BOARD STAFF REPORT

DATE REPORT ISSUED:	July 12, 2012
ATTENTION:	Members, Education & Wellness Committee
SUBJECT:	Report on Strategic Plan Update from Public Affairs Office
STAFF CONTACT:	Dan Wood, Public Affairs Officer

BACKGROUND:

Objective 3.1: Improve and expand professional educational outreach, including outreach to students and new graduates, about the laws and regulations that govern medical practice.

1. The first activity in achieving objective 3.1 is the review and determination of what is needed to improve the Medical Board of California (Board) public Web site. In January 2012, the Public Affairs Officer began meeting with staff members of the Information Services Branch (ISB) of the Board to identify the current needs of the public Web site. Consultations with ISB staff led to the conclusion that the current Web site is in need of an overhaul and redesign. The decision was made that only mission critical updates to the current Web site would made in order to devote existing resources to developing a new Board Web site which, when launched, would replace the existing Web site. The new Web site is targeted for launch on December 31, 2012. The Web Users' Committee oversees the development of the new Web site. To speed the development of the new Web site, the Public Affairs Office created a Web Design Committee, whose responsibility is to make and implement the design and functionality efforts of the Web site, then submitting its work for review and analysis to the Web Users' Committee. The Web Design Committee meets twice a month, sets goals and project assignments, and reports on implementation progress. The Web Users' Committee meets once a month, reviews the progress of the Design Committee, and provides input for changes or improvements of existing work efforts. The Governor has put in place a design template that all state Boards are to utilize. This template is much more user friendly, however requires extensive coding from ISB staff. The Public Affairs Office has adopted the new template design for the Board Web site. Over the past six months, the staff of Public Affairs and the staff of ISB have met with members of the Web Design and Web Users' Committees to review and implement the template for use in redesigning the "MBC Within" Web site used by Board staff members. The technical design and implementation information gathered during this period of time has directly rolled over to the new Board public Web site. This will speed the development and implementation of the new Board public Web site, which is already under construction. Here is the timeline through November 5, 2012, for development

August 1, 2012	Design Committee reviews framework in place
September 10, 2012	Written copy for individual section tabs deadline
September 20, 2012	Section copy revisions sent to managers for review
October 1, 2012	Manager's review returned to Public Affairs
October 9, 2012	Revision and Status Report for Executive Staff
October 9- 26, 2012	(on hold as prep for Board meeting takes priority; BreEZe launch)
October 29, 2012	Link testing
November 5, 2012	Group testing to determine ease of navigation

2. The next activity states: "Utilize the Board Web site and Newsletter to inform licensees of issues relating to changes in laws, regulations, practice patterns and tools, as well as issues of public health and cultural and linguistic literacy, creating opportunities to achieve the Board's mission."

To achieve this activity, the Public Affairs Officer has and continues to reach out to other agencies, associations, and stake holders seeking information that would be of interest and benefit to licensees and applicants. The California Board of Pharmacy, the California Medical Association, and the California Employment Development Department, are just some of the agencies and organizations that are now working together to better serve the public by information sharing. Arrangements have been made, on a quid pro quo basis, to publish articles submitted by these groups. Articles have been provided by the Public Affairs Officer to these groups for publication in their magazines and Newsletters. This exchange of articles for publication began with the Summer edition of the Board's Newsletter. Reciprocations are anticipated as these groups send their publications to press. Articles such as those written by the Medical Director for the Employment Development Department and articles about California's Pre-existing Condition Insurance Plan, aid licensees in understanding how such programs benefit physicians, as well as healthcare consumers. The submission must have a focus that will educate and improve licensees' knowledge and delivery of quality healthcare to consumers. These articles are written and submitted to the Public Affairs Officer, who then reviews and edits the submissions before posting on the Board Web site or in the Board's Newsletter. In return for the opportunity to reach out to the over 120,000 readers of the Board's Newsletter and tens of thousands of Board Web site visitors monthly, the groups agree to publish relevant Board information on their Web sites and in their publications. Currently, such agreements have been reached with the California Medical Association, the Board of Pharmacy, the Employment Development Department, the Federation of State Medical Boards, and the Los Angeles County Medical Association. In the future, as the Board's new public Web site goes online, the Public Affairs Office will include Web based audio and video materials, such as training, consumer education videos, and audio programs for downloading. The Public Affairs Office will seek out and develop cooperative agreements for production of audio and video programs from in-house materials and external production companies. The audio and video materials will be divided into age appropriate groups, such as school ages 6-15, young adult ages 16- 26, family ages 27-49, mature and senior ages 50+. The Public Affairs Officer will begin development of these in Spring 2013.

