

**Check Up on Your Doctor’s License Campaign
Priority One Outreach Activities Update**

Outreach Activity	Status Update
<p>Develop a tutorial for the Medical Board of California’s (Board’s) website on how to lookup a physician’s license and what the information means on the website</p>	<p>The tutorial was completed in June 2016 and is available on YouTube and posted on the Board’s website’s main page http://www.mbc.ca.gov/ “Check Up On Your Doctor’s License – Tutorial”</p> <p>The Board has completed the tutorial in Spanish and it is available on You Tube and on the Board’s website. https://www.youtube.com/watch?v=rzVpikwUFy8&feature=youtu.be</p>
<p>Develop a PSA that can be provided to entities to air</p>	<p>With the tutorial that has been completed in English and Spanish, a PSA may not be needed. This will be brought to the Committee as an issue for discussion.</p>
<p>Include information about the Board on utility bills throughout the state</p>	<p>The Public Affairs Manager will be working to launch the partnership with Tammi Watt’s (nurse practitioner) and PG&E’s proposed Health Center for employees before the end of the year. The Board would provide brochures, newsletters, Op-Ed’s and presentations at their staff outreach events.</p>
<p>Include information about the Board on city, county, and state employee paystubs</p>	<p>A message encouraging state employees, vendors and contractors to “Check Up On Their Doctor’s License” appeared at the bottom of all State Warrants for June 2016, reaching 439,916 individuals.</p> <p>In October 2016, a colored flyer was written and approved entitled, “Be an Informed Patient, Check Up on Your Doctor’s License” (see page POEW 8 for the flyer). This flyer includes a seal with a quick response (QR) code. The QR code can be scanned by an electronic device and the browser will be taken directly to the Board’s website. The Board will be able to obtain statistics on the number of individuals who use the QR code to get to the Board’s website. 265,000 of these flyers will be printed and sent to the State Controller’s Office for insertion into pay warrants for all active State civil service employees and California State University employees in the master payroll issued March 1, 2017.</p>

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<p>Include information about the Board on city, county, and state employee paystubs (cont.)</p> <p>Note: Though the counties did not put information on the paystubs, most have been willing to put the information in other locations as identified.</p>	<p>The Board can also use this flyer for other entities too.</p> <p>The Board has made arrangements to have another brief global message like this on the April 2017 State Warrants, which will again reach approximately 440,000 individuals.</p> <p>The April 2016 issue (pg. 8) of the “California State Retiree” publication featured an image of the Board’s “Check Up On Your Doctor” brochure, reaching 34,000 state retirees.</p> <p>The Orange County Health Care Agency published a ½ page write-up in its June employee newsletter “What’s Up” titled “Have You Done a Checkup on your Doctor’s License?” reaching 3,000 agency employees.</p> <p>On May 17, 2016, San Bernardino County posted the Board’s information on the San Bernardino County website, reaching potentially 2,139,570 individuals.</p> <p>On May 25, 2016, the Tulare County Health Department agreed to schedule the Board’s messaging on Twitter and Facebook pages throughout the year. In addition the information was added on the “Spotlight” section of its website. In addition they have created a network of digital signs that appear throughout its county buildings and Area Family Resource Centers/County Clinics that will carry the Board’s messaging and a small article will appear in the County Newsletter in the future, reaching potentially 466,339 individuals.</p> <p>On May 31, 2016, the Monterey County Health Department posted an article about the campaign on its website. They have also promised to post social media as well, reaching 431,344 individuals. They have asked for brochures in Spanish, which the Board has developed and ordered.</p>

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<p>Work with the AARP to provide Board information at their conferences, in their publications, and on their website</p>	<p>The Board’s Public Affairs Manager has reached out to Charee Gillins who handles media for AARP in Southern California and Mark Beach who handles media in Northern California. Board staff has heard from Ms. Gillins who is going to look into the issue of promoting the Board’s messaging in Southern California regarding AARP. Board staff is waiting to hear back from Mr. Beach who represents Northern California.</p>
<p>Reach out to unions so they can provide their members information about the Board and a link to the Board’s website on union materials</p>	<p>CalSTRS ran a news brief on the “Check Up On Your Doctor” campaign in their Retired Educator publication in the Summer 2016 edition. A similar article ran in their Connections publication in the Fall 2016 issue. Together, both publications have the potential of reaching 900,000 current and retired California teachers.</p> <p>The American Federation of State, County, and Municipal Employees (AFSCME) is a national union and has two District Councils, #36 serves Southern California and #57 serves Northern</p>

