

2018 STRATEGIC GOAL HIGHLIGHTS

In 2017, internal and external environmental scans were conducted by the Department of Consumer Affairs to collect information to assist the Board in development of a new four-year strategic plan. During a strategic planning session on October 26, 2017, the Board, Executive staff and public discussed the significant themes identified in the scans. This strategic planning session guided

the Board in the development of new goals and objectives to strengthen consumer protection in California for the next four years. On January 18, 2018, the Board voted to adopt the 2018-2021 strategic plan and began implementation. Board staff will provide highlights of the significant strategic plan accomplishments to the Board annually at the first meeting of each new year.



MISSION

The mission of the Medical Board of California is to protect health care consumers through the proper licensing and regulation of physicians and surgeons and certain allied health care professionals and through the vigorous, objective enforcement of the Medical Practice Act, and to promote access to quality medical care through the Board's licensing and regulatory functions.

VISION

To be the premier consumer protection agency leading the effort to advance high quality, safe medical care.

STRATEGIC GOALS



1

LICENSING

Protect consumers by setting requirements for licensure, including education, experience, and demonstrated competence, and efficiently issue licenses to individuals meeting those requirements.

2

ENFORCEMENT

Protect the health and safety of consumers by effectively investigating complaints, by enforcing the laws and regulations of the Medical Practice Act when violations occur, and by educating consumers on the laws and regulations governing safe practices in California.

3

LEGISLATION AND REGULATION

Advocate for and sponsor legislation and adopt regulations, policies, and procedures that strengthen and support the Board's mandate, mission, vision, and goals.

4

OUTREACH

Promote consumer protection through increasing public, licensee, and community partner awareness of the Board, its mission, activities, and services.

5

BOARD ADMINISTRATION

Protect the consumers of California by promoting organizational success through proper Board governance, effective leadership, and responsible management.

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LICENSING

Protect consumers by setting requirements for licensure, including education, experience, and demonstrated competence, and efficiently issue licenses to individuals meeting those requirements.

- ▶ Staff developed and launched a License Alert Mobile application for Apple iOS devices. Enhancing transparency and accessibility, consumers can use the mobile app to follow up to 16 doctors and create a fully customizable 'following' list. A consumer outreach campaign was developed and implemented. The Board became the first medical board in the nation to utilize such technology to notify patients about their doctors.
- ▶ An implementation plan was developed and outreach to stakeholders began on the postgraduate training requirement changes that become effective in law on January 1, 2020. The new law also creates a new postgraduate training license, requiring the revision of applications, forms, policies and procedures which are underway.
- ▶ Examined methods to automate and streamline the licensing process. Development of enhancements are in progress.
- ▶ Identified and prioritized additional license types to renew online and improve resources available to licensees, as well as enhanced communications to licensees on what online resources are available.



April 2018 – Licensing Presentation with the Department of Consumer Affairs at the Consulate General of Mexico in Los Angeles



July 2018 – iOS License Alert Mobile App Press Conference

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ENFORCEMENT

Protect the health and safety of consumers by effectively investigating complaints, by enforcing the laws and regulations of the Medical Practice Act when violations occur, and by educating consumers on the laws and regulations governing safe practices in California.

- ▶ In support of the Department of Consumer Affairs' HQUI Investigator recruitment and retention efforts, the Board's Office of Public Affairs developed and disseminated investigator hiring information on social media. A dedicated recruitment webpage is in development, as well as a presentation outreach plan to reach law enforcement groups, colleges and job fairs.
- ▶ To aggressively monitor the efficiency and timeliness of case processing, staff identified enhancements to frequently used enforcement reports to assist with real-time monitoring of case processing to reduce case aging.
- ▶ Staff audited the enforcement process from complaint intake to assignment. A new case initiation process was developed to reduce the time it takes to notify a complainant of the initial action taken on a complaint.
- ▶ In preparation for the elimination of Vertical Enforcement model in law effective January 1, 2019, the Board collaborated with the Attorney General's Office and the Department of Consumer Affairs' HQUI leadership to revise processes to ensure a smooth transition.
- ▶ Review of the Enforcement Program's external communications began to find ways to more effectively share information with consumers. Data on consumer satisfaction surveys is being evaluated to determine improvements needed.
- ▶ Using clinical privileges action data from the National Practitioner Databank (NPDB), staff compared Board actions to verify mandated reports were successfully received. Outreach to healthcare publications/newsletters on California mandatory reporting requirements is underway.
- ▶ Audit of the Expert Reviewer Program began, with dedicated focus on training improvements and performance evaluations. A cloud-service was implemented for cases to be cost effectively and safely delivered to Expert Reviewers. Staff also developed and migrated the Expert Reviewer Program to a robust database to better assist investigators and staff with management of cases.



