



MEDICAL BOARD OF CALIFORNIA Executive Office



Education Committee Meeting
The Westin Los Angeles Airport
Concourse A Room
5400 West Century Blvd.
Los Angeles, CA 90045

January 31, 2008

MINUTES

Agenda Item 1 Call to order

The Education Committee (EC) of the Medical Board of California was called to order by Chair Barbara Yaroslavsky, at 1 p.m. A quorum was present, and due notice had been mailed to all interested parties.

Members Present:

Barbara Yaroslavsky, Chair
Hedy Chang
Mary Lynn Moran, M.D.
Gerrie Schipske, R.N.P., J.D.
Janet Salomonson, M.D.

Staff and Guests Present:

Barb Johnston, Executive Director
Kim Kirchmeyer, Deputy Director
Renee Threadgill, Chief of Enforcement
Linda Whitney, Chief of Legislation
Candis Cohen, Public Information Officer
Gary Qualset, Chief, Division of Licensing
Kathi Burns, Manager, Division of Licensing
Stacie Berumen, Manager, Division of Licensing
Fayne Boyd, Manager, Division of Licensing
Lori Taul, Executive Office
Paulette Romero, Executive Office
Kelly Nelson, Executive Office
Teresa Schaeffer, Executive Office
Janie Cordray, Executive Office
Armando Melendez, Business Services Office
Regina Rao, Business Services Office
Kurt Heppler, Staff Counsel, DCA Legal Office
Julie D'Angelo Fellmeth, Center for Public Interest Law
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Michelle Butler, Center for Public Interest Law
Gary Gitnick, M.D.
Richard Fantozzi, M.D.
Kevin Schunke, Regulation Coordinator
Brett Michelin, CMA
Sarah Huchel, Consultant, Senate Office of Research
Janet Mitchell
Tina Minasian
Tara Kittle
Gabriela Rodriguez

Agenda Item 2 Approval of the November 2, 2006 Minutes

It was M/S/C (Schipske/Chang) to approve the minutes of the November 2, 2006 committee meeting.

Ms. Yaroslavsky explained that the former Public Education Committee had been renamed the Education Committee (EC) because the committee will be expanding its work beyond the public to include more physician education. She welcomed new members Ms. Schipske and Dr. Salomonson, and solicited the active participation of every member of the committee. She encouraged all members of the board to think innovatively and to assist in developing an educational component to their committees' work, to be implemented by the EC.

Agenda Item 3 Update on Response to Directive of Chair Regarding Liaison with Department of Managed Health Care

Information Officer Candis Cohen provided some history of the committee's work.

She recalled that then-PEC Committee Chair Ron Wender, M.D. had directed staff at the committee's last meeting on November 2, 2006 to work with the Department of Managed Health Care (DMHC) and insurance companies and ask for their assistance in getting the word out about the public services of the Medical Board (MBC) in ways that "do not require much money or legislation." She and other MBC staff did meet with DMHC staff, and were assured that DMHC has always referred the public, when appropriate, to the MBC. They have a link to our Web site from theirs, and vice versa. DMHC staff agreed to add information about the MBC on their next printing cycle to their publication that goes to consumers, the media, and the legislature. However, they told MBC staff that to require insurance companies to put similar information on their publications would require legislation. DMHC staff offered to meet with committee members directly if the committee wishes.

Agenda Item 4 Presentation of Improvements to Medical Board's Web site

MBC's Information Systems Branch Manager Diane Ingram gave a tour of the board's Web site, highlighting upgrades made in the past couple of years. In 2007, the site received over 2 million hits. She explained how the subscribers' list works; that the new look of the site conforms to

state requirements; the overall content, including access to the board's enforcement-related documents.

Ms. Yaroslavsky asked if different state agencies provide access to one another's Web sites and asked that staff look into that for her.

Tara Kittle, health care consumer, expressed concern about health care myths and suggested that maybe in the future information be added to MBC's Web site about the health care industry.

Agenda Item 5 Update on Proactive Communication Efforts

Ms. Cohen noted in response to Ms. Yaroslavsky's question that MBC can be easily accessed via the Department of Consumer Affairs' Web site, and probably other agencies' sites.

She explained that the work of MBC's public affairs staff involves both responding to inquires and reaching out proactively. Of note:

- DCA will include MBC in a \$1.2 million public education campaign against unlicensed activity, to begin July 1.
- She recently sent the California Hospital Association (CHA) a paragraph about the public services of the board, and was told it was published in one of CHA's weekly newsletters.
- Board staff intends to begin emailing MBC's newsletter to all physicians for whom it has an email address, along with sending the usual hard copy, to deal with the problem of some physicians telling us they are not receiving the newsletter.
- The January 2007 MBC newsletter article about med spas has been put on our Web site both in alphabetical order under "Consumers," and in our A-Z index for easier access, per the request of Dr. Moran.
- MBC public affairs staff has issued 29 news releases since the last meeting of the PEC, and has represented the board at scores of consumer, licensing and health care professionals' meetings and fairs.

Ms. Cohen next described some of the day-to-day duties of her job, including taking numerous calls when a celebrity dies who was treated by a California physician. These calls are time-consuming and can be difficult, as usually the reporter knows nothing about the board or its enforcement process.

She concluded her remarks by noting that board executive office staff had recently received compliments from physicians on several MBC newsletter articles, notably, the "Seven Deadly Sins" series, the "House" and wellness articles.

Agenda Item 6 Discussion of SJR 19 (Ridley-Thomas) Health Professions: Torture

Ms. Yaroslavsky noted that Senator Mark Ridley-Thomas has introduced a joint resolution related to health care professionals' participation in torture of patients in federal detention facilities. He held a hearing on the topic on January 14 and the board testified. Per a September 2005 opinion of the Attorney General's Office, MBC does have jurisdiction over the medical The Medical Board of California, Education Committee

licenses of practitioners serving in the military, although the board cannot act if the military chooses not to give information to the board. If it passes, the resolution will require MBC to provide related information to its licensees via its newsletter and Web site.

Agenda Item 7 Public Comment on Items not on the Agenda

Julie D'Angelo Fellmeth, Center for Public Interest Law, expressed concern that the board has not acted on her recommendation as the board's previous enforcement monitor that physicians be required to inform patients of the existence of the Medical Board in a regular and systematic way. She was of the opinion that Business and Professions Code section 138 requires the board to do so.

Janet Mitchell, health care consumer, urged the board to further educate consumers about the board's existence.

Tina Minasian, health care consumer, said she had asked many people if they had heard of the Medical Board of California, and none had. Before her own injury, she did not know of the board's existence. She believes physicians should have to disclose to their patients information about the Medical Board. She also urged the board to create a PSA to invite the public to each board meeting and to post every malpractice settlement and criminal conviction against physicians on its Web site.

Gabriela Rodriguez, health care consumer, said she was attending the meeting to discuss her complaint about a physician who had treated her. She was critical of the board's enforcement process. Ms. Yaroslavsky recommended that she speak with Chief of Enforcement Renee Threadgill after the meeting.

Agenda Item 8 Adjournment

The meeting was adjourned at 3:44 p.m.