

“Verify a License” Campaign Outreach Plan

Goal: To reach as many patients in California as possible to make them aware of the Medical Board of California (Board) and the ability to verify a physician’s license on the Board’s website. This will allow patients to ensure a physician is licensed and in good standing with the Board and to view the physician’s full licensure history.

Benchmark: The Board will measure the success of this campaign by the number of hits to the Board’s physician profiles.

Situational Analysis: The assumption is that most Californians are not aware of the Medical Board and have no knowledge of the information available to them about their physician.

Target Audience: Every patient in California. The Board should target patients before and at the time when they are accessing healthcare services, e.g. at the pharmacy, in the physician’s office, at health care events, giving blood, etc. Target groups are parents, seniors, students, teachers, ethnic groups, communities, Legislators, general consumers in California.

Call to Action: Before any patient obtains healthcare services they need to know to go to the Board’s website and verify the physician’s license.

Challenges: The Board has limited financial resources to spend on outreach and must have approval from the Department of Consumer Affairs and other oversight agencies in order to obtain services for outreach, e.g. billboards, PSA airing, etc. In addition, the Governor’s Office has an Executive Order that does not allow employees to incur significant travel expenses (such as flights) for outreach events. Therefore, the Board must have staff in those areas to provide outreach or attend the events around other approved Board events, such as a Board Meeting.

Strategies: The Board has two strategies to implement this campaign: 1) Current and ongoing event participation and outreach; and 2) Partner with numerous organizations with the end goal being to focus on the month of March as the Board’s “Verify a Physician’s License” month.

Tactics: In order to reach the above two strategies the Board will perform the following tasks.

- 1) Current and ongoing events: The Board will identify outreach opportunities throughout the State to attend. These events include Legislative Member town halls, walks and fairs related to healthcare, information disseminated at malls, etc. At these events, Board staff and Members will have the ability to hand out brochures, discuss the Board’s functions, and walk patients through looking up their physician on the Board’s website (computers will be available). In addition, the Board will seek to provide literature (brochures and posters) and articles to entities who provide healthcare services and related entities (pharmacies, Bloodsource, gyms, etc.) for posting and dissemination.
- 2) March Focus: The Board will develop a plan of action, which will include contacting organizations that have the ability to reach a wide audience of patients throughout California with the intent of having this month be a focused effort to inform patients of the Medical Board’s website. The concentration of this plan will be to inundate the market

across multiple venues that all target patients throughout California with information about the Medical Board.

Proposed outreach includes:

- ✓ Develop a PSA that can be provided to entities to air
- ✓ Develop a tutorial for the website on how to lookup a physician's license and what the information means on the website
- ✓ Billboards/jumbotrons at sporting events and located near freeways
- ✓ Ads on mass transit throughout the states
- ✓ Information about the Board on store coupons and receipts throughout the state
- ✓ Information about the Board on utility bills throughout the state
- ✓ State employee paystubs
- ✓ Working with the AARP to provide information at a statewide teleconference
- ✓ Ads in community newspapers and school publications
- ✓ Provide information to Teachers Associations
- ✓ Commercials on Facebook, Google, Pandora, YouTube, Twitter
- ✓ Provide an interview and the PSA to iHeart Radio
- ✓ PSA to run on Sirius XM radio
- ✓ Interview/PSA on NPR and Capitol Public Radio
- ✓ Provide a TEDx talk
- ✓ Work with other DCA regulatory boards to explore ways to leverage community health workers to assist in the outreach campaign
- ✓ Air PSA on three television markets
- ✓ Invite third party commentaries who have established relationships with target groups who can speak to the importance of checking a physician's license. Use social media to get these commentaries posted.
- ✓ Contact the Governor's Office to seek interest/support with a quote and a link on the Board's home page in March
- ✓ Seek a Legislative Resolution to proclaim March as "Verify a Physician's License" month
- ✓ Issue a Press Release on the month
- ✓ Encourage Legislative Members to Tweet the Board's link and post the link on their websites about the Board
- ✓ Hold a Legislative Day at the Capitol where Board staff passes out brochures and Members meet with key Legislators
- ✓ Invite media to all events held during the month of March and provide them with information on the campaign
- ✓ In March on one day, host a two to six hour satellite radio tour (hit ethnic communities as well). This is where Board staff, Members, and others speak for 2 to 5 minutes on as many radio shows as possible to let patients know how to look up their physician and the importance of making informed decisions.
- ✓ In March, host a 15 to 30 minute virtual health Bloggers press conference

Resources: The Board will need staff time to attend events (this will include public affairs staff as well as other programs within the Board); Board Member time; funding for any ads/air time/billboards;

