

Memorandum

To : Members, Medical Board

Date: April 8, 2010

From : Kevin A. Schunke, Licensing Outreach Manager

Subject: Licensing Outreach Program for 2010

Since 2001, the Medical Board has offered a licensing outreach program. The purpose of the program is to build improved working relationships with California's teaching hospitals, the Graduate Medical Education (GME) staff, and residents, but also with other future applicants who are to be considered for faculty appointments or professional positions.

In the past, outreach has been achieved through two avenues: (1) presentations at new resident orientation or during grand rounds, and (2) participation in licensing workshops. Beginning Fall, 2009, I also have expanded my outreach to include hospital recruiters and credentialing staff to better explain the licensing process for faculty members and to discuss how their anticipated hiring dates might best dovetail with the Board's other obligations. And in the near future, I hope to broaden my outreach to medical groups, clinics, professional societies, etc., as well as developing a web-based seminar with CMA for their members and member societies.

Since I reported at the last Board meeting, I have attended the following licensing workshops:

- February 18, Harbor/UCLA -- about 75 residents
- March 9-10, UCLA and UCLA/Olive View -- about 100 residents
- March 18 – UCD - over 100 residents
- March 22-23 – UCSD, both the Hillcrest and LaJolla campuses (also with residents from the VA, Scripps Green, and Rady Children's hospitals) – about 100 residents

The following licensing workshops have been planned, and others may be added:

- May 5 – Alameda County/Highland Hospital and UCSF-East Bay Surgery Program (Oakland)
- May 6 – Children's Hospital Oakland
- May 12 – various recruiters and hospital/clinic staff, Central Valley
- May 13 – UCSF-Fresno
- Aug. 24 – UCSF (with residents from the VA and San Francisco General hospitals) (day 1)
- Aug. 26 – USC
- Sept. 1 – UCSF (with residents from the VA and San Francisco General hospitals) (day 2)
- Oct. 6 – Kaiser Permanent SF Bay Area (residents from the Oakland, San Francisco, and Santa Clara campuses) (day 1)
- Oct. 13 -- Kaiser Permanent SF Bay Area (residents from the Oakland, San Francisco, and Santa Clara campuses) (day 2)
- Oct. 15 – UC Irvine (also with residents from Long Beach Memorial and VA hospitals)
- Oct. 28 – Children's Hospital Los Angeles
- Oct. 29 – Kaiser Permanent Los Angeles (also with residents from some regional campuses)
- Nov. 9 – Loma Linda University

I have been invited to participate in new resident orientation at the following teaching hospitals:

- June 17 – UCLA
- June 18 – UCSF
- June 23 – UCSD, UCI, Loma Linda
- June 30 – UCSD
- July 1 – Loma Linda, UCI, and UCLA

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In the past, I have visited California Pacific and St. Mary's hospitals, both in San Francisco. I will attempt to coordinate visits to these smaller hospitals into one day or tie in my visits with the licensing fairs being held at UCSF.

Cedars-Sinai has declined my numerous overtures encouraging them to host licensing fairs; however, they have expressed their interest in having me make a grand-rounds presentation sometime this fall, possibly in conjunction with visits to other hospitals in the Los Angeles area.

For the first time, an article on the Board's outreach program was included in the April, 2010 edition of the *Newsletter* (see attached). Within hours of the *Newsletter* being posted on line, I received several inquiries asking about the program, what outreach "services" were included and offered via the program, and general licensing questions.

I value the long-standing cooperation I have received from GME staff at some hospitals, for they have allowed me the opportunity to visit their campuses and work with the residents. But I also hope that I can expand my outreach visits to other hospitals that are not on this list; I would appreciate any introductions Board members can make for me, or any encouragement you could offer Administrators at teaching hospitals not on this list so they can benefit from our continued efforts to improve service to all our clients. Possible contacts I will consider in the expansion of outreach will include former Board members, medical consultants, and the Board's experts.

I look forward to discussing and receiving input about this outreach program at the Board meeting. In the meantime, if you have questions or are able to provide me with contact information for other hospitals, you may contact me at (916) 263-2368 or via email at kschunke@mbc.ca.gov.

Attachment

Medical Board expands licensing-application outreach

For 10 years, the Medical Board has offered a licensing-application outreach program. The purpose of the program is to build improved working relationships with California's teaching hospitals, the Graduate Medical Education (GME) staff, and residents, but also with other future applicants who are being considered for faculty appointments or professional positions.

In the past, GME outreach has been achieved through two avenues: (1) presentations at new-resident orientation and during grand rounds, and (2) participation in full-day licensing workshops. These licensing workshops are coordinated by the hospital and offer residents a "one-stop shopping" opportunity for Live Scan fingerprinting, notary, and photography services; Medical Board staff also is invited to attend, answering questions and assisting residents with the application process.

Beginning this year, the outreach has been expanded to include hospital recruiters and credentialing staff to better explain the licensing process for faculty members and to discuss how their anticipated hiring dates might best dovetail with the Board's licensing deadlines. The Board also would like to broaden its outreach to medical groups, clinics, professional societies, and county medical societies.

If you would like more information or to schedule an outreach event, please contact Kevin A. Schunke, Licensing Outreach Manager, at kschunke@mbc.ca.gov or (916) 263-2368.