



## MEDICAL BOARD OF CALIFORNIA



### Education & Wellness Committee Meeting

Medical Board of California  
2005 Evergreen Street  
Lake Tahoe Room  
Sacramento, CA 95815  
916-263-2389 (directions only)

**Friday, April 5, 2013**  
**10:30 a.m. – 1:00 p.m.**

### MINUTES

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

The Education & Wellness Committee of the Medical Board of California was called to order by Chair Barbara Yaroslavsky at 10:30 a.m. A quorum was present, and due notice had been mailed to all interested parties.

#### **Members of the Committee Present:**

Barbara Yaroslavsky, Chair  
Silvia Diego, M.D.  
Sharon Levine, M.D.  
Janet Salomonson, M.D.  
Gerrie Schipske, R.N.P., J.D.

#### **Staff Present:**

Tom Campbell, Investigator  
Gloria Castro, Attorney General's Office  
Dianne Dobbs, Department of Consumer Affairs, Legal Counsel  
Rashya Henderson, Supervising Investigator  
Kurt Heppler, Staff Counsel  
Cassandra Hockenson, Public Affairs Manager  
Kimberly Kirchmeyer, Deputy Director  
Regina Rao, Business Services Analyst  
Kevin Schunke, Outreach Manager  
Jennifer Simoes, Chief of Legislation  
Laura Sweet, Deputy Chief of Enforcement  
Renee Threadgill, Chief of Enforcement  
Lisa Toof, Administrative Assistant II  
See Vang, Business Services Analyst  
Linda Whitney, Executive Director  
Curt Worden, Chief of Licensing

#### **Members of the Audience:**

GV Ayers, Senate Business and Professions Committee

Zennie Coughlin, Kaiser Permanente  
Frank Cuny, California Citizens for Health Freedom  
Victoria Edwards, California Citizens for Health Freedom  
Louis Gagliano, Department of Consumer Affairs  
Virginia Herold, Board of Pharmacy  
Jan Jamison, Board of Pharmacy  
Anne Sodergren, Board of Pharmacy

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

No public comments

**Agenda Item 3          Approval of Minutes from the July 19, 2012, Education & Wellness Committee Meeting**

*Dr. Levine made a motion to approve the minutes from the July 19, 2012 meeting; s/Dr. Salomonson; motion carried.*

**Agenda Item 4          Update and Outcomes from the Medical and Pharmacy Boards' Joint Forum to Promote Appropriate Prescribing and Dispensing**

Ms. Whitney spoke on the tremendous effort and joint cooperation it took the staffs of both the Board of Pharmacy and the Medical Board to put together this forum, stating one point that came from the forum was that education is needed for everyone, licensees, consumers, patients, prescribers and dispensers. It was noted that both the Pharmacy Board and the Medical Board have a huge role in the area of prescription drug abuse being the primary prescribers and dispensers.

The Committee questioned if the same brochures would work for prescribers and dispensers and shared some of their educational ideas such as not buying drugs from somebody you do not know, not flushing your drugs down the toilet, finding an appropriate way to clean out your medicine cabinet and not leaving your drugs where others have access to them. Ms. Whitney suggested that the educational materials be more broadly directed (generic) and shared with the Registered Nursing and Dental Boards, noting that the other Boards could post it on their Web sites and put it in their newsletters.

Ms. Herold commented that given the positive review the Committee might want to consider sponsoring another forum in Southern California sometime in the near future and that currently the Drug Enforcement Administration (DEA) plans to hold similar forums nationwide and have already scheduled two, one in San Diego, August 16-17, and one in San Jose, August 18-19, they will be separate one day forums and will be publicized.

Dr. Levine complemented the staff by saying that the forum was informative, had quality speakers, outstanding content and caught the attention of the prescriber and dispenser communities in California. She also noted that living with chronic pain is an issue for the profession as is investing in education and research on non-pharmaceutical treatment of pain. Physicians say they do not want to create dependence or addiction but they are stuck with limited options for patients with chronic pain and one of the challenges around restricting the use of opioids is that the number of treatments, other than drugs, are limited.

Members of the Board commented that the Web site and audience needs to be expanded using the best computer technology available. It was also brought to the Boards' attention that there are other medical

fields that prescribe narcotics. In order to share this information with all prescribers their boards need to participate in the planning and organizing of this campaign and not only prescribers, but insurance companies should be part of the conversation. In addition, the media and health editors from the newspapers across the State should be involved.

The use of pain contracts was suggested where a patient uses one physician and one pharmacy for their pain medications.

Ms. Whitney made the suggestion that the Committee not reinvent the wheel and incorporate information from other publications into the Board's Newsletter. She also noted that the evaluation showed that 71% of the participants learned something that would impact their practice, however, the evaluation did not ask what might be done differently in the practices with the knowledge learned.

It was asked of Ms. Whitney if she thought it would be advantageous to conduct a survey to address the top five problematic issues as it relates to prescribing and if those issues could be addressed from an educational prospective through the Board's Newsletter.

Ms. Whitney said that this Committee is looking at what it can do to educate and where it wants to go with that education before a date for another forum is set. It is going to be a joint education process that addresses the underlying issue of physicians and pharmacists working together and discussing the issues of prescribing. Through this education process the Committee wants to help establish partnerships in health care for the patient.

It was requested that both staffs come back with the top 10 or 20 issues that can be coordinated through the Newsletter. A Board Member suggested that they remembered there must be a hazardous waste area and law enforcement present when collecting or disposing narcotics. The number one issue is how to dispose of unused narcotics.

