

Education and Wellness Committee
Strategic Plan Update January 29, 2015

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Goal 2: Regulations and enforcement: Protect the public by effectively enforcing laws and standards.			
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 had an article from the Los Angeles Coroner on the need for physicians to sign death certificates. • The Summer Newsletter had an article on the importance of physician’s reporting pesticide poisoning to the local health departments and the protocol to file a report. • 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. 			
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 April 18, 2014, staff discussed mandatory reporting requirements involving hospitals and physicians with the San Bernardino Sun and LA Daily News. • 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 June 13, 2014, staff had a conference call with the staff from Public Citizen to discuss the peer review process and reporting requirements. • On August 1, 2014, a presentation was provided to the California Association of Medical Staff Services in Riverside addressing the Business and Professions Code sections 805 and 805.01 reporting process. • On August 28, 2014 a presentation was given to the Rancho Los Amigos Rehabilitation hospital on the reporting requirements of Business and Professions Code 805. • On November 7, 2014 a presentation was given to the Los Angeles County Department of Health Services Quality Improvement & Patient Safety Program on Business and Professions Code 805/801. 			

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Goal 3: Consumer and Licensee Education: Increase Public and Licensee awareness of the Board, its mission, activities and services.		
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 issues 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 8, 2014 staff spoke at the California Association of Medical Staff Services annual meeting held in Sacramento. • 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. • On May 21, 2014 staff spoke to the Annual Physician’s Well-Being conference at the University of Riverside. • 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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Activities	Date	Responsible Parties
a. Engage in two or more consumer outreach events with area organizations, as travel permits. (continued)	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • On July 29, 2014, Board staff joined the State Bar of California and other State Consumer Agencies at its first Town Hall Meeting. This meeting was for the Hispanic community in Santa Ana California, hosted by Assemblyman Tom Daly’s District Office. Board staff passed out materials in Spanish and provided a presentation on the Medical Board’s roles and functions, concentrating on the complaint process. The presentation was made in both English and Spanish. • On August 12, 2014 staff gave a presentation with Assemblywoman Beth Gaines at a Town Hall Meeting in Sun City Lincoln Hills. • On August 25, 2014, staff gave a presentation at Assemblywoman Beth Gaines Town Hall in Roseville. The presentation centered on what the Medical Board does, how to check on a physician’s license and how to file a complaint. • On September 3, 2014, staff gave a presentation to the California Society of Addiction Medicine in Anaheim, California regarding treating substance abuse licensees. • On September 10, 2014, staff attended a California Child Welfare Counsel Meeting in San Francisco regarding psychotropic medications and foster children. • On September 11, October 9, and October 27, 2014, staff met with a work group at the California Department of Public Health to work on a statewide messaging campaign on the dangers of prescription drugs and the over prescribing of opiates. • On September 12, staff made a presentation to the California Ambulatory Surgery Association regarding the Board’s Outpatient Surgery Settings Program. • On September 18, 2014, staff gave a presentation at a Town Hall meeting in Citrus Heights, sponsored by Assemblyman Ken Cooley and the California State Bar Association. The topic was consumer protection and what the Medical Board can do to help. • On September 18, 2014, HQIU staff spoke at a seminar in Pleasanton sponsored by the California Department of Insurance regarding the investigative process. • On September 26, 2014, staff gave a presentation at a town hall sponsored by Assemblyman Roger Dickinson in Sacramento. The topic was consumer protection and what the Medical Board does. 		

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Activities	Date	Responsible Parties
a. Engage in two or more consumer outreach events with area organizations, as travel permits. (continued)	Quarterly	Public Information Officer
<ul style="list-style-type: none"> • On October 9, 2014 staff spoke to the Riverside District Attorney’s office at a Consumer Protection Roundtable. • On October 16, 2014, HQIU staff gave training on the investigative process to the Department of Insurance Fraud Unit in Ontario California. • On October 27, 2014, Board staff gave a presentation for the Employers Fraud Task Force in the City of Commerce on utilization review. Staff also gave an interview in Spanish to Telemundo on the importance of filing a complaint and the Board’s enforcement process. • On October 30, 2014, HQIU staff gave a presentation at Arrowhead Regional Medical Center on impaired and disruptive physicians. • On November 6, 2014, Laura Sweet and Board Member Dr. Lewis gave a presentation entitled “Discipline, Drugs, & Duties” to nurses and physicians in San Diego at the 2014 Multidisciplinary Correctional Healthcare Conference. • On November 12, 2014, staff gave a presentation to two separate Consumer Health Classes at California State University Sacramento. The presentation concentrated on the consumer protection mission of the Board as well as the new Prescribing Guidelines and the outreach the Board is engaged in regarding prescription drug misuse and abuse. • On November 14, 2014 Board staff participated in the Valley High School Health Tech Academy’s “Your Choice, Your Career” seminar. <p align="center">CURRENTLY SCHEDULED UPCOMING EVENTS</p> <ul style="list-style-type: none"> • On Friday January 23, 2015, staff will be attending and making a presentation at a Scam Stoppers Town Hall sponsored by Assemblywoman Susan Bonilla in Walnut Creek, California. • On Friday February 20, 2015, staff will be attending and making a presentation at a Scam Stoppers Town Hall in Citrus Heights, California. • On March 4, 2015, staff will make a presentation at the Consumer Health Class at California State University in Sacramento. • Staff is planning a Prescription Drug Awareness Campaign to coincide with March being Prescription Drug Awareness Month. 		

