



MEDICAL BOARD OF CALIFORNIA
Executive Office



Public Outreach, Education and Wellness Committee Meeting

Hilton Los Angeles Airport
5711 W. Century Blvd.
Los Angeles, CA 90045

Thursday, May 5, 2016

MINUTES

Agenda Item 1 Call to Order/Roll Call

The Public Outreach, Education and Wellness Committee of the Medical Board of California (Board) was called to order by Chair Ronald Lewis, M.D., at 2:36 p.m. A quorum was present, and due notice had been mailed to all interested parties.

Members of the Committee Present:

Ronald Lewis, M.D., Chair
Randy Hawkins, M.D.
Howard Krauss, M.D.
Denise Pines
David Serrano Sewell, J.D.

Members of the Committee Not Present:

Sharon Levine, M.D.

Staff Present:

Liz Amaral, Deputy Director
Christina Delp, Chief of Enforcement
Dianne Dobbs, Legal Counsel, Department of Consumer Affairs
Kimberly Kirchmeyer, Executive Director
Dino Pierini, Business Services Office
Regina Rao, Associate Governmental Program Analyst
Elizabeth Rojas, Business Services Office
Jennifer Simoes, Chief of Legislation
Lisa Toof, Administrative Assistant II
Kerrie Webb, Staff Counsel
Curt Worden, Chief of Licensing

Members of the Audience:

Regina Armstrong
Teresa Anderson, California Association Physician Assistants
Michelle Bholat, M.D., Board Member
Gloria Castro, Deputy Attorney General

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Yvonne Choong, California Medical Association
 Elizabeth Costello, Investigator, Health Quality Investigation Unit
 Genevieve Clavreul
 Zennie Coughlin, Kaiser Permanente
 Julie D'Angelo Fellmeth, Center for Public Interest Law
 Lou Galiano, Videographer, Department of Consumer Affairs
 Bridget Gramme, Center for Public Interest Law
 Dev. GnanaDev, M.D., Board Member
 Marian Hollingsworth, Consumers Union Safe Patient Project
 Christine Lally, Deputy Director, Boards and Bureaus, Department of Consumer Affairs
 Bernard Lim, Investigator, Health Quality Investigation Unit
 Lisa McGiffert, Director, Consumers Union Safe Patient Project
 Michelle Monserrat-Ramos, Consumers Union Safe Patient Project
 Anne Potter, Staff Services Manager 1
 Robert Pulido, Supervising Investigator, Health Quality Investigation Unit
 David Warmoth, Board Member
 Natalie Zellmer, Investigator

Agenda Item 2 Public Comment on Items Not on the Agenda

Genevieve Clavreul asked what could be done when a physician advertises himself as board certified, but his certification is not listed on the website.

Agenda Item 3 Approval of Minutes from the January 21, 2016 Public Outreach, Education and Wellness Committee Meeting

Dr. Krauss made a motion to approve the minutes from the January 21, 2016 meeting; s/Dr. Lewis. Motion carried unanimously.

Agenda Item 4 Update and Discussion on the Public Outreach Plan

Dr. Lewis stated that a tutorial to help the public look up their doctor's license is being developed in conjunction with the Department of Consumer Affairs (DCA) and should be completed by the July 2016 Board meeting. He also spoke about public service announcements (PSA) that can be provided to media and other interested parties, regarding the same topic and the importance of looking up a doctor. The PSA is expected to be completed by September 2016 after the tutorial is complete. The State Controller's Office has agreed to allow "Check up on your doctors license" information to be printed on all the warrants issued, about 440,000 individuals. He continued by saying that the Board has reached out to AARP, as well as various unions. The Board plans on engaging various types of media, such as radio and TV, to promote interviews with Board Members and staff to discuss the outreach campaign, and air the Board's PSAs. PSAs must first be prepared. He continued by stating that the Board is working with Legislators and local governments in California, to get the word out by linking to their websites, providing articles for their newsletters and encouraging tweets.

Ms. Kirchmeyer spoke about a flyer that went out to California State retirees that included the

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Board's article encouraging consumers to check on their doctor's license. Sacramento City is considering putting messages into the water bills. The San Francisco City and County Employee Wellness Plan requested a speaker come and address their employees and agreed to hand out the Board's materials. Orange County Health Care Agency is planning an article on the campaign for the May issue of their employee newsletter and an email blast. Contra Costa County said that they will put the message on their cable TV bulletin board.

Dr. Hawkins asked if the Board has a way to track how effective these communications have been.

Ms. Kirchmeyer stated that there are two ways to track, the first way is to measure hits to the website and the second would be placing a QR code on the brochure link to the Board's website that would show the active hits to the website that originated from the brochure.

Ms. Clavreul stated she feels the Board of Supervisors of Los Angeles County would be happy to endorse the Board's project and recommended that the Board follow up with this suggestion.

