing	Public Information Officer
<ul style="list-style-type: none"> • A “CURES Update” was in the 2015 Summer <i>Newsletter</i>. It addressed CURES status and registration requirements. This was re-printed by the Santa Clara County Medical Association’s publication titled <i>The Bulletin</i>, in addition to the Merced-Mariposa County Medical Society’s publication. • “Reporting Lapses of Consciousness/What is your Legal Responsibility” was in the 2015 Summer <i>Newsletter</i> and also picked up by the Santa Clara <i>Bulletin</i>. • “Patient Protection is Paramount – File Your 805.01 Reports” was in the Fall 2015 <i>Newsletter</i> and picked up by the Santa Clara <i>Bulletin</i> and the Merced-Mariposa County Medical Society. • “Mandatory Reporting Requirements for Physicians and Others” was in the Winter 2016 <i>Newsletter</i> and picked up by the Santa Clara <i>Bulletin</i>. 			
d.	Conduct outreach on reporting requirements to all mandated reporters, as resources allow.	July-2014 and ongoing	Public Information Officer
<ul style="list-style-type: none"> • On September 18, 2015, the Executive Director and Chief of Enforcement attended the California Association Medical Staff Services (CAMSS) Mid-Valley Legal and Regulatory Seminar. Topics included training on 805 and 805.01 mandatory reporting. • On December 10, 2015, the Executive Director gave a presentation to the California Hospital Association. Topics included the physician health program, postgraduate training requirements, 805 and 805.1 reporting, and the mandatory hospital transfer reporting form. 			

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Goal 3: Consumer and Licensee Education: Increase Public and Licensee awareness of the Board, its mission, activities and services.		
3.2	Expand all outreach efforts to educate physicians, medical students, and the public, regarding the Board’s laws, regulations, and responsibilities.	High - 2
Activities	Date	Responsible Parties
a.	Engage in two or more consumer outreach events with area organizations, as travel permits.	Quarterly Public Information Officer
<ul style="list-style-type: none"> • On July 21, 2015, the Public Affairs Manager gave a presentation at a Town Hall Meeting hosted by Assemblyman Bill Dodd and the California State Bar Association. The topic was the Board’s role in consumer protection, how to look up a license and file a complaint. • On July 28, 2015, the Public Affairs Manager did a radio interview with iHeart Radio’s PSA Show on the Board’s prescription drug abuse and misuse campaign. The interview was aired on Sunday, August 9, 2015, and was also a statewide podcast. • On August 29, 2015, a Health Quality Investigation Unit Supervising Investigator gave a presentation at the Napa Pain Conference on the laws and regulations and the new Guidelines for Prescribing Controlled Substances for Pain. • On September 17, 2015, the Executive Director attended a general medical staff meeting at the Sonora Medical Center in Sonora. The subject was “Bending the Curve: the Opioid Epidemic in Tuolumne County.” The presentation included educating physicians on the Board’s Enforcement Process and the new Guidelines for Prescribing Controlled Substances for Pain. • On September 17, 2015, the Chief of Legislation participated in a Think Tank Round Table with the California Healthline on SB 396 (Hill) and increased regulations and oversight of outpatient surgery centers in California. • On September 23, 2015, the Public Affairs Manager attended a forum at the Sacramento Bee to discuss the Public Records Act and Freedom of Information Act and how it applies to government and state agencies. 		

