

**Education and Wellness Committee
Strategic Plan Update**

Please Note: Only activities assigned to the Public Information Officer are listed in the update. In addition, only those items that are due or have actions completed will have updates included.

| Goal 2: Regulations and enforcement: Protect the public by effectively enforcing laws and standards. | | | |
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| 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"> • The Summer Newsletter will have an article from the Los Angeles Coroner on the need for physicians to sign death certificates. • Board staff are completing an article for the coroners to include in their newsletter on the need for a coroner to report to the Medical Board pursuant to Business and Professions Code section 802.5. • The Summer Newsletter will have an article on the importance of physicians reporting pesticide poisoning to the local health department and the protocol to file the report. | | | |
| 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 May 8, 2014, a presentation was provided to the California Association of Medical Staff Services in Sacramento addressing mandatory reporting requirements, specifically focusing on the Business and Professions Code Sections 805 and 805.01 reporting process and requirements. Approximately 100 individuals were in attendance. • On August 1, 2014, a presentation will be provided to the California Association of Medical Staff Services in Riverside addressing the Business and Professions Code Sections 805 and 805.01 reporting process. | | | |

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| Goal 3: Consumer and Licensee Education: Increase Public and Licensee awareness of the Board, its mission, activities and services. | | |
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| 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 February 11, 2014, a presentation was provided to military retirees at McClellan Air Force Base on the role of the Medical Board. • On March 20, 2014, a presentation on the Outpatient Surgery Setting Program and Task Force was provided to the California Ambulatory Surgery Association. The presentation was on the evolution of the surgery centers, what the Board is currently doing, legislative proposals for improving the outpatient setting requirements, and what is going to be done in the future. • On March 24, 2014, the Medical Board participated in the ENOUGH! Rally at the State Capitol sponsored by the National Coalition Against Prescription Drug Abuse (NCAPDA). Board staff set up a table with information on the Medical Board, including how to file a complaint, and a presentation regarding how the Medical Board is battling this issue was provided. • On April 2, 2014, a presentation on the Medical Board and its roles and duties was provided to a Consumer Health class at Sacramento State University. • On May 14, 2014, Board staff attended the Annual Franchise Tax Board Health Fair. Board materials were passed out and questions were answered about the Medical Board’s roles. • In April, 2014, a PSA was released to educate physicians on the prescription drug abuse epidemic. • In June, 2014, a PSA was released featuring Olympic Swimmer Natalie Coughlin designed to inform and educate consumers on the prescription drug abuse epidemic. • On June 4, 2014, Board staff met with the Alzheimer’s Association of California to discuss future articles in the Newsletter on issues impacting Alzheimer’s and Dementia patients, as well as public speaking engagements and outreach by the Board to educate the Association on the Medical Board’s roles and functions. | | |

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| <ul style="list-style-type: none"> On July 29, 2014, Board staff will be joining the State Bar of California and other state consumer agencies in its first Town Hall Meeting. This meeting is for the Hispanic community in Santa Ana California, and is hosted by Assemblyman Tom Daly’s District Office. Board staff will be passing out materials in Spanish and will be providing a presentation on the Medical Board’s roles and functions, concentrating on the complaint process. On August 23, 2014, Board staff will attend a Town Hall Meeting with the California State Bar hosted by Assemblyman Steve Fox’s District Office in Palmdale. The Town Hall will be focusing on seniors and Board staff will present information on the Medical Board’s roles and functions, concentrating on the complaint process. <p style="text-align: center;">In August 2014, the Board staff will be participating in a Health Forum in Oakland.</p> | | | |
| 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 Newsletter will have an article regarding the inadvertent unlicensed practice of medicine by postgraduate training individuals. The Summer Newsletter will have an article explaining the priority review status for applicants who will be working in underserved areas. | | | |
| 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"> This is on hold due to a staff shortage. Once the vacant position is filled, the Board will begin the launch of a Twitter account. | | | |
| 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 in 2.3c above, Board staff are preparing an article to address the need for a coroner to report to the Medical Board pursuant to Business and Professions Code section 802.5. Board staff will be looking at other opportunities to provide articles to media outlets. | | | |

