



PUBLIC EDUCATION COMMITTEE
FEBRUARY 19, 2015

SUBJECT: PUBLIC EDUCATION PROGRAM REPORT

PE-1

ACTION: RECEIVE AND FILE STATUS REPORT

RECOMMENDATION

Receive and file the quarterly status report on public outreach efforts and education.

ISSUE

This report summarizes key activities and other items of note in the executive offices of the Board of Podiatric Medicine pertaining to Public Education and Outreach activity. The report provides committee with progress updates on special projects and/or Board directed tasks and highlights ongoing operations and key accomplishments.

DISCUSSION

1. ADMINISTRATIVE SUMMARY

Given that BPM's standing Committees have not separately met in a noticed open meeting since late 2004, the February 19, 2015, meeting of the Public Education Committee ostensibly serves as its inaugural meeting after a hiatus of some years.

We are pleased to welcome Dr. Judith Manzi of Santa Cruz to the California Board of Podiatric Medicine (BPM) who has been appointed chair of the Board's Public Education Committee. The assigned executive staff liaison for Committee is Executive Officer Jason S. Campbell, JD who will be assisted by Admin Analyst Kathleen Cooper, JD.

2. STAKEHOLDER EMAIL INQUIRIES & REQUESTS FOR INFORMATION

Since implementation of an internal customer service policy in August of 2014, staff has been keeping statistics for the volume of email concerns, comments, suggestions and/or inquiries regarding BPM programs and services. Table 1 below details the summary of total email inquiries received for Quarter Two (2) of FY 14/15

Table 2 provides FY 14/15 Quarter Two (2) for calls answered and handled by Medical Board call center staff concerning BPM inquiries and table 3 tracks the call volume and inquiry type for incoming calls handled by BPM staff.

Table 1 – Q2 STAKEHOLDER INQUIRY STATISTICS

INQUIRY SUBJECT	October 2014	November 2014	December 2014
Scope of Practice			
<i>Ankle Surgery</i>	-	-	-
<i>Liposuction</i>	-	-	-
<i>Knee Surgery</i>	1	-	-
<i>Amputations</i>	1	-	-
<i>Films & X-Rays</i>	1	-	-
<i>Wound Care</i>	-	2	-
<i>Physical Therapy</i>	-	-	1
<i>Surgical Assisting</i>	-	-	1
<i>Practice Act-General</i>	-	-	1
Specialty Certificatn	2	-	-
Insurance Reqs	1	-	-
Outpatient Surgery	1	-	-
Privilege Delineatn	1	-	-
Medi-Spa	-	-	-
Complaint Inquiry	-	3	-
License Inquiry	1	-	-
QME	-	-	-
Nail Care	1	-	-
Telehealth	1	-	-
Orthotics	-	-	-
Supervision	-	1	-
Probation Inquiry	-	1	-
Application Inquiry	-	-	1
TOTALS	11	7	4
Q2 TOTALS	22		

Table 2 – Q2 MBC CALL CENTER STATISTICS FOR BPM RELATED MATTERS

OUTCOME CODE	October 2014	November 2014	December 2014
BPM – All Others	1	-	12
BPM – Lic Verification	1	1	2
TOTALS	2	1	14
Q2 TOTALS	17		

Table 3 – Q2 BPM CALL STATISTICS

INQUIRY TYPE	October 2014	November 2014	December 2014
Licensing – General	*	12	21
Licensing – Renewals	*	24	23
CME	*	2	-
Residency	*	2	-
Complaints	*	-	2
Enforcement	*	2	1
Scope of Practice	*	2	-
FNP	*	-	1
TOTALS		44	48
Q2 TOTALS		92*	

* Statistics are reported from the earliest date data became available after implementation of an info tracking & capture policy.

Reflecting on the data provided in the tables immediately above, one may infer given the apparent low volume of inquiry statistics both written and telephonic, that BPM is admirably accomplishing its ongoing goal of outreach and education. While many factors may serve to explain the modest volume, one explanation may source the agency’s current website which is extremely thorough in providing visitors with information covering nearly every aspect falling under BPM jurisdiction.

If correct it is conceivable that the proposed website redesign to improve the look and bring it more in line with contemporary standards in addition to reorganizing its format and content into a more user and search engine friendly posture will assist in further reducing the need for additional clarification through direct contact with BPM staff and thus increase staff time resources and efficiencies.

3. WEBSITE STATISTICS UPDATE

Staff has provided the following website statistics below in order to assist committee analyze BPM website traffic. Through the use of these tools and information, the Board is able to analyze what are the most popular pages, stagnant pages, determine visitor information or trends for developing new and existing pages.

A. CONTENT SUMMARY REPORT

The content summary report in Table 4 below assists in determining whether the website has become more or less effective at visitor retention for a determined date range such as FY14/15 Quarter 2 running from October through December 2014 as compared against FY 14/15 Quarter 1 running from July to September. The first column in table 4 shows 1) Entrances; 2) Exits; and 3) Most Visited and provides figures for the Top 5 content sites for each. Included are the percentage increases or decreases for FY14/15 Q2 compared to Q1. It is notable that information on the requirements for triplicate drug prescription forms saw a 60% entrance increase in Q2 web traffic quarter over last. This is not entirely surprising given that revised prescribing guidelines were announced by the Medical Board in November 2014.