September 2018 – Dr. Yip Speaking at the Expert Reviewer Training

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LEGISLATION AND REGULATION

Advocate for and sponsor legislation and adopt regulations, policies, and procedures that strengthen and support the Board's mandate, mission, vision, and goals.

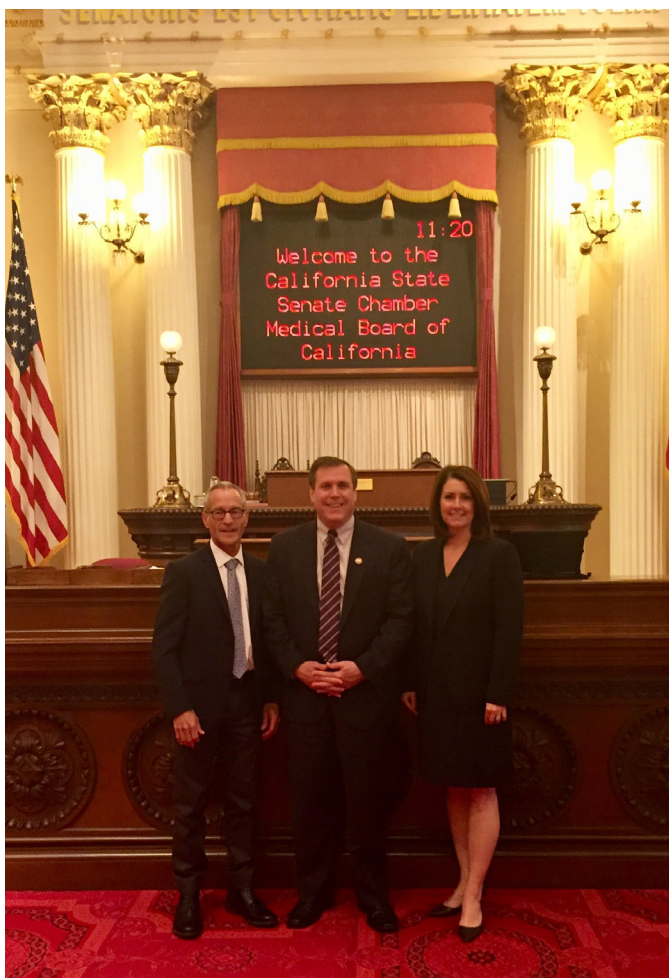
- ▶ Staff developed a successful Legislative Day at the Capitol on April 25, 2018. Board Members met with several Legislators and their staff to discuss the Board's new strategic plan, mobile license alert app, and legislative priorities.
- ▶ Staff reviewed the Board's existing laws and regulations, as well as reviewed suggestions from stakeholders, and identified needed changes. As a result of this review, legislative proposals were presented and approved by the Board at the October 2018 Board Meeting. Regulations underwent non-substantive cleanup in October 2018, including repealing outdated regulations via section 100 changes. Several rulemaking files are in progress.
- ▶ Developed a page informing the public about the bills the Board is taking positions on and how to provide input into this process. Webpage to be released early 2019.
- ▶ Sent emails to physicians regarding new laws effective in 2019 that would impact their practice and provided FAQs based upon questions received.



