



**MEDICAL BOARD OF CALIFORNIA**  
Executive Office



*Agenda Item #10*

DATE REPORT ISSUED: January 11, 2008  
 ATTENTION: Members, Medical Board of California  
 DEPARTMENT: Medical Board of California (MBC)  
 SUBJECT: Update on public affairs activities of MBC staff  
 STAFF CONTACT: Candis Cohen, Public Information Officer

REQUESTED ACTION: None-Information update.

STAFF RECOMMEDATION: Continue to follow Board approved Communications Plan.

SUMMARY:

The Medical Board of California (MBC) adopted a Communications Plan in 2003 that details the overall goals and objectives and specific strategies of our outreach program. The summary that is emailed to board members provides a monthly update of both media interaction and public and professional outreach efforts by board members and staff that are aligned with current goals and objectives. This memo highlights the presentation to be made to the newly named Education Committee (formerly the Public Education Committee [PEC]) on January 31. The purpose of this memo is to inform members of the scope of work performed by staff of the public affairs unit of the board in efforts to reach out and educate the public about the Medical Board.

Since the last meeting of the PEC on November 2, 2006, staff has issued 29 news releases and also has represented the board at scores of outreach activities statewide, ranging from consumer to licensing fairs to health care professional meetings. See Attachment "A". These activities are listed in the updates sent to all board members at the end of each month. It is routine for staff to take advantage of opportunities to reach the public when appropriate. Staff accepts requests for radio and TV interviews when the subject matter is appropriate and the topic is something we can discuss publicly. Interviews in Spanish are available if requested. Staff often is able to generate a board-related news article when given timely notice of a public-record action dealing with a specific physician and by contacting reporter(s) who inquired about him or her.

Board staff consistently responds to many phone calls from a wide variety of media entities. The calls are time-consuming, since the vast majority are based on news sources, and most have no idea about how our enforcement process works and what is public and what is not. Staff provides education about the Board during these conversations and the reporters frequently call back for more information. When Anna Nicole Smith died, staff received literally scores of calls, and is still receiving calls for updates, from news entities ranging from CNN to "Entertainment Tonight." Board staff Googled the name "Candis Cohen" and "Anna Nicole Smith" and received 54,000 hits as of January 15, 2008. When Donda West (mother of a well known musician) died this past November, staff received calls from 38 reporters, and some of them are still calling. Staff returns every call and provides consistent information to each caller.

Staff has been receiving unprecedented positive feedback regarding MBC's newsletter. We received an extraordinary number of emails and phone calls from physicians, including some from out of state, about the "House" article by Dr. Aristeiguieta and the wellness article by Dr. Duruisseau in our November 2007 newsletter. Historically the newsletter has generated questions from physicians, but rarely compliments.

Public affairs staff also handles Public Record Act requests. These are formal requests for public records that must be handled in a legally prescribed manner. The board receives between two and five requests per week. Most are from attorneys, some from incarcerated individuals, some from consumer advocates, and some from the general public. Staff tracks and ensures that the board responds to these requests within the mandated 10 days.

The MBC Webmaster receives and responds on the same day to about 20-40 emails. Most are inquiries about licensing matters; the rest include a variety of issues such as consumers inquiring about our enforcement process, and physicians and others with technical, legal questions. Our Web site is constantly updated both as necessary day-to-day, and also through a formal meeting of managers and support staff once a month. The board's Information Systems Branch manager will give a tour of our newly updated Web site at the full-board meeting on January 31.



December 3, 2007

*ATTACHMENT A*

TO: MEMBERS OF THE BOARD  
FROM: CANDIS COHEN  
Information Officer  
RE: Strategic Communications Plan – Monthly Report

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This monthly report illustrates how our media and outreach activities fulfill the goals and strategies of the board's Strategic Communications Plan. Our communications activities are designed to support the strategies and activities the board adopted in that plan (with the understanding that we are limited by both our current budget and staff). We want to be sure that our activities are strategic and focused on the elements of that plan so that we achieve the maximum results from our work on behalf of the board and the public. The format below first identifies the section of the plan (goal, objective, strategy, etc.) and is followed by the activities with which we are engaged that implement that plan's section.