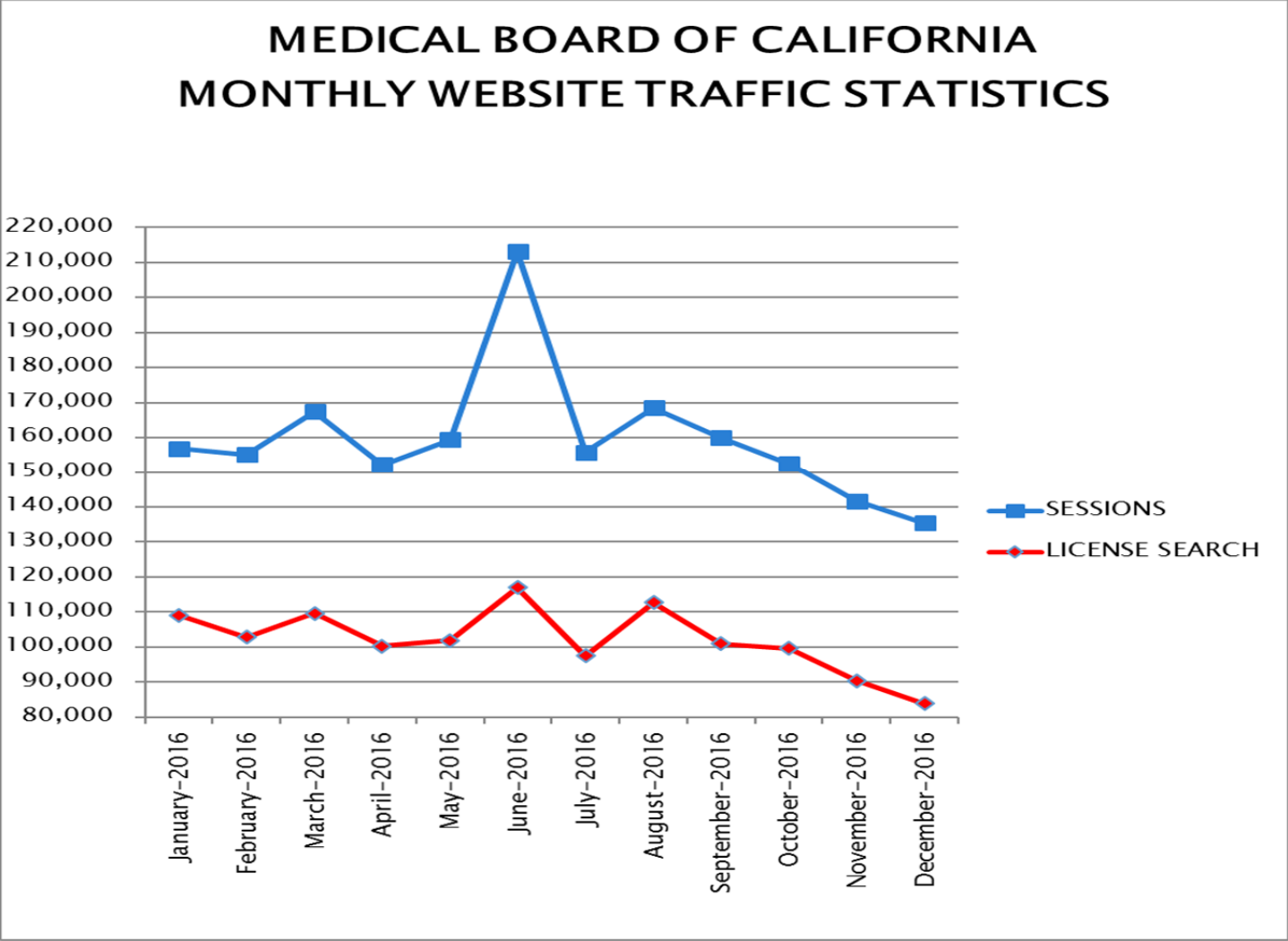
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<p>Reach out to unions so they can provide their members information about the Board and a link to the Board’s website on union materials (cont.)</p>	<p>California. The Board’s Public Affairs Manager has spoken with Erica Lichtman from District 36, and on April 4, an email was sent to Ms. Lichtman providing a copy of the Board’s brochure and a short write up detailing the campaign. Board staff is still working on this. Potential target readership is 120,000 California members.</p>
<p>Provide an interview and PSA to iHeart Radio with Board staff and/or with Board Members</p> <p>Interview/PSA on NPR and Capitol Public Radio</p>	<p>The Board’s Public Affairs Manager is working to get these interviews scheduled.</p>
<p>Encourage Legislative Members, Congressional Members, and local government to include information and a link to the Board’s website in their newsletters and to Tweet the Board’s link and post the Board’s link on their websites</p> <p>Hold a Legislative Day (possibly two) at the Capitol where Board staff passes out brochures and Members meet with key Legislators</p>	<p>The Board’s Legislative Day was held on May 11, 2016. Board Members met with legislators who are members of policy committees that impact the Board (such as the Senate Business, Professions and Economic Development Committee and the Assembly Business and Professions Committee). Additionally, 20 copies of the California State Retiree Article and the Board’s outreach brochure were handed out to legislators at the State Capitol.</p> <p>On May 17, 2016 the Board tweeted “Be an informed patient – check up on your doctor’s license status” accompanied by the graphic on the cover of the brochure. On May 23, 2016, Assembly Member Sebastian Ridley-Thomas re-tweeted the Board’s May 17 tweet.</p> <p>Senator Richard Pan, M.D. agreed to display and give out the Board’s “Check Up on your Doctor’s License” brochures in his office.</p>
<p>General Outreach activity</p>	<p>“Check up on your Doctor’s License” brochures have been translated into Spanish and are now available.</p> <p>On May 11, 2016, the Board had an exhibit at the Department of Consumer Affairs (DCA) Earth, Safety and Wellness Day at DCA headquarters, passing out the “Check Up On Your Doctor’s License” brochures, as well as</p>