April 2018 – Legislative Day at the Capitol



April 2018 – Legislative Day at the Capitol



April 2018 – Legislative Day at the Capitol

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OUTREACH

Promote consumer protection through increasing public, licensee, and community partner awareness of the Board, its mission, activities, and services.

- ▶ A new communications plan was developed and approved by the Board during the April 2018 Board Meeting, which included a significant redesign of the Board's newsletter, as well as a new seal and logo.
- ▶ Expanded use of social media platforms to maximize the Board's reach to consumers. The Board hosted its first ever Facebook Live stream with the launch of the license alert mobile app press conference in July 2018. The Board also began posting administrative actions on its Twitter and Facebook feeds.
- ▶ Rebranding of the Board's outreach materials began. The Board launched its first podcast titled "Medical Board Chat", becoming the first licensing board within the Department of Consumer Affairs to use this form of outreach. Two other podcasts were also developed.
- ▶ Developed an outreach calendar to educate communities statewide on the Board and its services. Event attendance tracked to determine effectiveness and planning for future years.
- ▶ Board staff held 39 outreach events across California to both consumer and physician groups providing them with information about the Board and its roles, including the enforcement process, new laws, and the licensing process.
- ▶ In collaboration with the Board's Call Center leadership, the Board's Office of Public Affairs developed a communication improvement plan, which included review of call statistics to determine specific training needs for Call Center staff. Call scripts were also updated to improve the quality of customer service delivered to consumers.
- ▶ Reviewed and updated all public resources to include the Board's telephone numbers. In addition to the various online services available, all Board outreach and presentation materials now promote the Board's telephone numbers to ensure consumers' access to assistance.
- ▶ Staff presented to DCA healing arts boards regarding the Board's activities and participated in multiple meetings with other DCA boards and state entities throughout the year. Staff collaborated on several significant legislative mandates that reached across multiple DCA Boards including the CURES mandatory use requirement. Staff conducted webinars with the Department of Justice and developed a CURES fact sheet that is being used by DCA healing arts boards in outreach to their licensees.



October 2018 – Marin Senior Fair



October 2018 – Solano County Health Fair

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BOARD ADMINISTRATION

Protect the consumers of California by promoting organizational success through proper Board governance, effective leadership, and responsible management.

- ▶ Board Members attended staff events enhancing employee morale.
- ▶ The Annual President's Employee Award was established. The inaugural award was presented by President Pines at the January 2019 all-staff meeting.
- ▶ Staff reviewed desk procedure manuals to audit methodologies and evaluate effectiveness. Program desk procedure manuals and desk onboarding manuals were revised and are going through review process.
- ▶ Board Members assisted with outreach events and expert trainings statewide.
- ▶ Reviewed all the Board Member's Orientation binder materials and revised them to better meet the needs of the new members for education on the Board's roles and responsibilities.
- ▶ Provided training at Board meetings on the following topics: the Board's disciplinary guidelines, the Licensing Outreach Program, continuing medical education audit process, the Controlled Substance Utilization Review and Evaluation System (CURES), investigation process, and the investigator's role in the investigation process.



September 2018 – Employee Appreciation Picnic



January 2019– Annual President's Employee Award



July 2018 – All Staff Meeting with Dr. Yip



January 2019– Annual President's Employee Award

LOOKING AHEAD

In 2019, the Board will continue to accomplish its Strategic goals by:

- ▶ Work with the Attorney Generals' Office and the Department of Consumer Affairs to constantly identify new approaches to improve the enforcement process and decrease timelines.
- ▶ Development and launch of a new license type in BreZE: Postgraduate Training License
- ▶ License Alert Mobile app for Android smart phones
- ▶ Online Webinars
- ▶ Videos to assist consumers with complaint process
- ▶ Optional end-of-call survey for the Board's Call Center
- ▶ Hold a meeting with patient advocates to find ways to make the Board more effective in meeting its mission of consumer protection.
- ▶ Plan the annual Legislative Day at the Capitol for 2019.



September 2018 – Sacramento Women's Expo