



# MEDICAL BOARD OF CALIFORNIA



**Executive Committee**  
Historic Mission Inn  
3649 Mission Inn Avenue  
Riverside, CA 92501

**October 23, 2013**

## MINUTES

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

The Executive Committee of the Medical Board of California (Board) was called to order by Dr. Levine at 2:05 p.m. A quorum was present and notice had been sent to interested parties.

#### **Committee Members Present:**

Sharon Levine, M.D., President  
David Serrano Sewell, J.D., Vice President  
Dev GnanaDev, M.D.  
Barbara Yaroslavsky

#### **Committee Members Absent:**

Silvia Diego, M.D., Secretary

#### **Staff Present:**

Susan Cady, Staff Services Manager II  
Dianne Dobbs, Legal Counsel, Department of Consumer Affairs'  
Cassandra Hockenson, Public Affairs Manager  
Kimberly Kirchmeyer, Interim Executive Director  
Valerie Moore, Staff Services Manager I  
Dino Pierini, Business Services Analyst  
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  
See Vang, Business Services Assistant  
Kerrie Webb, Legal Counsel  
Curt Worden, Chief of Licensing

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

Gloria Castro, Senior Assistant Attorney General, Department of Justice  
Zennie Coughlin, Kaiser Permanente  
Frank Cuny, California Citizens for Health Freedom  
Julie D'Angelo Fellmeth, Center for Public Interest Law  
Victoria Edwards, California Citizens for Health Freedom

Karen Ehrlich, Licensed Midwife, Midwifery Advisory Council  
G.V. Ayers, Consultant, Senate Business, Professions and Economic Development Committee  
Tom Roy, Department of Consumer Affairs

Before formally starting the meeting, Dr. Levine announced that tomorrow at the Full Board Meeting she will acknowledge Dr. Janet Salomonson who passed away unexpectedly and ask for a moment of silence in her honor. Dr. Salomonson was a woman with enormous capabilities, a giant heart, and someone who has contributed tremendously to the Board and her patients.

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

Karen Ehrlich, Midwifery Advisory Council, stated that she is thrilled with the passage of AB 1308 and thanked the Board for the help in getting it passed through the Legislature. It was brought to her attention that at some point during the past year, as the bill was going through the legislative process, an Executive Committee discussed some of the provisions in that bill. When that discussion took place, there was no licensed midwife in the room and she feels that if there had been a licensed midwife present, the Board would have had more accurate information. She asked that the Board do everything they can to be sure there is a licensed midwife in the room to fill in any gaps in the discussion.

**Agenda Item 3                      Approval of Minutes from April 5, 2013 Meeting**

*Ms. Yaroslavsky made a motion to approve the meeting minutes from the April 5, 2013 meeting; s/Mr. Serrano Sewell. Motion carried.*

**Agenda Item 4                      Discussion on and Approval of Revisions to the Strategic Plan, Goals, and Objectives – Dr. Levine/Mr. Roy**

Dr. Levine stated the Board had adopted the Strategic Plan back in early 2012, the same year that the Sunset Review Report was completed. Since the completion of that report, the Board felt that the Strategic Plan needed to be reviewed again to make certain that it is line with what Members feel are the current important goals and objectives of the Board and where the Board ought to be spending its time. It is important that the plan capture what the Board's intent is and communicate to all stakeholders and constituents where the Board's resources will be used. The determination was made after working with the Department of Consumer Affairs (DCA) that the plan should not capture items that are within the scope of normal operation of the Board.

Dr. Levine met with Ms. Kirchmeyer to discuss a proposal to review the plan. Mr. Tagami and Dr. Levine worked as the Operational Effectiveness Committee to bring forward revisions to the Committee. They sought consultation with Mr. Tom Roy, DCA, who will be leading the Board through the process. Mr. Roy has been with the DCA since 2010 and has facilitated successful planning and implementation of over 20 strategic plans for a variety of boards, bureaus and programs within State Government. Mr. Roy will walk the Board through the revisions and lead them through the thinking and process behind creation of a strategic plan that accurately reflects the goals and objectives of the Board.

Mr. Roy thanked the Committee for inviting him to join the meeting today. He stated that he met with Ms. Kirchmeyer to discuss what the Board needed and then met with the Operational Effectiveness Committee to discuss augmentations to the Board's Strategic Plan, as well as review staff's suggestions and edits. Today will consist of reviewing the action statements and after each objective, discuss any areas that may be missing and need to be added or modified. In addition, the Committee will assign a priority to each. It is very important in strategic planning to determine what objectives need to be accomplished first. After this is completed, the next steps will involve working with staff to determine the specific actions that will accomplish the overall objectives. Following that, a final plan will be delivered to the Board at the February 2014 Board Meeting.