**Agenda Item 5            SB 380 (Wright, Chapter 236, Statutes of 2011) Interested Parties Working Group Update**

Ms. Simoes presented SB 380 (Wright) which was signed into law in 2011 and was sponsored by the California Academy of Preventive Medicine. She stated the bill requires the Board to convene a working group of interested parties to discuss, at a quarterly board meeting within three years of the effective date of the bill, nutrition and lifestyle behavior for the prevention and treatment of chronic disease. The bill also requires the Board to periodically disseminate its information and educational materials regarding the prevention and treatment of chronic disease by the application of changes in nutrition and lifestyle behavior to each licensed physician and surgeon and each general acute care hospital in California. Board staff believes it would be best to hold a working group meeting as part of the Education & Wellness Committee Meeting in conjunction with the Board Meeting in Sacramento on July 17, 2013. Ms. Simoes concluded that Board staff will continue to work with the author's office, the sponsors, and other interested parties, as well as this Committee in planning the agenda for the meeting as required by this bill.

Ms. Simoes stated that because this is a working group it requires participation from the sponsors and that she has sent a letter to the California Academy of Preventative Medicine and suggested seven names to participate in this working group. Ms. Simoes will also be working with the author's office to see if they have any additional names of people who would like to participate.

Ms. Simoes noted the purpose of this update was to let the Committee know this is coming and to ensure the Committee approved of this strategy. Ms. Simoes will contact all the other interested parties.

The Committee agreed to hold the working group in conjunction with the July Board Meeting on July 17, 2013.

**Agenda Item 6      Update on Strategic Plan Objectives and Program Update for the Public Affairs Office – Ms. Hockenson & Ms. Simoes**

Ms. Hockenson started with the public affairs strategic plan, suggesting that the Board needs to engage social media, like Twitter. Ms. Hockenson gave an overview telling how she will develop a presentation for the Committee on how it will work and its time commitment. Ms. Hockenson set a specific goal regarding consumer and licensee education, which is to increase the public and licensee awareness of the Board, its mission, activities and services. Her objectives are:

- To improve and expand professional educational outreach, including outreach to students and new graduates, about the laws and regulations that govern medical practice.
- To improve public education by expanding current outreach efforts and initiating more outreach programs.
- To educate the public on the Board's programs, the rights of patients, and how to file complaints.
- To identify more effective methods to promote the Expert Review Program to recruit qualified physicians.
- To establish a more proactive approach in communicating with the media to educate consumers and publicize disciplinary cases and criminal investigations, including those done in cooperation with other agencies.
- To expand the Newsletter to better inform physicians, medical students, and the public.
- To expand the Web site capabilities to create a portal to provide an intuitive and searchable web experience and develop more online services and surveys to help improve the Board's program.
- To examine how the Board might provide training to the profession via the internet, including hosting webinars on subjects of importance in public protection and public health.
- To establish a method of holding public seminars taught by legal or enforcement personnel on disciplinary cases, laws violated, and other issues of importance to the profession and public and finally to conduct outreach to ethnic and other language publications and groups. The activities she will use to accomplish these goals are social media, educational outreach, Web site, You tube, traditional media, newsletters and ethnic outreach.

The Committee expressed frustration regarding the lack of outreach and communication with underserved communities and the general population. Ms. Hockenson stated that her priority is to start relationships or partnerships with different professional organizations regarding press releases and information sharing, such as Franchise Tax Board, the Attorney General's Office, the California Medical Association, the Department of Consumer Affairs and many of the ethnic communities. She stated the goal is to clearly define the Board's message while exercising reasonable transparency. Ms. Hockenson stated the Board also needs to make the press be accountable for the information they print.

Ms. Yaroslavsky indicated that if there is shift in what has been past policy then messaging needs to be united because there might be an opportunity for a Board Member to speak on behalf of the Board in a

public situation. Ms. Hockenson clarified that she will talk with the media and represent the Board with regards to the Board's messaging.

Ms. Schipske suggested that it might be helpful to contact the Federation of State Medical Boards and talk with them about what medical boards are doing in terms of this kind of social media.

Ms. Yaroslavsky related that the Board had worked extensively on the strategic plan and suggested that other boards such as the Federation of State Medical Boards (FSMB) be contacted regarding their procedures stating that a great model might be found to assist in the Board's implementation. Ms. Yaroslavsky then offered to put Ms. Hockenson in contact with someone on the Education Committee for the FSMB.

Dr. Levine questioned if there is a plan for media contacts that occur outside of business hours. Ms. Hockenson responded that a few calls outside of regular business hours would not be a problem and she would be reachable by telephone.

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

Ms. Simoes suggested SB 380 (Wright) at the next meeting, the Committee agreed to place this on the agenda for the July 17, 2013 meeting in Sacramento.

Ms. Yaroslavsky suggested there was some follow up items from the last Education & Wellness Committee meeting which ought to be put on the agenda for the next meeting. At the next meeting the mission statement and goals need to be reviewed.

#### **Agenda Item 8      Adjournment**

The meeting was adjourned at 1:00 p.m.

The complete Web cast can be viewed at:

[http://www.youtube.com/watch?v=gzvOIIVK6BI&list=PLEC131A4C20035C17&index=1&feature=plpp\\_video](http://www.youtube.com/watch?v=gzvOIIVK6BI&list=PLEC131A4C20035C17&index=1&feature=plpp_video)