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<p>General Outreach activity (cont.)</p>	<p>instructing attendees on how to look up a license and what the information on the website means. There were approximately 300 attendees.</p> <p>On June 17, 2016, the Public Affairs Manager gave a presentation on the importance of “Checking on Your Doctor’s License” at a Town Hall event with Assemblyman Jim Cooper in Sacramento at the ACC Senior Services Center. There were approximately 100 attendees.</p> <p>On October 13, 2016 the Public Affairs Manager along with the Yolo County District Attorney’s office (and several other stakeholders) gave a presentation and set up an information booth at the Senior Resource and Crime Prevention Fair in Woodland.</p> <p>An article written by the Board’s Public Affairs Office regarding the success of the “Check Up On Your Doctor’s License” outreach campaign was submitted to the Department of Consumer Affairs for their Consumer Connection Magazine Fall-Winter issue, which should be out soon.</p>

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Be an Informed Patient.

Check up on Your Doctor's License.

Make an informed decision when choosing a doctor by checking his or her license to determine the doctor's status.

To obtain this information, contact the Medical Board of California at (800) 633-2322 or visit www.mbc.ca.gov and follow these steps:

1. Click on "License Search" on the home page.
2. Choose license type: Click the checkbox for "Physician and Surgeon" and then "Search by Name."
3. Enter the doctor's last and first name, then hit "Search."
4. Click on his or her name. Review license details, including verifying whether any disciplinary actions are listed at the bottom of the page.



One-minute tutorials in English and Spanish can be found on the website if you need help.

If you have questions, please call
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e-mail the Board at webmaster@mbc.ca.gov.