

EDUCATION AND WELLNESS COMMITTEE STAFF REPORT

DATE REPORT ISSUED: July 17, 2013
 ATTENTION: Committee Members
 SUBJECT: Education and Wellness Committee
 STAFF CONTACT: Cassandra Hockenson

REQUESTED ACTION:

Discussion and update on the Strategic Plan objectives from the Office of Public Affairs.

BACKGROUND AND ANALYSIS:

At the last Education & Wellness Committee Meeting a new Strategic Plan was presented. It is designed to promote better outreach and communication to students, licensees, consumers, and the media. There were nine specific goals presented to accomplish that task. Each goal is addressed below along with the progress made.

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.

Social Media: Ms. Hockenson had suggested at the last Education & Wellness Committee meeting on April 5, 2013 that the Committee consider Twitter as a means to reach out to students and graduates. Promoting it as a first step into social media. Ms. Hockenson contacted the Federation of State Medical Boards (FSMB) and has established a good working relationship with their Director of Public Affairs, Drew Carlson. The FSMB engages in social media itself, specifically Twitter. The FSMB staff are very supportive and have a social media specialist, David Hooper, who is happy to help as well. The FSMB staff has “social media guidelines” and its concerns involve protecting the privacy and confidentiality of patients, as well as avoiding requests for on-line medical advice. In addition, Ms. Hockenson took a survey of other medical boards and found eleven different boards that participate on Twitter and in fact all eleven also have Facebook. Due to limited time, Ms. Hockenson would like to provide a full formal presentation regarding how Twitter could be used to engage students and graduates at the next committee meeting.

Videos and PSAs: In establishing a strong relationship with the Department of Consumer Affairs, Ms. Hockenson has been assured that the Board will be able to use its equipment and services for the creation of videos and Public Service Announcements of interest to students and graduates.

Press Releases On Website: Press releases are now being posted on the front page of the Board’s website and labeled “NEW”. This has been done to draw immediate attention to the information in these press releases. They will remain on the main page of the Board’s website for 30 days and then will remain under the press release section of the site.

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.

Outreach: The social media and Web site improvements apply here as well. In addition, Ms. Hockenson has expanded outreach by working with other boards and state agencies, including the Pharmacy Board, Franchise Tax Board (FTB), Department of Consumer Affairs, California Department of Health Care Services, California Attorney General's Office and the Federation of State Medical Boards. She is continuing to forge more partnerships.

Consumer Outreach Event: Ms. Hockenson and Ms. Valine from the Board's Office of Public Affairs participated in the Franchise Tax Board's Health and Wellness Fair on May 29, 2013. The fair was held on FTB's Sacramento Campus which houses 6,000 state workers and was open to the public as well. Brochures on a variety of topics were handed out and Ms. Hockenson and Ms. Valine answered questions about the Board, including what it does, how to file a complaint, etc. They gave out about 1,000 various brochures, and in fact ran out. Interest was extremely high and the event was a success for the Board.

Objective 3.3- Identify more effective methods to promote the Expert Review Program to recruit qualified physicians.

Need for Experts: The Board is promoting the fact that medical experts are needed in its Summer Newsletter. In addition, it hopes to recruit through placement of that same ad with the Pharmacy Board and CMA.

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

MEDIAHUB: To make sure the Board has the ability to reach out to all forms of media, Ms. Hockenson recently obtained a service for the Board entitled MEDIAHUB. MEDIAHUB provides access to a database of media contacts and the most accurate and comprehensive research on all journalists and editorial story opportunities in the world. This service allows the Board to target its distribution list accordingly with assurances that a press release is going to the right place. Normally the cost associated with this service is around \$3,000 annually, however, thanks to an excellent relationship with the Department of Consumer Affairs, the Board will be able to use its subscription at no charge. DCA just recently renewed MEDIAHUB and has been using it for years.

Press Releases: Recently two press releases went out and were picked up by California media. Both were separate incidents regarding the unlicensed practice of medicine, allowing the Board to show the hard work of its Operation Safe Medicine enforcement program. In both cases arrests were made. Both press releases are posted on the main page of the Board's Web site.

Media Response: Ms. Hockenson has established contacts with a number of media affiliates and reporters, and since coming to the Board has provided five on camera interviews to Sacramento and Bay Area television stations. In addition, Ms. Hockenson has made it a point to provide responses to every media inquiry.

