



**MEDICAL BOARD OF CALIFORNIA**  
**Executive Office**



**Public Outreach, Education and Wellness Committee Meeting**

Cal Expo Courtyard Marriott  
 1782 Tribute Road  
 Sacramento, CA 95815

**Thursday, January 21, 2016**

**MINUTES**

**Agenda Item 1      Call to Order/Roll Call**

The Public Outreach, Education and Wellness Committee of the Medical Board of California (Board) was called to order by Chair Ronald Lewis, M.D., at 2:31p.m. A quorum was present, and due notice had been mailed to all interested parties.

**Members of the Committee Present:**

Randy Hawkins, M.D.  
 Ronald Lewis, M.D., Chair  
 Howard Krauss, M.D.  
 Sharon Levine, M.D.  
 Denise Pines  
 David Serrano Sewell, J.D.  
 Barbara Yaroslavsky

**Staff Present:**

Liz Amaral, Deputy Director  
 Christina Delp, Chief of Enforcement  
 Dianne Dobbs, Legal Counsel, Department of Consumer Affairs  
 Charlotte Clark, Staff Information Systems Analyst  
 Sean Eichelkraut, Data Processing Manager II  
 Dennis Frankenstein, Staff Services Analyst  
 Virginia Gerard, Associate Governmental Program Analyst  
 Cassandra Hockenson, Public Affairs Manager  
 Kimberly Kirchmeyer, Executive Director  
 Nicole Kraemer, Business Services Office Manager  
 Lois Ranftle, Management Services Technician  
 Regina Rao, Associate Governmental Program Analyst  
 Letitia Robinson, Research Specialist  
 Elizabeth Rojas, Business Services Office  
 Reyliana Ruiz, Administration Manager  
 Jennifer Saucedo, Staff Services Manager  
 Jennifer Simoes, Chief of Legislation  
 Lisa Toof, Administrative Assistant II

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Kerrie Webb, Staff Counsel

Susan Wolbarst, Public Information Officer

Curt Worden, Chief of Licensing

**Members of the Audience:**

Aaron Barnett, Investigator, Health Quality Investigation Unit

Gloria Castro, Senior Assistant Attorney General, Attorney General's Office

Yvonne Choong, California Medical Association

Zennie Coughlin, Kaiser Permanente

Karen Erlich, LM, Midwifery Advisory Council

Julie D'Angelo Fellmeth, Center for Public Interest Law

Rae Greulich, Consumers Union Safe Patient Project

Marianne Hollingsworth, Consumers Union Safe Patient Project

Sarah Huchel, Consultant, Senate Business and Professions Committee

Terry Jones, Supervising Deputy Attorney General, Attorney General's Office

Christine Lally, Deputy Director, Boards and Bureaus, Department of Consumer Affairs

Lisa McGiffert, Director, Consumers Union Safe Patient Project

Tina Minasian, Consumers Union Safe Patient Project

Janelle Miyashiro, Consultant, Senate Office of Research

Michelle Monserrat-Ramos, Consumers Union Safe Patient Project

Danielle Sullivan, Center for Public Interest Law

Kimberly Tejada, Investigator, Health Quality Investigation Unit

**Agenda Item 2      Public Comment on Items Not on the Agenda**

No public comments were provided.

**Agenda Item 3      Approval of Minutes from the October 29, 2015 Public Outreach, Education and Wellness Committee Meeting**

*Dr. Krauss made a motion to approve the minutes from the October 29, 2015 meeting; s/Ms. Yaroslavsky. Motion carried unanimously.*

**Agenda Item 4      Presentation, Discussion and Possible Action on the Public Outreach Campaign and Plan**

Dr. Lewis stated that at the Board meeting in October 2015 there was a presentation by staff on the outreach plan regarding informing patients how to verify doctors' licenses and view their doctors' disciplinary history. After the presentation some of the Board Members and members of the audience made comments on how to make the plan more patient friendly.

Dr. Lewis continued by explaining that he met with Board staff to look at the plan and rebrand it so that it would reach as many patients and consumers as possible. The new outreach campaign slogan is "Check up on your doctor's license." He talked about the goal, the target audience, the lack of a budget, and the two strategies to implement: 1) current and ongoing event participation and outreach and 2) partnering with

numerous organizations to help with the campaign. There are two things that need to be completed, one is to develop a public service announcement and the other is to develop a tutorial for the website to inform patients how to look up information on a physician.

Dr. Lewis talked about the groups that reach large segments of the population continuously, such as state, city and county payroll or the utility companies where flyers, and information can be placed into mailings or unions where the Board can either attend their conventions or meetings or provide flyers for them to hand out. This is considered priority one, which should be completed before going on to priority two. In priority two, various other regulatory boards can assist the Board using their membership, school publications, community newspapers, etc. Dr. Lewis emphasized that this is an ongoing effort. Dr. Lewis also stated that Board staff is working on planning a Legislative day (or two) where the Board will talk about this outreach campaign and Legislators will be asked to reach out to their constituents and assist the Board with this campaign.

#### **Agenda Item 5      Presentation, Discussion and Possible Action on the Public Outreach Brochure**

Dr. Lewis asked everyone to look at the brochure that was developed by the Board staff and asked for their opinions. He continued by explaining the different sections of the brochure. Dr. Lewis spoke about the information inside the brochure that walks consumers through the website. He also noted that staff is working on developing a tutorial on how to look up a doctor's license. Dr. Lewis stated that if a consumer calls the Board's 800 number they can get the same information that is available on the website.

Ms. Kirchmeyer stated that the Board's call center staff is trained to answer the phone call in a timely manner and that calls are being returned. The system will continue to be tested, and statistics on the hold time on the phone are being gathered.

