

MEDICAL BOARD STAFF REPORT

DATE REPORT ISSUED: March 28, 2013
ATTENTION: Members, Education and Wellness Committee
SUBJECT: Update of Strategic Plan and Program for Public Affairs
Office
STAFF CONTACT: Cassandra Hockenson and Jennifer Simoes

RECOMMENDED ACTION:

Review the updates and status on each Objective for the Public Affairs Office to determine how the Board is meeting the goals of the Strategic Plan.

BACKGROUND AND ANALYSIS:

Attached is the progress on the sections of the Board's Strategic Plan that relate to the Public Affairs Office.

Many of the Objectives due in Winter 2013 have been pushed to Spring or Summer 2013 due to the work being performed on the Sunset Review Report and the hiring of a new Public Information Officer II.

**Goal 3: Consumer and Licensee Education: Increase Public and Licensee awareness of the Board.
its mission, activities and services.**

Objective 3.1: Improve and expand professional educational outreach, including outreach to students and new graduates, about the laws and regulations that govern medical practice.

Activity	Date	Staff	Priority	Status
<p>Social Media</p> <ul style="list-style-type: none"> * Social Media, specifically Twitter will be a major tool, a must connecting in today's world. * It can be easily used and controlled * Can obtain an "official status" through Twitter * Can direct followers to items on our website for information and sharing like new regulations and key stories. * Provides immediate contact/outreach regarding breaking news and events * Twitter to communicate news on new laws and regulations * Twitter to alert/direct to website for new articles 	<p>Summer 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>Will need to develop a presentation to the committee on how this will work and time commitment to use and maintain.</p>
<p>Educational Outreach</p> <ul style="list-style-type: none"> * Speaking "Teams of Two" (Re-establish Speakers Bureau) one staff person and one Board Member to talk to professional meetings. * Take the "Teams of Two" concept to the web regarding professional education. * Personal appearances are great, but webinars reach a much larger audience. * Personal appearances by our educators can be video-taped for YouTube distribution * Can even do video on specific education topics that will inform licensees of various regulatory requirements or on the latest trends. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Will begin the development of this in June.</p>

Objective 3.2: 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.

Activity	Date	Staff	Priority	Status
<p>Social Media</p> <ul style="list-style-type: none"> * Social Media, specifically Twitter will be a major tool, a must connecting in today's world. * Twitter provides immediate contact/outreach regarding breaking news and events * Twitter is the media's new "go to" source for information. 	Summer 2013	Public Affairs	P	Will need to develop a presentation to the committee on how this will work and time commitment to use and maintain.
<p>You Tube</p> <ul style="list-style-type: none"> * This is for positive outreach to obtain visibility for what we do and provide. 	Winter 2013	Public Affairs		Will begin this in conjunction with Consumer Outreach. Will need to determine equipment available for filming and editing.
<p>Website</p> <ul style="list-style-type: none"> * The website needs to be more intuitive and engaging. Web visitors are important and basically have three questions: <ol style="list-style-type: none"> 1. Who are you? 2. What do you do? 3. Why do you matter? 4. How do I find info I need? All 3 of these need to be answered on our main website page with: <ul style="list-style-type: none"> * Propose a segment "Story of the Week" about an issue of interest along with a photo for the main page * Create a Need to Know or "be alert" section on the main page that articulates current problem areas in enforcement or compliance along with solutions for physicians and med students 	Summer Fall 2013	Public Affairs	P P	Will begin the work on this concept this summer.

Objective 3.2 (cont.): 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.

Activity	Date	Staff	Priority	Status
<p>Educational Outreach</p> <ul style="list-style-type: none"> * Public speaking engagements at senior centers and facilities. This can be extended to a variety of organizations (Lyons Club, Kiwanis, etc...) * When travel is restricted, consider webinars, videos * Conduct Outreach at area events, fairs, cultural events. With a booth with information, etc. (I understand MBC has materials we can use.) 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>We have been invited and are making arrangements to participate in Francise Tax Board's Wellness Fair 5/29, 10:30 am to 1 pm in Sacramento and will look into other local events.</p>
<p>Media</p> <ul style="list-style-type: none"> * Good relations with media contacts regarding the Board. When we provide what they need (within reason) we can pitch positive consumer stories, kind of a "quid-pro-quo." * Pitch a consumer program or idea to media regarding a specific Medical Board topic where perhaps we can reach out and take calls and answer questions on air. * Reach out to pertinent agencies, share website links, do some joint outreach, solicit articles for the Newsletter. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Will develop a list of outside agencies to partner with. Have already reached out to CMA, FTB, and AG's office.</p>
<p>Ethnic Outreach</p> <ul style="list-style-type: none"> * Press Releases and Media Advisories in Spanish. * Reach out to Hispanic Chamber of Commerce. * Reach out to the CALASIAN Chamber of Commerce * Extension of public speaking by identifying staff/members that can communicate to these targeted groups and address topics that directly affect and interest them. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P P</p>	<p>Will begin by contacting both the Hispanic and CALASIAN Chamber of Commerce in May.</p>