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<p>a. Engage in two or more consumer outreach events with area organizations, as travel permits. (continued)</p>	<p>Quarterly</p>	<p>Public Information Officer</p>
<ul style="list-style-type: none"> • On September 29, 2015, the Public Affairs Manager gave a presentation at the California State University Sacramento Campus Consumer Health Class. The topic was the role of the Medical Board, licensing, and enforcement, as well as the issues of prescription drug abuse and misuse. • On September 30, 2015, the Public Affairs Manager gave a second presentation at the California State University Sacramento Campus to another Consumer Health Class on the above topics. • On October 4, 2015, the Public Affairs Manager attended the Yolo County Outreach Event sponsored by the Yolo County District Attorney’s Office and the California State Bar. The presentation was on the Board’s role and mission but concentrated on how to look up a physician’s license, what the information means, and how to file a complaint. • On October 23 and October 24, 2015, the Board held an outreach event at Arden Fair Mall in Sacramento. Board staff showed consumers how to look up a physician’s license, answered questions on the Board’s role, and discussed how to file a complaint. • On October 28 and 29, 2015, the Board held another outreach event at Horton Plaza in San Diego. Board staff showed consumers how to look up a physician’s license, answered questions on the Board’s role, and discussed how to file a complaint. • On October 30, 2015, the Board held another outreach event at the Fashion Valley Mall in San Diego. Board staff showed consumers how to look up a physician’s license, answered questions on the Board’s role, and discussed how to file a complaint. • On November 12, 2015, the Public Affairs Manager joined Assemblyman Bill Dodd, and the California State Bar at a Town Hall in Dixon, California. The topic was consumer protection and the Medical Board’s role. • On February 29, 2016, the Executive Director gave a presentation on the enforcement process at the California Association of Medical Staff Services, Managed Care Chapter (CAMSS MCC). 		

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Activities	Date	Responsible Parties
a. Engage in two or more consumer outreach events with area organizations, as travel permits. (continued)	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • On February 29, 2016, the Public Affairs Manager was a presenter/speaker at the 2nd Annual Dose of Awareness 5K Walk and Health Expo in San Ramon, held by the National Coalition Against Prescription Drug Abuse (NCAPDA). She spoke on the importance of checking on your physician’s license and how to file a complaint with the Board, in addition to the Board’s mission of consumer protection. • On March 11, 2016, the Executive Director and Staff Counsel gave a presentation to the California Certifying Board of Medical Assistants and the California Medical Assistants Association on the scope of practice of medical assistants. • On March 28, 2016, the Chief of Licensing gave a presentation at the University of Southern California, Keck School of Medicine. • On April 18, 2016, the Public Affairs Manager attended a senior scam stopper event hosted by Assemblyman Jim Cooper. The topic was the Board’s mission of consumer protection, the importance of checking up on your doctor’s license, and how to file a complaint. 		
b. Continue to provide articles and information in the Newsletter regarding potential violations to assist physicians in understanding the laws and regulations.	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • The Summer 2015 <i>Newsletter</i> had an article on “New California Guidelines for the Use of Psychotropic Medication with Children and Youth in Foster Care.” • The Summer 2015 <i>Newsletter</i> had an article on the “Rollout of Uniform Standards for Substance Abusing Licensees.” • The Summer 2015 <i>Newsletter</i> had an article on “Report Lost or Stolen Prescription Pads.” • The Fall 2015 <i>Newsletter</i> had an article on “Warnings About Workers Compensation Fraud.” • The Fall 2015 <i>Newsletter</i> had an article on “Medical Records and Patients’ Rights.” • The Fall 2015 <i>Newsletter</i> had an article on “Implementing a Provider Compliance Program.” 		

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b. Continue to provide articles and information in the Newsletter regarding potential violations to assist physicians in understanding the laws and regulations.	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • The Fall 2015 <i>Newsletter</i> had an article on “Telehealth and the Law: What You Need to Know.” (The article was re-printed in a publication called “San Francisco Medicine” that reaches the San Francisco Medical Society.) • The Fall 2015 <i>Newsletter</i> had an article on “Trauma Informed Care: A Challenge for Physicians.” • The Fall 2015 <i>Newsletter</i> had an article on “Medical Assistants Scope of Practice Clarified.” • The Winter 2016 <i>Newsletter</i> had an article on the “Overview of the California End of Life Option Act.” • The Winter 2016 <i>Newsletter</i> had an article on the “Importance of Discussing Potential Risk of Pain Medication on Vehicle Operations.” 		
c. Launch a Twitter account to provide stakeholders with updates on best practices, changes in laws and regulations, and recent Board activities.	Aug-2014	Public Information Officer
<ul style="list-style-type: none"> • Since launching Twitter at the End of January 2015, the impressions and followers continue to grow. • In July 2015, the Board had 211 profile visits and 2,515 tweet impressions. • In August 2015, the Board sent 3 tweets, had 225 profile visits and 1901 impressions. • In September 2015, the Board sent 15 tweets, had 234 profile visits and 4,509 impressions. • In October 2015, the Board sent 13 tweets, had 350 profile visits and 5,655 total impressions. • In November 2015, the Board sent 2 tweets, had 121 profile visits and 2086 impressions. • In December 2015, the Board sent 3 tweets, had 126 profile visits and 2684 impressions. • In January 2016, the Board sent 14 tweets, had 311 profile visits and 7808 impressions. • In February 2016, the Board sent 9 tweets, had 353 profile visits and 6,034 impressions. • In March 2016, the Board sent 2 tweets, had 281 profile visits and 4,289 impressions • Total Twitter followers as of March 31, 2016, is 250. 		