Ms. Yaroslavsky asked if there were any statistics on how often that search button is pushed to verify a license.

Dr. Lewis stated that her question would be answered when they do the demo on the website.

#### **Agenda Item 6      Presentation, Discussion and Possible Action on Enhancements to the Website**

Ms. Kirchmeyer explained the reason for the new look of the website.

Ms. Clark stated that of the 50 states only about 15 still use the term "verify a license" or some version, however, most are using similar terminology that MBC has chosen, which is "check up on your doctor's license."

Ms. Kirchmeyer walked everyone through the website with all its functions and stated that it would be sent out to individuals for their thoughts. Staff is hoping the website is understandable and not so bureaucratic.

Ms. Yaroslavsky suggested that when it is put out to the public for clarification, to send it to some group who has no idea what the Board does.

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Dr. Hawkins stated that he liked the changes and the growth and development in this area and commented that he would use some of his patients to try the website and see where they might get stuck. Dr. Hawkins suggested going to the churches for a large gathering of people.

Dr. Krauss congratulated the Board staff on their efforts and asked what the metrics of the website usage were regarding how many hits there were and how those numbers compared with last year's numbers.

Ms. Clark said that she did not have the statistics available from last year to compare, but that last month there was a total of 335,000 hits and that 254,000 were unique hits to the site. Unique means initial contact.

Mr. Eichelkraut talked about what kinds of data can be gathered through Google Analytics and that he would be helping Ms. Hockenson put together some charts and statistics for future meetings.

Ms. Clark said that last month there were 91,000 hits on the license search button, and if they are coming through the Medical Board's website it can be tracked. The ones that go through Breeze cannot be tracked.

Dr. Levine said that she was surprised at the number of hits and stated that it is very reassuring. She stated Google Analytics will be incredibly important in being able to track spikes based on specific activities in the outreach campaign. She said enough time should be allowed to measure the impact of a PSA or a health fair locally, to see if there are spikes.

Ms. Hollingsworth, Consumers Union Safe Patient Project (CUSPP), stated that the new campaign has been reviewed, and that the most effective way to keep patients informed is for the physicians themselves to tell the patient. She then recommended some edits to the sign that is required to be posted in the doctor's office. The edits should state where to look up your doctor's history and where to file a complaint against the doctor, including a website link and phone number. In addition every patient should be handed a piece of paper that includes the information that was suggested to be included on the sign. CUSPP urges the Board to attempt to make these changes by regulation, however, if the Board does not believe that it is feasible, perhaps the Board should sponsor legislation. Ms. Hollingsworth also suggested targeting high schoolers because they are a captive audience who must take CPR prior to graduating and would take this information home.

Ms. McGiffert, CUSPP, stated that she supports what the Board is doing regarding outreach. Ms. McGiffert had several ideas: 1) a statement at the top of the profile page that says the doctor has a disciplinary order or has been disciplined; 2) a summary of the action, maybe placed in the box where the actions are; 3) a monthly update of the list of doctors on probation by county to be put on the website, as well as sent to the Board's email list; 4) a budget for the outreach plan; and 5) she suggested using social media and possibly interns to keep social media updated. She suggests that the work be ongoing, not just one month and hopes that the statistics will be used to measure progress from time to time. She suggested that a polling question be used to ask if people know about the Board, so the effectiveness of the outreach efforts can be tested a year from now.

Ms. Greulich, CUSPP, applauded the campaign and suggested a dedicated hotline number for people who do not have internet access. She gave some statistics regarding the percentage of people who do not use the internet.

Ms. Monserrat-Ramos, CUSPP, requested that the target audience be expanded to include the chronically ill, stating that these patients regularly receive information in the form of paperwork and the Board could easily add its information. The system is already set in place where a flyer or pamphlet can be developed that will provide information on who the Board is, what information the website provides to consumers, how to check the doctor's background, how to file a complaint, or even how to find a doctor in their area by specialty.

Ms. Monserrat-Ramos, suggested that a brief summary stating the reasons for the discipline, the timeline for probation, and any practice restrictions should be readily visible to the patient and written in plain, easy-to-understand language. The brief summary should be located under the physician's name and license number so that it is the first thing that they see. Also, there are a number of BreZE problems that need to be addressed. CUSPP is requesting that an additional search entry be added to the physician profile search, for a search to include a multiple entry search and a physician discipline search be included on the physician profile. It will make it easier to find out which doctors have public reprimands or are on probation.

Ms. Erlich had several suggestions: 1) that licensed midwives and other professionals be placed on the brochure; 2) that malpractice settlements and malpractice judgments be placed together, with definitions for both terms to show that they are not the same thing; and 3) regarding outreach consider adding parent-teacher associations, school boards and the many private schools.

Ms. Minasian, CUSPP, had several suggestions for outreach: 1) put the Board's website address on state cars; 2) use auto dialers for public service announcements; 3) the Board's website under public documents is confusing and needs to be rewritten; and 4) add a blurb stating that if there is a pending investigation or complaint against a licensee, this is not a public record and will not appear on the Board's website.

## **Agenda Item 7      Future Agenda Items**

Ms. Erlich suggested following up on the ideas made by individuals from CUSPP.

Dr. Levine stated that a lot of good information and feedback was discussed at the meeting today. Dr. Levine suggested that it might be helpful to report on the timeline and have dates added to the priority on outreach activities in the plan at the next meeting.

## **Agenda Item 8      Adjournment**

*Dr. Lewis adjourned the meeting at 3:45 p.m.*

The complete webcast can be viewed at: [http://www.mbc.ca.gov/About\\_Us/Meetings/2015/](http://www.mbc.ca.gov/About_Us/Meetings/2015/)