3. The next activity states, "Work with state, county, and federal agencies to inform licensees". As laws impacting physicians and their practices change on the local, state, and federal level, the Public Affairs Office endeavors to promptly convey all these changes to licensees and applicants. This is achieved through the posting of "Alerts" on the homepage of the Board Web site. Additionally, all pertinent sections of the Web site are updated to reflect the changes in the laws and articles are written for publication in the quarterly Newsletter. News of immediate concern is relayed through an Email blast to licensees. An example of an email blast to physicians was related to the Food and Drug Administration (FDA). The FDA issued an alert, in July, which warned of a risk of accidental overdose with Carpuject pre-filled cartridges. The cartridges had been overfilled to contain twice the amount of medicine than was expected. The Board Web site was updated with an "ALERT" to warn licensees and Web site visitors of the risk. In addition to the "ALERT" an email blast was sent out to warn of this danger.

4. This activity is to educate physicians about complying with the law, initiate programs to promote the Board's information and programs to its licensees and, if resources permit, send every physician a new handbook with license renewals. The Guidebook to the Laws Governing the Practice of Medicine is currently being updated. The new seventh edition to the Guide to Laws Governing the Practice of Medicine is set for final review on August 3, 2012. Layout with final edits and approval are slated for August 17, 2012. On that date, the updated seventh edition will be posted online at

the Board Web site and sent to print.

5. Activity 5 is the re-establishment of a Speaker's Bureau and reinstitution of the "Teams of 2," consisting of one staff member and one Board member, and has a target date of Winter 2012. "Teams of 2" could be implemented on a local basis with advanced planning. Offering the speaker's program, with a minimum six-month advance request notice, would allow the Public Affairs Office the time needed to see if a Board member and staff member are available to make a presentation. Logistics will be the key to making the "Teams of 2" successful. Providing a Board member sufficient advance notice to arrange scheduling, without incurring travel expense, will make the success of the program more feasible. Presentations themes include, "The Seven Deadly Sins", What Can the Medical Board Do for You?" and "How Complaints are Filed and Handled". The "Teams of 2" promotional campaign will begin with the online posting of the Winter 2013 Newsletter. The first "Teams of 2" materials will be ready in Spring 2013.

6. This activity is to conduct outreach opportunities to various organizations, hospitals and groups providing speakers and articles are continually being sought by the Public Affairs Office. When requested by local groups in the Sacramento area, these engagements are attended and encouraged by the Public Affairs Office. Speaking engagements have taken place at California State University at Sacramento. The Public Affairs Office will, by September 4, 2012, have reached out to colleges, universities, and schools in the immediate area offering speakers. The Public Affairs Office will continue to report to the Committee on a continuing basis. When travel restrictions are lifted, the outreach program will be expanded and reports on those efforts will be made to the Committee on a continuing basis, as well.

Objective 3.2: Improve public education by expanding current outreach efforts and initiating more outreach programs to educate the public on the Board's programs, the rights of patients, and how to file complaints.

1. As in objective 3.1 the first activity is to review the Board Web site to determine what can be improved. The Public Affairs Officer has set a date of December 31, 2012, as the target launch date for the newly revised Board Web site. While some Board publications are available for download, the current Board Web site mentions publications can be ordered from the Board. The new Web site will provide .pdf files of all publications for download by consumers. This will eliminate considerable cost to the Board in avoiding staff labor, mailing, and printing costs. Hard copy versions will remain available for distribution; however, the number of hard copies may be greatly reduced due the ability to download the .pdf files.