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d.	Provide two or more articles to appropriate media outlets regarding laws and regulations and what they mean to stakeholders.	Quarterly	Public Information Officer
<ul style="list-style-type: none"> As mentioned above in 2.3(c) the Board has successfully provided four mandatory reporting articles to the Santa Clara Medical Association's <i>Bulletin</i> publication as well as two to the Merced-Mariposa Medical Society and the Telehealth Article was provided to the San Francisco Medical Society's <i>San Francisco Medicine</i>. 			
3.3	Examine opportunities for the Board to provide training to licensees via the internet, including hosting webinars on subjects of importance to public protection and public health.		High - 3
Activities		Date	Responsible Parties
a.	Work with DCA to establish webinar protocol and tools needed to hold a successful webinar	ongoing	Public Information Officer
<ul style="list-style-type: none"> On April 22, 2016, the Public Affair Manager will meet with DCA and discuss the practicality and possibilities of webinars, in addition to assistance in shooting and editing tutorials. 			
b.	Work with healthcare agencies and organizations regarding topics of interest for training purposes.	Sep-2014	Public Information Officer
<ul style="list-style-type: none"> The Board continues to partner with the California Department of Public Health (CDPH) regarding the statewide work group that seeks to curb prescription drug misuse and abuse. Additional plans for this campaign are in discussion. The Board has partnered with the California State Bar and various legislators to educate consumers on the Board's mission of consumer protection. As outlined in 3.2a the Board staff have provided numerous training and educational presentations to healthcare agencies and organizations. 			

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Activities		Date	Responsible Parties
c.	Develop interactive webinar content for licensees to promote public protection.	Jan-2015	Public Information Officer
<ul style="list-style-type: none"> • Due to staffing resources and other priorities, the Board staff has not developed an interactive webinar for licensees. 			
d.	Conduct webinars to promote public protection.	Apr-2015 and bi-annually	Public Information Officer
<ul style="list-style-type: none"> • On December 10, 2015, the Executive Director gave a webinar presentation to the California Hospital Association. Topics included the physician health program, postgraduate training requirements, BreZE, 805 and 805.1 reporting, the Licensed Midwife hospital Reporting Form, and public outreach. 			
3.4	Establish a proactive approach in communicating via the media, and other various publications, to inform and educate the public, including California's ethnic communities, regarding the Board's role in protecting consumers through its programs and disciplinary actions.		High - 4
Activities		Date	Responsible Parties
a.	Expand and continue to cultivate relationships with various ethnic communities through their individual media outlets by providing information and education on the Board's role and responsibilities. Provide updates to the Board.	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • On July 23, 2015, the Public Affairs Manager attended the All-State Information Officers and Communication Managers event to network with a variety of communication specialists from a number of California Agencies. A main topic of discussion was ethnic outreach. • On August 19, 2015, the Public Affairs Manager attended a presentation held by the Northern California Chapter of the Public Relations Society of America. One topic of discussion was international media. 			