Ms. Hollingsworth suggested the Board's public outreach plan reach out to large employers like Walmart and Target. Ms. Hollingsworth stated that the plan should be targeted to reach patients at their teachable moments, such as brochures and electronic messages where health care is delivered, such as in hospitals, outpatient surgery centers and physicians' offices. She suggested the use of social media, like email lists, tweeting and the internet platform, or getting a Facebook page. She also suggested that BreEZe is still not user friendly, it is really slow, it is quickly overwhelmed and often sends users to an error page, that physician names need to be spelled exactly correct, and that sometimes doctors use different names on their licenses than they use in their offices. Another point was that searches cannot be done alphabetically within a city or county. She suggested that current disciplines be available on the doctor's BreEZe page. Her group recommends that the Board urge DCA leadership to address these BreEZe barriers. She noted that the Board's public outreach plan only focuses on directing patients towards finding their doctors and recommends that the Board include in all of its outreach efforts information that informs the patients that they can also go to the Board to file a complaint. Ms. Hollingsworth thanked the Board for the publication of the brochure regarding the statute of limitations law that governs the time frame during which patients must file a complaint. She added that Consumers Union Safe Patient Project would like to offer to be available when the Board conducts their interviews and possibly have one of the advocates attend some of the interviews so that its perspective can be provided as well.

Agenda Item 5 Update and Discussion on the Public Affairs Strategic Plan Activities

Ms. Kirchmeyer and Ms. Simoes provided highlights of the Public Affairs activities.

Ms. Simoes spoke about a general staff meeting at the Sonora Medical Center, attended by Ms. Kirchmeyer on September 17, 2015, the subject was "Bending the Curve, The Opioid Epidemic in Tuolumne County," which included educating physicians regarding the Board's enforcement process and the Guidelines for Prescribing Controlled Substances for Pain.

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Ms. Kirchmeyer stated that more presentations are being held regarding the guidelines for prescribing controlled substances for pain, reaching out to hospitals and different physician groups because the outreach plan is in place to educate individuals on the laws and regulations in California. She stated that in June a Board Member will do a presentation, on appropriate prescribing and that she and Dr. Bishop will do a presentation later this year. Ms. Kirchmeyer stated that she will be reaching out to the Board Members to help. The Board has attended some town hall meetings with Assembly Members and other organizations regarding the Board's role in protecting consumers and is looking forward to doing more outreach including senior scam stoppers and more town halls. Seniors are the ones that attend both the town halls and the scam stoppers and the Board is out there to show them how to look at the Board's website and also to provide the Board's phone number.

Ms. Simoes stated that Ms. Hockenson was a presenter/speaker at the 2nd Annual Dose Awareness, 5K Walk and Health Expo held in San Ramon in February 2016 by the National Coalition Against Prescription Drug Abuse. Ms. Hockenson spoke on the importance of checking on a physician's license and how to file a complaint with the Board.

Mr. Kirchmeyer stated that there is information in the Newsletter on how to contact the Board if a group would like someone from the Board to make a presentation and there has been a lot of interest. One group that has shown a lot of interest in the medical assistants (MA). MAs have a limited scope of practice, however, some office expand their scope of practice beyond the limits. Ms. Webb and Ms. Kirchmeyer went and spoke to a large group of MAs in Sacramento and now have been asked to come and speak in Modesto on May 21, 2016.

Ms. Simoes stated that Twitter seems to be a good way to get the information out and it has been beneficial to the Board.

Ms. Kirchmeyer suggested that Twitter might be another avenue for reporting to the public when the Board takes action against a physician. Ms. Kirchmeyer advised that the "You Asked For It" section of the Newsletter is often republished in other organizations' newsletters.

Ms. Clavreul made comments regarding her efforts to find a new physician for pain management and the new demands that physicians make on the patients without actually talking to them, such as requiring them to sign pain contracts. Because she has refused to sign a contract or take a urine test, she has been falsely identified as drug seeking, and intends to file a complaint against the doctor.

Lisa McGiffert said that she supports the Board in considering to use Twitter to send out information regarding disciplined doctors and in include their names, counties and a link to the action.

Agenda Item 6 Update, Discussion and Possible Future Action on Enhancements to the Website

Ms. Kirchmeyer reported that the Board came in as the top state in the nation for its website. Ms. Kirchmeyer had some recommendations for the Boards' website such as a "quick check" to look for their doctor, which would go directly to their name box. She is recommending that changes be made to

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make the language simpler regarding where to go to get information on the doctor and what information the profile will provide. Also, there are plans to make the language plainer, having the ability to search by the specialty of the physician, and their practice area or location. BreZE now has all the malpractice settlement information and flyers have been completed and are prepared to go out with all complaint forms regarding the statute of limitations.

Ms. Choong wanted to congratulate the Board on its ranking in the Consumer Reports Survey of state website for medical boards and that the Board provides much more current information than many other professional boards in California.

Lisa McGiffert agreed that California comparatively had a better website. She stated that some things that could use improvement would be home page simplification, residency program information, links to federal actions and all medical malpractice. Consumers Union would like to see information regarding complaints in plain language summaries on the profile, which is included in SB 1033.

Agenda Item 7 Future Agenda Items

No future agenda items were requested.

Agenda Item 8 Adjournment

Dr. Lewis adjourned the meeting at 3:30 p.m.

The complete webcast can be viewed at: http://www.mbc.ca.gov/About_Us/Meetings/2015/