Mr. Roy went through each new goal and objective and asked Committee Members for their thoughts and input on any additional changes they feel should be included and/or made. The outcome of these discussions is as follows (changes were made to the documents that were presented in the Board packet, which in turn changed the objective numbers as shown in the presentation):

- Approved the six goals as recommended by the Operational Effectiveness Committee.
- Goal 1: Approved additions/deletions to objectives as recommended by the Operational Effectiveness Committee with the following additional edits:
  - Objective 1.1: added the words "in California"; gave the objective a high priority with a #2 standing
  - Objective 1.3: added the words "demonstrate competency and", "current", and "for retraining for"; deleted the words "licensure"; gave the objective a high priority with a #1 standing
- Goal 2: Approved additions/deletions to objectives as recommended by the Operational Effectiveness Committee with the following additional edits:
  - Objective 2.1 (2.5 in packet): gave the objective a medium priority with a #7 standing
  - Objective 2.2 (2.6 in packet): gave the objective a high priority with a #5 standing
  - Objective 2.3 (2.7 in packet): gave the objective a high priority with a #6 standing
  - Objective 2.4 (2.8 in packet): deleted the words "if necessary"; gave the objective a high priority with a #2 standing
  - Objective 2.5 (2.9 in packet): gave the objective a high priority with a #4 standing
  - Objective 2.6 (2.10 in packet): replaced the words "the required" with "all mandated" and deleted the words "pursuant to Business and Professions Code section 805"; gave the objective a high priority with a #3 standing
  - Requested the addition of a new objective for the transition of the investigators to the Division of Investigation and a continuation of measuring timelines to ensure effectiveness; gave the objective a high priority with a #1 standing
- Goal 3: Approved additions/deletions to objectives as recommended by Operational Effectiveness Committee with the following priorities/standings:
  - Objective 3.X (first): gave the objective a high priority with a #2 standing
  - Objective 3.X (second): gave the objective a medium priority with a #4 standing
  - Objective 3.3 (3.7 in packet): gave the objective a high priority with a #3 standing

- Objective 3.4 (3.8 in packet): gave the objective a medium priority with a #5 standing
- Objective 3.5 (3.X (third in packet): gave the objective a high priority with a #1 standing
- Goal 4: Approved additions/deletions to objectives as recommended by Operational Effectiveness Committee with the following additional edits:
  - Objective 4.1: deleted the words “relationships with elected officials and their staffs. Build and strengthen” and added the words “with elected officials and their staff” after the word relationships; gave the objective a high priority with a #1 standing
  - Objective 4.2 (4.3 in packet): added the words “consumer organizations” and requested to categorize the groups differently; gave the objective a high priority with a #3 standing
  - Objective 4.3 (4.4 in packet): gave the objective a high priority with a #2 standing
- Goal 5: Approved additions/deletions to objectives as recommended by Operational Effectiveness Committee with the following additional edits:
  - Objective 5.1 and 5.2: requested these two objectives be combined; ensure the word “median” was added when talking about timelines and added the words “from prior year” after 10-20% in objective 5.2; gave the objective a high priority with a #1 standing
  - Objective 5.3 (5.4 in packet): gave the objective a medium priority with a #4 standing
  - Objective 5.4 (5.6 in packet): added the words “and Board Member attendance at staff meetings” at the end of the objective; gave the objective a medium priority with a #3 standing
  - Objective 5.5 (5.8 in packet): replaced the words “our users about” with “those who access”; gave the objective a high priority with a #2 standing
- Goal 6: Approved additions/deletions to objective as recommended by Operational Effectiveness Committee with the following priorities/standings:
  - Objective 6.1: gave the objective a high priority with a #1 standing

Mr. Roy stated that the next steps will be to take these edits back to Ms. Kirchmeyer and work with staff to assign tasks to each of the objectives. The revised draft will then be submitted to the Board for adoption at the February 2014 Board Meeting.

**Agenda Item 5**

**Adjournment**

*Ms. Schipske made a motion to adjourn; s/Ms. Yaroslavsky. Motion carried.*

**Meeting adjourned at 3:27 p.m.**