2. The second activity directs the Public Affairs Office to identify consumer education groups and publications to assist in distributing MBC materials. Consumer education groups will also be identified and targeted for distribution of Board publications. The availability of providing the Board publications to these groups electronically or on CD will not only speed the distribution, but save considerable cost. The distribution of electronic versions of Board publications will begin in January 2013 to schools, educators, public interest groups, and news media.

3. This activity states the Public Affairs Officer will schedule meetings with editorial boards of major media at least once a year. An outreach effort to both print and electronic newsgathering organizations in the form of physical meetings with editorial Boards and journalistic organizations

is subject to travel restrictions. As travel is permitted, such as for Board meetings, efforts will be made to arrange physical meetings with editors and producers in the communities where the Board meetings are scheduled. Invitations have been extended to journalists in the host cities of the Board meetings to come attend the meetings and meet with the Public Affairs Officer. This will continue to be a standard of operation into the future and will be reported to the committee on a continual basis. The Public Affairs Officer will use the resources available such as, phone conference meetings and video conference meetings. These meetings will begin in November 2012.

4. For this Activity, the Public Affairs Office will update brochures to reflect current practice environment. Part of the public education efforts are the creation and distribution of informational brochures and guide books. Existing educational materials are being updated by amending remaining stocks and revising as those stocks are depleted. The updating of brochures needs to reflect the current practice environment. The Guide to Laws Governing the Practice of Medicine, is in the final stages of revision for publication of the seventh edition, dated 2012. As mentioned earlier in this report, this publication is to go online September 14, 2012, with hardcopy publication to follow. The Public Affairs Officer is also reviewing all brochures and publications for updating, with highest priority going to publications where the information contained is outdated.

5. The next activity is to work with other state agencies to provide Board materials to consumers. The Public Affairs staff continues seeking out and developing working relationships with other state agencies to provide Board publications to consumers through these agencies. First on the list is the Department of Consumer Affairs (DCA). The Public Affairs Officer has met with his counterpart at the DCA and established a solid working relationship. DCA has provided resources that the Board is currently utilizing in the form of graphic artwork. The strategic plan for the Public Affairs Office of the Board includes utilizing the DCA video tape and editing facilities to develop video public service announcements (PSAs) on topics that include, "How to Check Your Doctor's Background" and " How to File a Complaint". These PSAs will be provided to electronic and broadcast media outlets that can use them to fulfill their mandated obligation to serve what the Federal Communications Commission calls the "public interest, needs, and necessity". The purpose, design, and roll out plan for a PSA campaign will begin November 16, 2012. Scripting and approval to be finished by December 7, 2012. Pre-production is to begin December 11, 2012. The PSAs will be ready for production January 15, 2013. Post production is to begin January 21, 2012. All dates after script is approved are dependent on availability of production facilities at DCA.

6. This activity is to explore the use of social media in outreach to the public. Social media has become a major communication resource worldwide. The advent of social media sites such as Facebook, Twitter, YouTube, LinkedIn and others, provides audiences that are global when it comes to communication. The Public Affairs staff is currently writing a policy that will cover the development and use of social media for conveying vital information concerning activities of the Board and news that impacts the licensees and applicants. The policy will specify who is responsible for determining what information will be posted on social media sites, who will be responsible for entering the information and maintaining the presence on Social Media. Social media subscriber names such as Medical Board of California, California Medical Board, MBC, and CMB have been reserved on Twitter, Facebook, and YouTube to prevent others from obtaining these subscriber names and using them for purposes other than achieving the mission of the Board. Several seminars and Webinars concerning government use of social media have been attended by the Public Affairs Officer and other staff members, as part of the learning process to execute effectively a viable social media presence by the Board. These efforts began in spring 2012 and

will continue as the Board's social media program is developed, reviewed, and approved by executive staff on August 14, 2012, and put in place on August 31, 2012.

7. Objective 3.2 of the Strategic Plan concludes with the activity of adding Board information to the California Healthcare Insurance Exchange Web site. This task is scheduled for fall 2013, and the timeline for such activity will be established after discussions take place between the Executive Directors of the Board and California Health Benefit Exchange (CHBE). The vision of the CHBE is to improve the health of all Californians by assuring their access to affordable, high quality care. The mission of the CHBE is to increase the number of insured Californians, improve health care quality, lower costs, and reduce health disparities through an innovative, competitive marketplace that empowers consumers to choose the health plan and providers that give them the best value. This is consistent with the mission statement of the Board and the promotion of access to affordable quality healthcare. With this task scheduled in the strategic plan for fall 2013, the discussions between the Board and the CHBE should begin fall of 2012.