Work Plan: Attached

Month	Activity to Implement	Deadline	Responsible Party	Status
October 2015	<ul style="list-style-type: none"> – Develop and print “Verify a License” brochures – Meet with Pandora on advertising – Attend Mall Outreach and Education in Sacramento – Attend Mall Outreach and Education in San Diego – Tweet Mall appearances, begin Twitter campaign – Reach out to San Diego Media about Campaign – Order Posters from DCA – Contact all health care events in November for potential attendance 	<ul style="list-style-type: none"> – October 9, 2015 – October 15, 2015 – October 23-24, 2015 – October 28-30, 2015 – October 23, 2015 – October 21, 2015 – October 12, 2015 – October 31, 2015 	<ul style="list-style-type: none"> – C. Hockenson – C. Hockenson – Board staff – Board staff – ISB – C. Hockenson – C. Hockenson – C. Hockenson 	<ul style="list-style-type: none"> Completed Pending Pending Pending Pending Pending Completed Pending
November 2015	<ul style="list-style-type: none"> – Golden Future 50+ event at Angel Stadium – Attend Mall Outreach and Education in Roseville – Attend Mall Outreach and Education in Santa Clara – Begin work on “How to Verify a License” tutorial – Begin work on PSA – Contact healthcare services and related entities to display Board poster and brochures – Develop content for school districts online parent newsletter and contact school districts – Contact all health care events in December for potential attendance 	<ul style="list-style-type: none"> – November 7, 2015 – November 14, 2015 – November 30, 2015 – November 30, 2015 – November 30, 2015 – November 30, 2015 – November 30, 2015 – November 30, 2015 	<ul style="list-style-type: none"> – Board staff – Board staff – Board staff – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson 	<ul style="list-style-type: none"> Pending
December 2015	<ul style="list-style-type: none"> – Contact mass transit for signage and display – Contact utility companies to place Board information on bills in March – Contact retail associations to place Board information on store receipts/coupons in March – Contact State Controller’s Office to place Board information on employee pay stubs in March – Research cost of billboards for March – Determine feasibility of procuring jumbotrons for sports events – Finalize the tutorial and post on Board website – Contact all health care events in January for potential attendance – Host an interested parties meeting, that will be teleconferenced, with patient advocates to get their input on best practices for educating patients on the Board’s outreach campaign. 	<ul style="list-style-type: none"> – December 31, 2015 – December 31, 2015 – December 31, 2015 – December 31, 2015 – December 31, 2015 – December 31, 2015 – December 31, 2015 – December 31, 2015 	<ul style="list-style-type: none"> – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson 	<ul style="list-style-type: none"> Pending

January 2016	<ul style="list-style-type: none"> – Contact Ted Talk to determine if Board talk is possible – Work on securing an author for Legislative resolution declaring March “Verify a Physician’s License” month – Begin contract process to air PSA in March – Contact all health care events in February for potential attendance 	<ul style="list-style-type: none"> – January 31, 2016 – January 31, 2016 – January 31, 2016 – January 31, 2016 	<ul style="list-style-type: none"> – C. Hockenson – J. Simoes – C. Hockenson – C. Hockenson 	Pending
February 2016	<ul style="list-style-type: none"> – Contact iHeart to schedule an interview on the “PSA Show” – Set Date for Board Members to visit Legislative Members in March and begin scheduling meetings with legislators and secure booth for outside of Capitol – Finalize the PSA – Contact radio stations about airing PSA in March – Contact NPR and Capitol Radio about an interview and airing PSA in March – Contact all health care events in March for potential attendance 	<ul style="list-style-type: none"> – February 29, 2016 – February 29, 2016 – February 29, 2016 – February 29, 2016 – February 29, 2016 – February 29, 2016 	<ul style="list-style-type: none"> – C. Hockenson – J. Simoes – C. Hockenson – C. Hockenson – C. Hockenson 	Pending
March 2016	<ul style="list-style-type: none"> – Confirm all events/ads/interviews are on target for dissemination, publication, and airing – Confirm appointments with Legislative Staff – Contact media outlets to provide press release and seek coverage of events, including the Board’s Legislative Day – Attend Legislative Day, including board staff at booth – Attend identified outreach events and interviews – Contact all health care events in April for potential attendance 	<ul style="list-style-type: none"> – March 5, 2016 – March 5, 2016 – March 5, 2016 – March 10-20, 2016 – March 31, 2016 – March 31, 2016 	<ul style="list-style-type: none"> – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson – C. Hockenson 	Pending
April 2016 and ongoing	<ul style="list-style-type: none"> – Contact all health care events in May for potential attendance – Prepare for March 2017 in same manner as above 	<ul style="list-style-type: none"> – April 30, 2016 	<ul style="list-style-type: none"> – C. Hockenson 	