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

Featured Stories: Ms. Hockenson recently encouraged staff to do some journalistic reporting. A story will be in the Board's summer Newsletter on the Mercy Telehealth Network and its state-of-the-art RP-Vita robot that is used to provide emergency consulting. This story will educate the Board's stakeholders on this new technological trend, and will be the first of many stories planned that will be field produced by the Public Affairs staff. In addition Staff reached out to Boston University and did an article on its SCOPE of Pain program.

Survey monkey: The Board will continue to use Survey monkey to gauge interest from its stakeholders on what they like and do not like regarding the Boards offerings. The recent results show that the Newsletter's front page article is popular and in general the Newsletter was rated "very good" by readers. One thing requested was more information on CME courses, which is something the Board will strive to do.

Objective 3.6- Expand the Web site capabilities to create a portal to provide an intuitive and searchable web experience. Develop more outline services and surveys to help improve Board's program.

Revamped Web site: Ms. Hockenson and staff will be presenting the new Web site look. Ms. Hockenson meets once a month with the Information Systems Branch (ISB) to discuss upgrades and changes.

Press Releases: Immediately after a press release goes out it will be placed on the main page of the Web site tagged "new" and will remain there for 30 days. This makes it easy to find.

Survey monkey: The Board has used and will continue to use Survey Monkey to obtain feedback on its Web site.

Objective 3.7- Examine how the Board might provide training to the profession via the internet, including hosting webinars on subjects of importance to the public protection and public health.

Webinars: This is something the Board is working on, and has discussed partnering with other agencies like the California Department of Health Care Services and the Department of Consumer Affairs. The Board hopes to have more information on the progress at the next meeting.

Objective 3.8- Establish a method of holding public seminars taught by legal or enforcement personnel on disciplinary cases, the laws violated, and other issues of importance to the profession and public.

Outreach Events: In May, Kathleen Nicholls, Southern Area Supervisor for Enforcement, made a presentation to the Western States Regional Conference on Physicians' Well Being on the Board's Enforcement Program, including investigating impaired physicians, and 805 reporting requirements. Deputy Chief of Enforcement, Laura Sweet, presented at the California Society of Plastic Surgeons Annual Meeting in San Francisco. Her topic was "Staying out of trouble". In March, Ms. Sweet did a presentation for Dignity Health Care on the subject of the Board's investigation process and reporting obligations pursuant to Business and Professions Code section 805.

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

Translating: Ms. Hockenson is currently looking at options to translate Web site materials. More information will be provided at the next meeting.



A Mediahub Solution for: DCA-Office of Public Affairs

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MEDIAHUB SERVICES PROPOSAL INCLUDES THE FOLLOWING:

1. Access to a database of media contacts and the most accurate and comprehensive research on all journalists and editorial story opportunities in the world.
2. Access to databases of elected representatives and financial analysts.
3. Mediahub features thousands of daily updates to our contact database to guarantee that you access the most current information available. The instant the integrity of our database is improved; our system automatically connects to your saved media lists and provides you with the most accurate information.
4. Ability to search and create media lists using our three tier powerful research engine;
 - You can quickly look up an individual, title or organization using the Quick Search function.
 - Build a Quick List is designed to give you the maximum return on a broad range of subjects and media types with a minimal amount of clicks.
 - Advanced Search is our most sophisticated function which allows you to filter a search with a wide range of criteria to develop targeted lists such as creating media list by county, ethnicity or political perspective etc....
 - Editorial Calendar Search so you can plan your placement efforts in advance.
5. Ability to upload personnel data in US Distribute and/or Mediahub. Uploading your lists in Mediahub will insure that your data is kept up to date. Mediahub will instantly update every user's private lists whenever the Mediahub database is changed by our research staff.
6. Ability to export data in Excel.
7. Ability to create labels and export your content into a variety of reporting functions.
8. Ability to customize your results. Our customizable categories are used to create specific searches that filter the database, combine criteria and provide you with great results.
9. Access to the distribution platform. Mediahub's integrated delivery provides you with more convenience and control. Our fully functional distribution system allows you to send news releases easily, control your own personal fax and e-mail lists, and manage hard copy distribution. You have the ability to upload and control private contacts, verify news releases, identify orders and track your release history. Text e-mails are distributed at no charge* for the first 500 and 15 cents thereafter, HTML and attachment emails are distributed for 15 cents per e-mail. Fax news releases are distributed at 50 cents per page.
10. Support Services Included:
 - Consulting session with Customer Relations Manager to review best practices for system set-up and end-user training (Phone Consultation & Web Training)
 - Unlimited access to targeted web-based training sessions.
 - Access via phone and email to our Client Care team