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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 had an article on recommending marijuana and things physicians should know. • The Summer Newsletter had an article on an article regarding the inadvertent unlicensed practice of medicine by postgraduate training individuals. • The Summer Newsletter had an article on what to know about signing death certificates. • The 2014 Fall Newsletter had an article entitled “Do Not Panic. What You Should Expect if a Complaint is Filed Against You.” (This was part one of a two-part article.) • In the Fall Newsletter there was an article on POLST (physician orders for life sustaining treatment) from the Coalition for Compassionate Care of California. • The Winter Newsletter will have an article on Fictitious Name Permits. • The 2015 Winter Newsletter will have part two of the “Do not Panic” article that will discuss what happens during the investigative and disciplinary process. 			
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"> • Medical Board Staff sent out their first Tweet on January 14, 2015 announcing the release of the 2013/2014 Annual Report. 			
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"> • On October 6, 2014 an Op-Ed was written to the Knoxville Sentinel in response to an article they wrote indicating that California is prohibiting out-of-state physicians from crossing their borders to work at free health clinics. This was incorrect pursuant to the passage of AB 2699 which took effect in January of 2011 allowing physicians licensed in other states to provide volunteer healthcare services to the needy and uninsured on such a short-term basis. • Staff is working with the County of Los Angeles Department of Consumer Affairs regarding their 2014 Consumer Resource Directory (currently in editing stage.) • Board staff will be looking for 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 new Public Information Officer 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
<ul style="list-style-type: none"> The Board is a key partner with the California Department of Public Health (CDPH) regarding the Statewide work group that seeks to curb prescription drug misuse and abuse. Additional plans for this campaign are in discussion. 			
c.	Develop interactive webinar content for licensees to promote public protection.	Jan-2015	Public Information Officer
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"> • Staff has been and continues to work with the San Jose Mercury News regarding the issue involving psychotropic drugs and foster kids. • MBC and DOI are working closely with KPIX/CBS in the Bay Area regarding a news story focused on the investigative process specific to a certain issue. • This is done on a daily basis with both California and National media. 			

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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. • In July, 2014 a third and “extended version” of a PSA for the consumer was release featuring Natalie Coughlin. • A licensing tutorial was completed and placed on the website to assist students applying for a California Medical License that attended US or Canadian Medical Schools. 			
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. The Board will promote this video once it is completed. • Board staff is working on a video to be placed on the Board’s website explaining “how to look up your physician”. 			

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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 had an article reaching out to readers and stakeholders offering speakers to provide presentations at meetings regarding the Board. Staff continue to advertise this availability in every Newsletter. 			
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.			
4.2	Improve educational outreach to hospitals, health systems, and similar organizations about the Board and its programs.		High - 2
Activities		Date	Responsible Parties
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	Public Information Officer and Appropriate Subject Matter Expert
<ul style="list-style-type: none"> • See 2.3d and 3.2a above. • On June 18, 2014 and October 29, 2014, Board staff met with the UC Schools and the UC Regents representatives to discuss graduate medical education issues and overall application/licensing issues. • On November 6, 2014, Laura Sweet and Board Member Dr. Lewis gave a presentation entitled “Discipline, Drugs, & Duties” to nurses and physicians in San Diego at the 2014 Multidisciplinary Correctional Healthcare Conference. 			

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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	Responsible Parties
a.	Develop a contact list of representatives for stakeholder organizations.	Mar-2014 and update annually	Public Information Officer
<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. 			
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 had an article reaching out to readers and stakeholders offering speakers to provide presentations at meetings regarding the Board. • On September 19, 2014, with a grant received from the Federation of State Medical Board, the Board held a 3 hour free CME seminar course in Los Angeles at the Hilton LAX on Safe Prescribing titled "Extended-Release and Long-Acting Opioid Analgesics Risk Evaluation and mitigation Strategy." 			

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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. • Board Staff is working closely with CDPH. 			
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 had an article by the Los Angeles County Coroner. • The Summer Newsletter had an article provided by the Office of Environmental Health Hazard Assessment. • In the Fall Newsletter there was an article on POLST (physician orders for life sustaining treatment) from the Coalition for Compassionate Care of California. 			
e.	Provide activity reports to the Education and Wellness Committee.	At each committee meeting	Public Information Officer
<ul style="list-style-type: none"> • Provided January 29, 2015 			

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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.			
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 focused 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