***Goal: To improve the confidence and engagement of the public, physicians and stakeholders in the board by increasing the number of Californians who know what the Medical Board of California is and how they can use the board's services.***

***Objective: Broaden the board's outreach on key issues with major metropolitan news organizations***

***Objective: Identify guidelines and develop a proactive plan for working with key media outlets to communicate with their audiences about the board and its role with consumers and licensees.***

***Strategy: Assess news angles and pitch stories as appropriate for print and electronic media.***

⇒ Activity:

I was interviewed on camera on Nov. 1 by Gina Silva of Fox 11 re the board's information disclosure policy (this was in conjunction with their story on Sandy Witzling, M.D.).

Supervising Investigator Carmen Aguilera-Marquez, Glendale District Office, was interviewed on camera in Spanish by Nazeli Nazar of Univision on Nov. 9 about how to choose a physician, the unlicensed practice of medicine, and basic enforcement procedures of MBC.

I gave a taped statement on Nov. 14 to Christina of KPAY radio regarding the surrender of the medical license of Chae Moon.

I was interviewed by KCRA-TV producer Chyresse Lowther on Nov. 20 about what consumers should know when considering cosmetic surgery and how to check on physicians via our Web site.

***Objective: Broaden the board's outreach on key issues with major metropolitan news organizations.***

***Strategy: Identify key professional groups with opportunities for prioritized, leveraged communication through existing channels.***

⇒ Activity:

Supervising Investigator Andrew Hegelein and Complaint Unit Manager Curt Worden spoke at California State University, Sacramento on Nov. 16 to a group of about 20 elderly members of the Renaissance Society, which sponsored a "Learning in Retirement" day. They discussed how to file a complaint and also how physicians are licensed.

Kevin Schunke represented the board at the following licensing fairs:

- UCSF on Nov. 11; about 100 residents attended
- Kaiser Oakland on Nov. 28; about 40 residents attended

Erlinda Suarez and Armando Melendez represented the board on Nov. 17 at the 8<sup>th</sup> Annual Community Pride Day in Sacramento. Approximately 1,000 people attended the event, which included many other community-based organizations.

***Strategy: Review, update and monitor the board's Web site to ensure accurate, timely and useful information for Web site users.***

⇒ Activity:

Staff from our Information Systems Branch and MBC managers (the Users Group, meets monthly) met on Nov. 14. Staff reviews the progress of all pending projects to stay on top of each; troubleshoots, and discusses ideas for improving our Web site. In Oct. 2007, the board's Web site profiles received 680,141 hits.

***Objective: Measurably increase the board's outreach and dialogue with physicians and allied health professionals regulated by the board.***

***Strategy: Utilize existing venues for communications with physicians and allied health professionals through an alliance with physician and healthcare associations as highly leveraged mechanisms to create dialogue...regarding the board.***

⇒ Activities:

Former Medical Board Chief of Enforcement Joan Jerzak spoke to the Indian Medical Association of So. CA on Nov. 18 about how to avoid medical malpractice. About 200

physicians attended.

Gary Qualset met on Nov. 16 with Neil Simon and Harvey Englander, president of the American University of Antigua, and consultant, respectively, to discuss the board's international medical school approval process.

#### Calls from reporters

- Inquiries about individual licensees:

David Kipper, M.D. – of Beverly Hills; Public Reprimand issued 9/5/07. (Jacob Edelman, AP–L.A; Aiden Pickering, “Inside Edition”; Alice Standish, *Canyon News*)

William Ayres, M.D. – of San Mateo; full PC 23 issued 4/11/07. (Victoria Balfour, *Ladies Home Journal*)

Hamid Safari, M.D. – of Fresno; Accusation filed 9/28/07. (Tracy Correa, *Fresno Bee*)

Borko Djordjevic, M.D. – of Palm Desert; 7 years' probation effective 10/8/07. (Kay Kaufinan, *Desert Sun*)