Objective 3.2 (cont.): 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.

Activity	Date	Staff	Priority	Status
<p>Ethnic Outreach (cont.) * Community outreach by having a presence at existing cultural events via displays, booths</p>	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>This will be driven by our contacts. They will notify us of events that we can hopefully participate in.</p>

Objective 3.3: Identify more effective methods to promote the Expert Review Program to recruit qualified physicians.

Activity	Date	Staff	Priority	Status
<p>Social Media</p> <p>Social Media, specifically Twitter will be a major tool, a must connecting in today's world.</p> <ul style="list-style-type: none"> * Provides immediate contact/outreach to potential expert reviewers. * Twitter to alert/direct to website for new articles regarding expert reviewers. 	<p>Summer 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>Will need to develop a presentation to the committee on how this will work and time commitment to use and maintain.</p>
<p>Educational Outreach</p> <ul style="list-style-type: none"> * Take the "Teams of Two" concept to the web regarding professional education. * Personal appearances and speakers at facilities * Personal appearances by our educators can be video-taped for YouTube distribution and website. * Can even do video on specific education topics that will assist expert reviewers through various regulatory requirements or on the latest trends. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Have not yet begun.</p>

Objective 3.4: 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.

Activity	Date	Staff	Priority	Status
<p>Media</p> <ul style="list-style-type: none"> * Reach out to local area stations and pitch a consumer program. * Create relationships with media contacts (assignment desks). * Create partnerships with other state agencies regarding press releases and promote joint investigations and actions. * Target radio with PSA's which stations are required to provide under FCC. * Clearly define ourselves and our message. * Exercise reasonable transparency. * Handling negative media has three components: <ol style="list-style-type: none"> 1. Stick to our messaging. 2. Focus on the positive when possible. 3. Make them accountable (track their stories and compliment them on good ones and call them to task when misrepresented). 	<p>Spring Summer 2013</p>	<p>Public Affairs</p>	<p>P P P</p>	<p>Have started to reach out with CMA, AG, and FTB with the hopes of partnering our message.</p> <p>Will begin this immediately.</p> <p>Will begin this immediately.</p>

Objective 3.5: Expand the Newsletter to better inform physicians, medical students, and the public.

Activity	Date	Staff	Priority	Status
<p>Newsletter</p> <ul style="list-style-type: none"> * Promote via Twitter * Newsletter "teasers" on website. * Solicit articles for the Newsletter from other agencies, members, staff etc. this can be done within the publication, on the website, and via Twitter * Mentioned under Educational Outreach. <p>Feature a physician and the focus of their practice. This promotes their business and achievements as well as educates readers (as a consistent feature.)</p>	<p>Fall 2013</p>	<p>Public Affairs</p>		<p>Will need to develop a presentation to the committee on how this will work and time commitment to use and maintain.</p>
<p>Educational Outreach</p> <ul style="list-style-type: none"> * Use focus groups, surveys to help evaluate what is useful and what is not. * Feature at least one educational story in each Newsletter. <p>I like the idea of featuring a doctor via an interview regarding his specialty (what, when, why, and how.)</p>	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Will be setting up outreach this summer to our physicians regarding Feature Stories on them. Will also survey what is useful and what is not regarding Newsletter content.</p>

Objective 3.6: Expand the Web site capabilities to create a portal to provide intuitive and searchable web experience. Develop more online services and surveys to help improve Board's program.