Objective 3.3: Identify more effective methods to promote the Expert Reviewer Program to recruit qualified physicians.

1. The enforcement staff of the Board has been diligent in recruiting qualified physicians for the Expert Reviewer Program and the Public Affairs staff has been supportive in providing articles, PowerPoint presentations, and Web site information about the program. This will continue to be a standard of operation for the Public Affairs staff as we conclude 2012 and move into the future. The California Medical Association and the Los Angeles County Medical Association are just two of the associations that have agreed to publish articles about the need for expert reviewers and how to become an expert reviewer. In addition, the Board Newsletter and the Board Web site will publish articles and provide links that inform physicians about the Expert Reviewer Program and training events to become an expert reviewer. This outreach will be reported on a continual basis at Committee meetings.

Objective 3.4: Establish a more proactive approach in communication with the media to educate consumers and publicize disciplinary cases and criminal investigations, including those done in cooperation with other agencies.

1. The first activity of objective 3.4 is the building of relationships with major media so that information on all disciplinary cases is provided to the appropriate outlets. This has been the focus of the Public Affairs Officer since late 2011. As calls from media outlets came in or emails from reporters or producers were received, their questions were answered. The media has been given step-by-step instruction on how to subscribe to the email alerts the Board sends out. This has resulted in a growing use of the Board Web site for public documents and information. While this has been a reactive approach, reaching only those journalists who called or emailed, it will be turned proactive by sending out press kits to all media, which includes the step-by-step instruction and links to information contained on the Board Web site. To promote the good work of the Board to the news media, it is imperative that it provide journalists with leads to good news worthy events that reflect the mission of protecting the public. Press kits will contain all necessary information about the Board, plus story ideas and a photo CD that will provide pictures and "B"- roll footage for royalty free use. This will continue to be the practice into the future. Press kits for 2013 with photo CD and PSAs will be ready for distribution by February 2013. The electronic press kits will also provide direct links to video of Board meetings, links to the annual report, and other valuable

information from the Board.

2. The second activity directs the Public Affairs Officer to work with DCA and the DA's office to establish a joint press release procedure, if necessary, to use on joint investigations or actions. DCA and the Public Affairs Office have established a communication effort that increases the visibility of the Board with media and news outlets. As journalists call and email the Board regarding disciplinary cases or requesting information about the Board, that information is also relayed to the DCA, which in turn includes it in its daily media contact reports. When a District Attorney's office is involved, the Board may provide a representative to participate in news conferences, when allowable under the current travel restrictions. When a new release is issued by a District Attorney's office about a matter that involves a Board enforcement action, the Public Affairs Office provides information and quotes for said news release. This standard of operation will continue into the future.

3. This activity states, "when the budget allows, press kits are to be provided to all media outlets." Beginning with the May 2012 Board meeting, press kits were provided to all attending media representatives. This will continue to be the standard of operation for all future Board meetings. Digital publication will allow the Board to produce an electronic or email press kit enabling the Public Affairs Office to be proactive. An electronic version of the press kit will be ready for distribution in time for the October 2012 Board meeting in San Diego.

Objective 3.5: Expand the Newsletter to better inform physicians, medical students, and the public.

1. Activity 1 is to evaluate how the current Newsletter is being used by licensees – what is useful, what is not. The Board Newsletter has dramatically increased its focus and widened its scope of coverage to provide more information and to become a one-stop source for information from across California and around the world, pertaining to the practice of medicine and quality healthcare. Sections have been added to the Newsletter such as, News 2 Use, World Pulse, You Asked for It, Fascinating Fun Facts and the Tech Med Corner. In addition, links to audio and video information from agencies, such as the Center for Disease Control (CDC) and the National Institute of Health (NIH), are linked to stories in the Newsletter. To evaluate how the Newsletter is being used a survey will be included in the Fall 2012 Newsletter. This survey will be able to be answered and emailed directly from the online Newsletter. Subscribers who receive a printed edition of the Newsletter will be able to mail their survey to the Public Affairs Office.