Jan Adams, M.D. – of Los Angeles; Accusation filed 4/10/07. (This is the physician implicated in the death of Donda West, mother of Kanye West.) (Marissa Yaremich and Cheryl, “Inside Edition”; T.J. Matthews, David Mattingly, Corrine Winter, and Doug Ganley, CNN; Fred Mamoun, KNBC; Dennis Broad and Mike Walters, TMZ.com; Maureen, “E Entertainment”; Claudia Peschiutta and Jon Baird, KNX; Andrew Blankstein, Scott Glover, and Ron Lin, *L.A. Times*; Pat Lalama, Fox; Monique Mitchell, *People Magazine*; Jeremiah Marquez, AP; Andy Murr, *Newsweek*; Alissa Panitz, *Star Magazine*; Brenda Duran and Paula Carvajal, *Us Weekly Magazine*; Robin Singer, CBS Network News; Alicia Chang, AP; Miriam Hernandez, ABC 7; Celine Darkaostanian, “Access Hollywood”; David Goldstein, KCAL; Audrey Wood, “CBS News Early Show”; Daniel Clements and Jennifer Henderson, “Entertainment Tonight”; Nancy Dillon, *New York Daily News*; Greg Overzat, Court TV; Christopher Liss, “Extra”; GiGi Graciett, Fox 10 News; Maureen Harrington and Wendy Grossman, *People Magazine*; Simon Ray, TV Guide Network; Ryan Jimenez, “Larry King Live”)

Chae Moon – of Redding; license revoked 6/8/07. (Ryan Sabalow, *Redding Record Searchlight*; Samantha Young, AP)

Thomas Ross Evans, M.D. – of Tulare; Public Reprimand issued 3/26/01; 5 years' probation effective 9/17/07. (Julie Fernandez, *Tulare Voice*)

Hootan Roozrokh, M.D. – of San Francisco; under investigation by MBC and AG. (Jesse McKinley, *N.Y. Times*)

David Matlock, M.D. – of Huntington Park; probation completed 6/19/04. (Dennis Broad, TMZ.com)

Edwin Krick, M.D. – of Loma Linda; public record clear. (Susan Sward, *S.F. Chronicle*)

Lisa Nagy, M.D. – of MA; license in delinquent status. (Julia Hoppock, ABC News)

Patrick Golden, M.D. – of Fresno; Accusation filed 5/16/07. (Tracey Correa, *Fresno Bee*)

Brian West, M.D. – of Huntington Beach; 5 years' probation effective 11/16/05; Accusation filed 2/26/07. (Marcus Wolfson, AP, S.F.)

- Other reporters' calls:

Melissa Knievel of KGET had questions about cosmetic surgery, and who may perform what types of procedures.

David McFadden of AP had questions about some medical schools in the Caribbean, and I directed him to our list of approved and unapproved schools on our Web site.

John Hill of the *Sacramento Bee* asked if MBC had a unit dedicated to proactively looking for misleading advertising, and I told him we do not, but that when staff comes upon something suspicious looking, it will be reviewed.

David Goldstein of KCAL asked if a physician must be certified by the American Board of Radiology to read mammograms. Answer: No

Lyndsay Paulo of KCRA asked for information about a med spa in Sacramento and what consumers should be aware of when dealing with them.

Tom Kisken of the *Ventura County Star* asked questions about the "House" article of Dr. Aristeiguieta's which I answered since Dr. A. was out of the country and not reachable.

Christopher Liss of "Extra" asked about the incident of the overdosing of the newborn twins of Dennis Quaid, and I told him the board's policy about not disclosing complaint or investigative information. We also discussed our enforcement process.

John Hill of the *Sacramento Bee* asked if the law (B&P Code section 801.01) requires insurers to report sexual misconduct or fraud in malpractice settlements to the board. After consulting with DCA legal counsel, I told him the law is broad and vague and does not specify those two issues, and that their reporting in settlements would be up to the insurers' interpretation of the code section.

Tom Kisken of the *Ventura County Star* asked for the number of complaints the board received in '06-07 re sexual misconduct. Answer: 130