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| 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 the tools needed to hold successful webinars. | Jun-2014 | Public Information Officer |
| <ul style="list-style-type: none"> The Board just hired an individual that will begin working on July 14, 2014. This individual will be focused on identifying needed webinars/training and moving forward with this objective. | | | |
| b. | Work with healthcare agencies and organizations regarding topics of interest for training purposes. | Sep-2014 | Public Information Officer |
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| c. | Develop interactive webinar content for licensees to promote public protection. | Jan-2015 | Public Information Officer |
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| d. | Conduct webinars to promote public protection. | Apr-2015 and bi-annually | Public Information Officer |
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| 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. Provides updates to the Board. | Quarterly | Public Information Officer |
| <ul style="list-style-type: none"> • The Town Hall meetings discussed in 3.2a will be a key to developing this goal. • In April, 2014, Board staff (including a Spanish-speaking investigator) assisted Telemundo with a multiple-part series on consumer protection for the Hispanic community. The Board has established a good working relationship with Telemundo and will continue to identify ways to work with it in the future. | | | |
| 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"> • This is done on a daily basis with both California and National media. | | | |
| c. | Create PSAs and videos that can be placed online for viewing that address topics of interest as well as educate stakeholders. | Aug-2014 and ongoing | Public Information Officer |
| <ul style="list-style-type: none"> • In April, 2014, a PSA was released to educate physicians on the prescription drug abuse epidemic. • In June, 2014, a PSA was released featuring Olympic Swimmer Natalie Coughlin designed to inform and educate consumers on the prescription drug abuse epidemic. • A third PSA for the consumer is also going to be released in July or August. | | | |

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| d. | Promote the Board’s website and provide consumer friendly information on how to file a complaint. | Ongoing | Public Information Officer |
| <ul style="list-style-type: none"> • Board staff is working on a video to be placed on the Board’s website explaining how to file a complaint. • Board staff is working on a video to be placed on the Board’s website explaining “how to look up your physician.” The Board will promote this video once it is completed. | | | |

Goal 3: Consumer and Licensee Education: Increase Public and Licensee awareness of the Board, its mission, activities and services.

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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. | | | |
| b. | Cultivate relationships with groups not previously engaged, in order to provide seminars. | Sep-2014 | Public Information Officer |
| <ul style="list-style-type: none"> • The Summer Newsletter will have an article reaching out to readers and stakeholders offering speakers to provide presentations at meetings regarding the Board. | | | |
| c. | Revise and update presentations already developed for the purpose of providing seminars. | Jan-2015 | Public Information Officer, Senior Staff Counsel, and Enforcement Manager |
| d. | Conduct and record the seminar and post it on the Board's website. | Mar-2015 and ongoing | Public Information Officer, Senior Staff Counsel, and Enforcement Manager |

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| Goal 4: Organizational Relationships: Improve effectiveness by building relationships with related organizations to further the Board’s mission and goals. | | |
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| 4.2 | Improve educational outreach to hospitals, health systems, and similar organizations about the Board and its programs. | High - 2 |
| Activities | | Date |
| 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 |
| <ul style="list-style-type: none"> • See 2.3d and 3.2a above. • On June 18, 2014, Board staff met with the UC Schools and the UC Regents representative to discuss graduate medical education issues and overall application/licensing issues. | | |
| 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 |
| a. | Develop a contact list of representatives for stakeholder organizations. | Mar-2014 and update annually |
| <ul style="list-style-type: none"> • The Public Information Officer is maintaining a contact list for the stakeholder organizations who have contacted the Board and will continue to add to this list. | | |

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| 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 and 3.2a above. • The Summer Newsletter will have an article reaching out to readers and stakeholders offering speakers to provide presentations at meetings regarding the Board. | | | |
| 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 met, and will meet on a quarterly basis, with the California Medical Association on issues of interest. • Board staff met, and will continue to meet, with Consumer's Union on issues of interest. • Board staff met with a specialty board regarding the impact of disciplinary action on a physician's board certification. • Board staff have attended webinars provided by the Federation of State Medical Boards (FSMB) and have provided input on issues raised by the FSMB. • Board staff meet with Department of Consumer Affairs Executive Staff on an ongoing basis. | | | |
| 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 Summer Newsletter will have an article provided by the Los Angeles County Coroner. • The Summer Newsletter will have an article provided by the Office of Environmental Health Hazard Assessment. | | | |
| e. | Provide activity reports to the Education and Wellness Committee. | At each committee meeting | Public Information Officer |
| <ul style="list-style-type: none"> • Provided July 24, 2014 | | | |

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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.

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| 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 President's Message in the Summer Newsletter will focus on the ACA roll out. | | | |
| c. | Educate physicians on opportunities to assist patients not within the ACA in obtaining access to care. | Bi-annually | Public Information Officer |
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