2. Activity 2 is to allow applicants, as well as licensees, to receive the Newsletter by email or social media. As the Board develops its social media presence, links to such sites will also be included in the Newsletter, widening the audience base for the Newsletter and the Board itself. In winter 2012, licensees, applicants, and the public will be given the option of receiving the Newsletter via social media.

3. Activity 3 is to establish a feedback mechanism for the content of the Newsletter to determine who is reading it, and what information is read. Receiving feedback on the Newsletter is being encouraged in each and every issue. Readers are encouraged to email their comments, suggestions, and/or complaints about the Newsletter to the editor. All correspondence of this nature is reviewed by the Public Affairs Officer and discussed with the Public Affairs and Executive staff, with proper consideration being given to the ideas, opinions, and suggestions received. This is a standard part of each issue and will continue to be as we move into the future. Such correspondence also

provides the Public Affairs Officer with feedback on what types of articles are attracting the most interest, as well as who the readers are. When the new Board Web site goes live in late December 2012, a direct feedback form for providing comments to the editor in the form of a "Click to Contact the Editor" button will be available for people who read the Newsletter online at the Board Web site.

4. Activity 4 is to examine ways of promoting the Newsletter to encourage more readership. In order to promote the Newsletter and expand readership, alerts will be published online with direct download links and a link to subscribe at the same time. All downloadable publications will include an offer to subscribe to the Newsletter with an active subscription link button. The subscription button will automatically subscribe the reader when clicked on. This activity will begin with the launch of the new Board Web site. There will also be a link for unsubscribing, which will eliminate the majority of phone calls requesting to be dropped from the email list. Such phone calls require staff time. The "Unsubscribe" link will be included in the fall 2012 edition of the Newsletter.

5. Activity 5 is to reach out to other agencies and foundations to contribute to the Newsletter. Reaching out to other agencies such as the Center for Disease Control (CDC), associations such as the American Medical Association (AMA), and foundations such as the Foundation of State Medical Boards (FSMB) is already taking place. Articles published in the Board Newsletter are often reprinted with appropriate credit, such as the FSMB eNews. Reciprocal agreements with other publications are sought after in an effort to expand awareness and readership of the Newsletter.

6. Activity 6 is to incorporate into the Newsletter more information about Board activities, including encouraging attendance at Board meetings, topics discussed at meetings, etc. In each Newsletter issue released before a Board meeting, there is information about topics to be discussed and information on where and when the Board meeting will take place. Readers of the Newsletter are encouraged to attend Board meetings and activities. This will continue to be a standard part of the Newsletter into the future.

7. Activity 7 of objective 3.5 is to encourage professional associations and societies to include a link to the Newsletter on their Web site. Professional associations, such as the California Medical Association, and the Los Angeles County Medical Association, have agreed to link to the Newsletter. The fall 2012 edition of the Newsletter will debut a new section called "Hot Links," a section that will provide links to other publications and Web sites of interest to the readers of the Newsletter. Staff will continue to update the members on who has installed a link.

Objective 3.9: Conduct outreach to ethnic and other language publications and groups.

1. Activity 1 is to identify the ethnic and cultural groups to be targeted. Efforts are currently underway to translate brochures and publications as they are produced or updated. A list of non-English speaking media outlets will be assembled and contacts made by winter 2012. Existing Board staff and future hires who speak languages other than English will be asked to volunteer as an additional resource for the Public Affairs Office in reviewing language and cultural considerations in Board materials. The formal translation of printed materials for public distribution to groups that do not speak English is handled by commercial translation professionals. It is the duty of the Public Affairs Office to ensure that all groups have access to Board publications, Board meetings, and public events of the Board. At present most non-English

speaking media outlets provide their own translations when seeking interviews or attending events of the Board.

2. Activity 2 is to identify media outlets for various ethnic groups and other-than-English publications, including community newspapers, radio, television stations, and Web groups. The Public Affairs Office is reaching out to all other-than-English media outlets to inform them of the Board's efforts to communicate with the groups these outlets serve. In doing so, the Public Affairs Office is developing a plan that will incorporate these groups into current and planned communication efforts. This plan will be in place in time for the January Board meeting in 2013. The Public Affairs Officer will continue to update the Committee on these efforts.