Activity	Date	Staff	Priority	Status
<p>Website</p> <ul style="list-style-type: none"> * The website needs to be more intuitive and engaging. Web visitors are important and basically have three questions: <ol style="list-style-type: none"> 1. Who are you? 2. What do you do? 3. Why do you matter? * Utilize surveys (Survey monkey) * Propose a segment "Story of the Week" about an issue of interest for licensees along with a photo for the main page. For this we would create a "flash page" on the main page of the website with a brief description and picture. When clicked it would take you to the more detailed story with links to additional and related information. * Recommend highlights are current stories perhaps a "rolling menu" Have them drop off after a select number of days when they are no longer news. * Create Links (boxes) that can be clicked regarding important info that takes you to an informational page, for example: "Administrative Actions and Administration Outcomes" Once click takes you directly to the information. Right now these links are burried under various tabs on top of main page. Also link relative supporting info to these main boxes. * Reduce top of page tabs and break down their more important critical content into user friendly box links on the page. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P P</p>	<p>Recently developed a survey regarding Web performance and will/are tracking results</p>

Objective 3.7: Examine how the Board might provide training to the profession via the internet, including hosting webinars on subjects of importance to the public protection and public health.

Activity	Date	Staff	Priority	Status
<p>Educational Outreach</p> <p>* Take the "Teams of Two" concept to the web regarding professional education.</p> <p>Personal appearances are great, but webinars reach a much larger audience.</p> <p>Personal appearances by our educators can be video-taped for YouTube distribution</p> <p>* Webinars can be held via Webex for up to 25 people or there are other ways. There's even software available and I believe you can get a free trial.</p>	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Have not yet begun.</p>
<p>YouTube</p> <p>I'd like to start producing videos that we can put on YouTube and our website. Topics like the prescription drug issue.</p> <p>Stories on events MBC participates in as well as educational videos for stake holders</p> <p>This is for positive outreach to obtain visibility for what we do and services we provide.</p>	<p>Winter 2013</p>	<p>Public Affairs</p>		<p>Have not yet begun.</p> <p>Will begin this in conjunction with the Educational Outreach.</p> <p>Will need to determine equipment available for filming and editing.</p>

Objective 3.8: Establish a method of holding public seminars taught by legal or enforcement personnel on disciplinary cases, the laws violated, and other issues of importance to the profession and public.

Activity	Date	Staff	Priority	Status
<p>Social Media</p> <p>Social Media, specifically Twitter will be a major tool, a must connecting in today's world.</p> <ul style="list-style-type: none"> * Provides immediate contact/outreach regarding breaking news and events 	<p>Summer 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>Will need to develop a presentation to the committee on how this will work and time commitment to use and maintain.</p>
<p>Website</p> <ul style="list-style-type: none"> * Establish a method or procedure to identify issues * Partner with AG and/or DCA utilizing webinars & videos when appropriate * Create a Need to Know or "be alert" section on the main page that articulates current problem areas in enforcement or compliance along with solutions for physicians and med students * This can help flush out topics that may be appropriate for public seminars. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P</p>	<p>Have started to reach out with CMA, AG, and FTB with the hopes of partnering our message.</p>
<p>Educational Outreach</p> <ul style="list-style-type: none"> * Personal appearances are great, but webinars reach a much larger audience. * Personal appearances by our educators can be video-taped for YouTube distribution * Webinars can be held via Webex for up to 25 people or there are other ways. There's even software available and I believe you can get a free trial. 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>		<p>Have not yet begun.</p>

Objective 3.9: Conduct outreach to ethnic and other language publications and groups.

Activity	Date	Staff	Priority	Status
<p>Ethnic Outreach</p> <ul style="list-style-type: none"> * Press Releases and Media Advisories in Spanish. <p>State employees that are fluent in Spanish get paid extra to assist with translating. They are approved to do so and we can utilize this. We have several at MBC.</p> <ul style="list-style-type: none"> * Reach out to Hispanic media stations. * Reach out to the Hispanic Chamber of Commerce regarding what we can do for them. * Reach out to the CALASIAN Chamber of Commerce * Extension of public speaking by identifying staff/members that can communicate to these targeted groups and address topics that directly affect and interest them. * Community outreach by having a presence at existing cultural events via displays, booths, etc. * Promote cultural events on our website and in our Newsletter, as well as Twitter (when possible produce a video on an event) 	<p>Summer Fall 2013</p>	<p>Public Affairs</p>	<p>P P P P P P</p>	<p>This will be driven by our contacts. They will notify us of events that we can hopefully participate in.</p>