DEFINITIONS

- a. **Entrances:** First entrance page accessed on a website when visited
- b. **Bounce Rate:** Single interaction visit to a website without visiting other pages
- c. **Exits:** Leaving the webpage
- d. **Page Views:** Content that is viewed when visiting a page

Table 4 – Q2 BPM WEBSITE CONTENT SUMMARY REPORT

Top 5 Entrances	Entrances	%±	Bounces	%±	Bounce Rate	%±
Homepage	7,362	↑ 9%	4,759	↑ 28%	64.64%	↑ 17%
Orthotics	2,115	↑ 14%	1,866	↑ 14%	88.23%	0%
MA Informtn	1,281	↑ 12%	1,122	↑ 11%	87.59%	0%
Drug Forms	1,218	↑ 60%	1,073	↑ 56%	88.10%	↓ -3%
Recent Discpl	1,002	↑ 12%	792	↑ 10%	79.04%	↓ -1%
Top 5 Exits	Exits	%±	Pageviews	%±	Exit Percentage	%±
Homepage	5,545	↑ 24%	10,589	↓ -34%	52.37%	↑ 88%
Orthotics	2,025	↑ 10%	2,936	↑ 9%	68.97%	↑ <1%
MA Informtn	1,231	↑ 10%	1,640	↑ 8%	75.06%	↑ 1%
Drug Forms	1,182	↑ 62%	1,565	↑ 52%	75.53%	↑ 6%
Recent Discpl	1,097	↑ 7%	1,921	↑ 10%	57.11%	↓ -3%
Top 5 Most Visited	Visits	%±	Pageviews	%±	Average Time	%±
Homepage	8,417	↑ 9%	10,589	↓ -34%	00:01:40	↓ -72%
Orthotics	2,766	↑ 10%	2,936	↑ 9%	00:01:25	↓ -12%
Licensee Info	1,809	↑ 6%	2,241	↑ 6%	00:01:42	↑ 25%
Recent Discpl	1,647	↑ 5%	1,921	↑ 10%	00:02:09	↑ 6%
MA Informtn	1,528	↑ 9%	1,640	↑ 8%	00:02:39	↑ 33%

The second column consisting of 1) bounces; 2) page views; and 3) page views shows the number of immediate exits (bounces) from BPM's top five entrance pages, and the number of times BPM's exit pages and most visited pages were viewed during Q2. The green or red arrows and percentage change indicates the increase or decrease from Q1 figures.

Finally, the third column shows the 1) bounce rate; 2) the exit rate; and 3) the average visit time for BPM's top entrance pages, exit pages, and most visited pages, respectively, during Q2. Again, the green or red arrow percentages indicate the increase or decrease from Q1. While the figures show a respectable amount of traffic, what is immediately evident is a high bounce rate with an average of 81% for the top 5 entrances to the website. As a general rule in website analytics, bounce rates exceeding 70% are generally disappointing. Notwithstanding, these figures must be considered in their totality including the intent of the user and the purpose of content.

Going forward should the Board elect to approve website redevelopment, staff have the analytic tools necessary to provide Committee with the reports needed to assess and gauge improvement in public outreach and education via the web.

4. LEGISLATIVE OUTREACH UPDATE

Members of the BPM may benefit by experiencing the legislative process directly. In order to help develop an understanding of the current legislative process, specifically as it relates to the duties and obligations of BPM Board Members related to policy decisions, staff has begun the process of investigating opportunities to deepen an understanding of the policymaking process and how it may be shaped for interested Board Members. The initial efforts have shown the following:

- i. There are 14 members of the Assembly that currently serve as Committee Members of the Business & Professions Committee. (Attachment A)
- ii. There are 8 members of the Senate Standing Committee on Business, Professions and Economic Development Website. (Attachment B)
- iii. It may be most efficient to begin looking at scheduled Board Meetings in June and September of 2015 as possible opportunities for Board Members to meet with members of the above named committees.
- iv. By contacting the Committee Members through their internal schedulers and attempting to calendar short visits with the members of the B & P Committees of both the Assembly and the Senate we may be able to further the goals of BPM in enhancing the position of BPM and its relationship with legislators.
- v. Once the Board has addressed this issue at the BPM March 6th Board Meeting, staff will be able to further the efforts of the BPM in building relationships with legislators.

5. STRATEGIC PLAN UPDATE

The strategic planning process is proceeding according to schedule and staff continues to be excited about the endeavor. A separate report has been submitted under Committee Agenda Item No. PE-2 which provides a more detailed update including a draft copy of the 2015-2018 strategic plan with several staff recommendations.

6. QUARTERLY TIMELINE

Provided for Committee planning purposes and review is a 3-month timeline to enhance committee situational awareness of pertinent upcoming dates and/or approaching deadlines.

NEXT STEPS

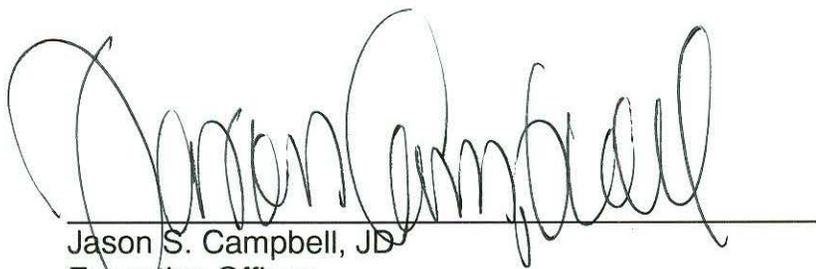
Staff updates and minor revisions to the webpage are ongoing. With committee recommendation and Board approval of project tasks proposed under Agenda Item no. PE-3, staff will incorporate the tasks into a workable and measurable action plan during a scheduled session with SOLID Planning Solutions (“SOLID”) during the week of March 9th.

The action plan will serve as a guide for the completion of strategic objectives identified for enhanced outreach and education through the identification of major tasks, establishment of target due dates, and assignment of responsible parties which will be presented to Committee in May.

ATTACHMENTS

- A. BPM – 3-month timeline

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