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Activities	Date	Responsible Parties
b. Engage in television and radio interviews promoting transparency and providing needed information as requested.	Ongoing	Public Information Officer
<ul style="list-style-type: none"> • Staff continues to work with the San Jose Mercury News regarding the issue involving the prescribing psychotropic drugs to foster children. • The Public Affairs Manager has given several interviews and quotes to a variety of media outlets on a variety of topics, including the Check up On your Doctor’s License Campaign to the San Francisco Chronicle, Sacramento Bee, Orange County Register, LA Times, Merced Sun-Star, San Jose Mercury News, News Channel 3 in Santa Barbara, KGET Bakersfield, Wall Street Journal, Center for Investigative Reporting, California Health Report, Channel 29 Bakersfield, 10 News San Diego, KTVU Channel 2 Oakland, Modesto Bee, Consumer Reports Magazine, News 10 Sacramento, the Business Journal, and others. • On March 11, 2016, the Executive Director was interviewed by a journalist from the Sacramento Business Journal on the Board’s Enforcement Program and the vertical enforcement model. • The Public Affairs Manager worked with and continues to work with LA Times reporter Alan Zarembo regarding his investigation of a “stem-cell treatment clinic” operating in California and Mexico. • The Public Affairs Manager continues to work with both state and national news on the topic of physicians on probation. • Three News Releases have gone out: on October 20, 2015, “Be An Informed Patient – Verify your Physician’s License Status;” on February 19, 2016, “ Los Angeles/Glendale Physician’s License Suspended for Sexual Misconduct and Overprescribing;” and on March 10, 2016, “Accusation Filed Against Los Angeles/Glendale Physician for Sexual Misconduct and Excessive Prescribing.” 		

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Activities	Date	Responsible Parties
<p>c. Create PSAs and videos that can be placed online for viewing that address topics of interest as well as educate stakeholders.</p>	<p>Aug-2014 and ongoing</p>	<p>Public Information Officer</p>
<ul style="list-style-type: none"> • On September 28, 2015, the Public Affairs Manager made arrangements to air the Natalie Coughlin PSA on Prescription Drug Abuse and Misuse “One Pill Can Kill” on CBS affiliates CBS-13 in Sacramento, KPIX in the Bay Area, and CBS-2 in Los Angeles. The PSA aired twice at each affiliate between 7:00 – 9:00am. Once aired the PSA was placed on each station’s website and received an additional 63,547 viewings on CBS-13, 63,491 viewings on KPIX, and 63,512 viewings on CBS-2. • On April 22, 2016, the Public Affairs Manager began working with DCA to shoot the script for the tutorial on “How to Check Up On Your Doctor’s License.” Completion date will be July 2016. • The Public Affairs Manager will begin work on a second PSA addressing the Check Up On your Doctor’s License Campaign with a completion date of September 2016. • The Public Affairs Manager will begin work on a tutorial on “how to file a complaint” in late fall. 		
<p>d. Promote the Board’s website and provide consumer friendly information on how to file a complaint.</p>	<p>Ongoing</p>	<p>Public Information Officer</p>
<ul style="list-style-type: none"> • At the January 21, 2016 Public Outreach, Education, and Wellness Committee, the Board staff presented numerous changes to the Board’s website, including making it easier to search for a physician, file a complaint, and review disciplinary documents. • After the January 21, 2016 Public Outreach, Education, and Wellness Committee, the Board staff added a document that identifies what the information in a physician’s profile means and how to obtain that information. 		

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3.5	Establish a method for hosting public seminars taught by legal or enforcement personnel on disciplinary cases, laws violated, and other issues of importance to the profession and the public.		Med - 5
Activities		Date	Responsible Parties
a.	Develop a list of groups who have shown interest for Board speakers in the past, in order to identify similar groups that the Board can reach out to for potential seminars.	Sep-2014	Public Information Officer
<ul style="list-style-type: none"> • The Board staff has a list, and will continue to expand it in the future. Board public affairs staff maintains a chart detailing speaker and outreach requests for various Board speakers that is regularly updated. • The <i>Newsletter</i> has a regular add offering speakers to provide presentations at meetings and events regarding the Board’s mission and functions. Several of the speaking engagements have been requested based upon seeing this offer in the Newsletter. 			
b.	Cultivate relationships with groups not previously engaged, in order to provide seminars.	Sep-2014	Public Information Officer
<ul style="list-style-type: none"> • See 3.2a to identify all the new entities the Board has been able to provide a presentation to on the Board’s roles and functions. • The Public Affairs Manager makes contacts at various outreach events that result in being invited to more outreach events. 			

