MEDICAL BOARD STAFF REPORT

DATE REPORT ISSUED:	July 12, 2012
ATTENTION:	Members, Education and Wellness Committee
SUBJECT:	Discussion and Consideration of the Mission and Goals for the new Education & Wellness Committee
STAFF CONTACT:	Dan Wood, Public Affairs Officer

BACKGROUND:

During the May 4, 2012, Board meeting, the Board heard a motion to move the Wellness Committee into the Education Committee. The motion was approved. The new committee was named the Education & Wellness Committee of the Medical Board of California. The Education & Wellness Committee now must adopt a mission statement and set goals for moving forward.

With pending changes in insurance programs and government supported medical programs, it becomes clear that licensees will have to be educated on the impact the changes have on their practice and on healthcare consumers. Healthcare consumers will seek answers from physicians on what changes can be expected in the treatment they receive because of changes in insurance coverage. Providing healthcare consumers information of these changes through media and licensees, in a time efficient manner, stands to reduce worry and stress for both the patient and healthcare provider.

The members of the Education & Wellness Committee may wish to consider, as a mission statement, the following:

Mission: *To further the Board's mission of protecting healthcare consumers, the mission of the Education & Wellness Committee of the Medical Board of California is to seek out and promote educational opportunities for licensees and consumers that enhances the practice of medicine, the well being of healthcare consumers, and aids in the development of a sound balance of personal and professional lives, so that physicians can be healthy of mind and body and offer quality health care.*

Should the Committee decide to adopt the mission statement as written or a variation of this statement, the committee may wish to consider setting the following goals to support the mission statement:

1. The Committee may wish to promote cross-educational opportunities to better identify successful practice methods that reduce stress and contribute to a sound balance of personal and professional lives. An example of this would be working with universities, healthcare providers such as Kaiser Permanente, and others that specialize in stress reduction and life balance programs and relaying information about these programs to licensees through the Newsletter, social media, and email.
2. The Committee may wish to research how to educate consumers on the role they play in being proactive with their own healthcare and how best to communicate that with medical professionals. This goal can be achieved by discussions with physicians about

what communication methods work best for patients to provide the maximum amount of personal health issue information in a minimum amount of time. From the information physicians provide, the Public Affairs Office would be able to produce a brochure and PSAs to communicate the information to healthcare consumers.

3. The Committee may wish to identify the changes healthcare reform has on medical practice and healthcare consumers and educate physicians on best methods for implementing changes and helping patients to understand what the changes mean to them.
4. The Committee may wish to identify areas of education that promote healthy environments and lifestyles for physician and patients, such as Kaiser Permanente's Thrive, Well*Life programs by Carondelet Health and the Healthy Lifestyles Training program of the U.S. Department of Agriculture. To achieve this goal, the Public Affairs Officer would examine and provide an analysis of such programs and how a physician may benefit most from each program. This information can be relayed through a series of articles in the Board's Newsletter providing an overview of the various programs.

Staff Recommendation

1. Staff recommends the Committee review, possibly revise, and adopt a Mission Statement of the Committee.
2. Staff recommends the Committee review, possibly revise, and adopt goals for the Committee.
3. Staff recommends the Committee direct staff to develop ways to implement the goals of the Committee.
4. Staff recommends the Committee direct staff to analyze and report on online healthy life training sites.
5. Staff recommends the Committee direct staff to write an article on "Best ways to communicate with your Physician" for publication on the Board's Web site, creation of a brochure, and inclusion in the Newsletter.