3. Activity 3 is to identify those staff members or Board members who may be able to communicate with these targeted groups through language fluency or cultural sensitivity. Staff members who have the ability to speak other languages or translate materials into other languages are being identified. These staff members are, on occasion, asked to review publications and offer insights as to how best to communicate with the various groups. The insights provided aid the Public Affairs Office in effectively providing Board information to serve the diversity of the state's population and achieve the Board's mission. The Public Affairs Officer will continue to inform the Committee on the progress of these efforts.

4. Activity 4 is to establish a plan to coincide with the outreach to English language and general audiences. Recent federally funded studies indicate that the fastest growing minority population in the United States is Asian. In China alone there are five different languages spoken. Serving all other-than-English speaking populations of the state will prove a daunting task. Working with the DCA, the Public Affairs Officer is developing a plan that will effectively serve the diverse population of California and inform these populations of the Board's mission and the services the Board offers all healthcare consumers of California. As this plan is developed, the Public Affairs Officer will continue to update the Committee and Board members. The plan will be ready for launch February 4, 2013.

Public Affairs Office Update

Board Newsletter summer issue is now online, and the Public Affairs Office continues to expand its offerings in an effort to acquire a wider readership. New in the summer issue is the addition of the "Tech Med Corner." This new section will highlight advances in technology that affect the practice of medicine. Warnings of viruses and remedies will also be included. The Newsletter has, in past issues, highlighted some of the people who have been recipients of the Steven M. Thompson Loan Repayment Program, and future issues will take a look at some of the physicians who are still in an underserved area and how their lives have changed, as well as how they have changed the lives of the people they serve.

In an effort to secure more public participation in Board meetings, a basic understanding of how a member of the public can participate needs to be conveyed. Articles for the Newsletter on "How Do I Get Involved?" and "I Want to Speak Out" will be included in the Newsletter. This will allow people to understand that the Board wants to hear what members of the public have to say. The idea is to break down the walls and open up opportunities for public input. Each year thousands of people donate blood, tissue, and organs in an effort to save lives by giving a gift of life. The Board can encourage these "gifts" through articles and public service announcements. Such articles will be included in the fall and winter issues of the Board Newsletter and submitted to other publications.

Board Meetings not only allow the Board to conduct business in full view of the public that attends, and the audience that watches the webcast of the meetings, they are an excellent resource for members of the media. In general, the news media is not a fan of covering meetings due to the lack of visual appeal for photographers. Webcasting the Board meetings gives all media outlets the ability to cover the meetings without sending journalists and photographers. However, the May Board meeting in Torrance was successful in attracting journalists from NBC TV in San Diego, the Los Angeles Times, and the Orange County Register. Press kits were supplied to each and time was taken to educate each of the journalists on how the enforcement process works. As each Board meeting approaches, the Public Affairs Office reaches out to all members of the media for the communities that surround the location site of the Board meeting. Opportunities arise to build personal working relationships with journalists and break down barriers. For example, for the July Board meeting invitations are extended to media members not only in the Sacramento/Stockton area, but San Francisco, Redding, Fresno, and Davis. Communication means connecting and connecting on a one-on-one level builds trust and encourages responsible reporting. While there will always be those journalists who will sensationalize for the sake of ratings or circulation, the object of the Public Affairs Officer is to get the truth out to the public so that they may judge for themselves how well the Board achieves its mission to protect the public.

Avenues of Communication for the Public Affairs Office are expanding beyond the traditional print and electronic media. Californians now get their information from a wide range of sources that include the internet, bloggers, and social media such as Twitter, Facebook and LinkedIn. The Public Affairs Office has been developing a strategy to incorporate these sources that are referred to as "new media". By August 15, 2012, the Board will have a presence on "new media". The goal is to use these avenues of communication to convey information on a one-way basis. The purpose is to provide information on vital topics, events, and news to people who have an interest in the work of the Board. On an annual basis, the effectiveness of this strategy will be reviewed and reported to the Board.