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Goal 4: Organizational Relationships: Improve effectiveness by building relationships with related organizations to further the Board's mission and goals.		
4.2	Improve educational outreach to hospitals, health systems, and similar organizations about the Board and its programs.	High - 2
Activities	Date	Responsible Parties
b.	Provide presentations on the Board's roles, responsibilities, mandatory reporting requirements, and processes at hospitals, health systems, and similar organizations, as travel permits.	Quarterly Public Information Officer and Appropriate Subject Matter Expert
<ul style="list-style-type: none"> • On September 11, 2015, the Executive Director attended the California Ambulatory Surgery Association Annual Conference in Huntington Beach to discuss outpatient surgery settings. • On February 3, 2016, the Executive Director and Chief of Licensing Curt Worden had a meeting with the University of California Graduate Medical Education Directors. • On February 18, 2016, the Executive Director and a Board Member provided a presentation at UCSF, Fresno, to 50 family medicine residents on the Board and how to be in compliance with the law. • On February 25, 2016, the Medical Board Staff toured the Fort Sutter Surgery Center, a new outpatient surgery setting. 		

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4.3	Optimize relationships with the accreditation agencies, associations representing hospitals and medical groups, consumer organizations, professional associations and societies, the Federation of State Medical Boards, federal government agencies, and other state agencies, including the Department of Consumer Affairs and the Business, Consumer Services and Housing Agency.	High - 3	
Activities		Date	Responsible Parties
a.	Develop a contact list of representatives for stakeholder organizations.	Mar-2014 and update annually	Public Information Officer
<ul style="list-style-type: none"> • The Public Affairs Manager maintains a contact list for stakeholder organizations who have contacted the Board and will continue to add to this list. 			
b.	Offer to make presentations to all stakeholder organizations to provide educational information and updates on the Board's current activities, as travel permits.	May-2014 and ongoing	Public Information Officer
<ul style="list-style-type: none"> • See 2.3d, 3.2a, and 4.2d above. 			
c.	Maintain regular communication with stakeholders, including attending stakeholder meetings as appropriate, as travel permits.	Ongoing	Public Information Officer
<ul style="list-style-type: none"> • Board staff meets on a quarterly basis with the California Medical Association on issues of interest. • Board staff meets with Consumer's Union on issues of interest. • Board staff has attended webinars provided by the Federation of State Medical Boards (FSMB) and have provided input on issues raised by the FSMB. • Board staff meets with Department of Consumer Affairs Executive Staff on an ongoing basis. • Board Staff is working closely with CDPH. 			

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d.	Invite stakeholders to participate in the Board's Newsletter with articles and information, approved by the Editorial Committee, pertinent to licensees.	Mar-2014 and ongoing	Public Information Officer
<ul style="list-style-type: none"> • The Spring 2015 Newsletter included articles from Donate Life California, the Department of Health Care Services, the Drug Enforcement Agency, and the Physician Assistant Board. • The Summer 2015 Newsletter included articles from the Department of Health Care Services, a guest physician writer, who is a professor at the University of California – San Diego, Food and Drug Administration, and the Athletic Commission. • The Fall 2015 Newsletter included articles from the Department of Industrial Relations – Division of Workers' Compensation, Centers for Medicare/Medicaid Services, and University of California, Davis. • The Winter 2016 Newsletter included articles from a guest physician writer, who is a professor at the University of California Davis School of Medicine. 			
e.	Provide activity reports to the Education and Wellness Committee.	At each committee meeting	Public Information Officer
<ul style="list-style-type: none"> • Completed at each meeting. 			
<p>Goal 6: Access to Care, Workforce, and Public Health: Understanding the implications of Health Care Reform and evaluating how it may impact access to care and issues surrounding healthcare delivery, as well as promoting public health, as appropriate to the Board's mission in exercising its licensing, disciplinary and regulatory functions.</p>			
6.1	Inform the Board and stakeholders on the Affordable Care Act (ACA) and how it will impact the physician practice, workforce, and utilization of allied healthcare professionals, and access to care for patients.		High
Activities		Date	Responsible Parties
b.	Identify and obtain ACA articles to print in the Board's Newsletter.	Bi-annually	Public Information Officer
<ul style="list-style-type: none"> • The Fall 2015 Newsletter had an article on “Implementing a Provider Compliance Program.” 			