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DEPARTMENT OF CONSUMER AFFAIRS

BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY • GOVERNOR EDMUND G. BROWN JR.
Medical Board of California
BOARD OF PODIATRIC MEDICINE
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PUBLIC EDUCATION COMMITTEE
FEBRUARY 19, 2015

PE-3

SUBJECT: **PUBLIC OUTREACH EFFORTS**

ACTION: **APPROVE RECOMMENDATIONS TO ENHANCE BOARD OF PODIATRIC MEDICINE PUBLIC OUTREACH EFFORTS**

RECOMMENDATION

Approve project recommendations to direct the Executive Officer to enhance the Board of Podiatric Medicine public outreach through completion of:

A. BPM Website Redevelopment;

B. Development of Internet based FAQs page; and

C. Development of a BPM publication regarding the "Laws Relating to the Practice of Podiatric Medicine."

ISSUE

Three options have been identified that may serve to assist the Board of Podiatric Medicine ("BPM") accomplish preliminarily identified strategic goals contained in the draft Strategic Plan to enhance levels of customer service and public outreach.

DISCUSSION

The discussion below summarizes staff identified and recommended proposals for enhancing organizational relationships, partnerships and improving levels of customer service and public outreach.

A draft Strategic Plan has been developed containing the new mission, vision and values of the Board in addition to outlining the strategic goal areas identified by the Board for the agency which covers the mission critical functions of enforcement and licensing in addition to objectives for administration, legislation/regulation and organizational relationship development. The draft Strategic Plan has been submitted for review and for proposed adoption at its March 2, 2015 meeting.

Should the Board approve and adopt the plan, the executive office will facilitate a session with the SOLID Planning Solutions team in order to create an action plan that will serve as a guide for the completion of strategic plan objectives. The executive action planning session will identify major tasks, establish target due dates and assign responsible parties for completion of tasks. The final action plan will then be presented to Committee in May.

Members may draw special attention to three goals specifically falling under the jurisdiction of the Public Education Committee. These broad and overarching strategic goals have been identified as agency objectives for BPM to accomplish. They are as follows: 1) increase outreach to DPMs and stakeholders to strengthen cooperation, answer questions and provide transparency; 2) increase outreach to consumers to strengthen consumer confidence in the effectiveness of the Board, answer questions and provide transparency; and 3) increase the Board's and DPM's presence at other DCA professional board meetings and events to establish the Board's position with stakeholders, mitigate organizational, administrative and/or governmental biases in an effort to further the Board's mission.

In order to assist accomplishing two of the three identified and proposed strategic planning objectives discussed immediately above, staff has identified and proposed that the following recommendations for action be approved for incorporation into the executive action planning session as tasks to be completed for achieving the Board's objectives:

1) BPM Website Redevelopment;
2) Development of Internet based FAQs page; and
3) Development of a BPM publication regarding the "Laws Relating to the Practice of Podiatric Medicine.

WEBSITE REDEVELOPMENT

The current BPM website suffers from a dated design. It is nevertheless extremely informative having expertly and methodically identified all potential subject areas that relate to both consumer protection concerns in addition to applicable DPM and stakeholder issues. Notwithstanding, the Department of Consumer Affairs has recommended to all Boards and Bureaus that a website "refresh" be undertaken in order to remain consistent with current state designs and trends and provide site owners an opportunity to review site content for accuracy and currency of information.

A site redesign is therefore recommended for three primary goals of:

1) improving the look of the site and bringing it current with state design trends;
2) reorganize the format and content into a more user and search engine friendly site structure; and
3) generate new opportunities for improved consumer and stakeholder outreach.

INTERNET FAQs PAGE

Integration of FAQ pages into website design are a best practice in many industries and professions that deal with complex and technical information. It is in fact a vital part of many websites. The practice of podiatric medicine is no exception. While the format of an FAQ page may vary considerably, the overall objective is to constrain the focus to crucial information in an organized fashion that is easy to locate, identify and review.

The current BPM website is extremely informative but requires users to spend considerable time locating and reviewing specific information while browsing through multiple categories in search of answers to specific questions. A common struggle with the current webpage is the desire to provide answers to everything with necessary but often excruciating detail. The current approach is understandable as there is a definitive need to ensure that the user finds the "answer someplace" on the webpage with the desire to be as precise as possible to help ensure that the informational response is "correct" for the user's purpose. Oftentimes, however, the information provided only serves to raise additional questions.

A FAQs page can assist making navigation through the website efficient and focused by creating an easy to navigate page that alleviates the need for users to comb through dense and hard to process information in search of the answer to their specific question. This in turn engages them in a manner that makes them more informed about podiatric medicine and funnels them with specificity.

Finally, FAQ pages represent a crucial moment in the information funnel where a user ostensibly and deliberately indicates the information they seek. The Board may note from the Program Report provided in Agenda Item No. 1(PE) that consumers seek information regarding a variety of separate topics. Through analysis of website statistics logs, the Board may use well-tailored website FAQs to identify with particularity which aspects of a subject consumers or stakeholders are researching in order to help the Board identify particular patterns and trends.

Website FAQs are therefore recommended to achieve the value-added benefits discussed above.

BPM PUBLICATION

BPM does not currently have a publication that serves as a convenient reference source on federal and state laws or additional applicable information which govern the practice of podiatric medicine. In an effort to increase outreach to DPMs and stakeholders in order to strengthen cooperation, answer questions and provide transparency of the agency mission, it is envisioned that a convenient reference guide may be developed and published that provides expedient summary of information regarding law and regulations pertaining to podiatric medicine in addition to the interplay between DPMs and the allied health professions. While such a guide is not envisioned to be read in place of the laws themselves, it would be exceedingly useful as a learning tool and reference post for the licentiate population and consumers alike. An example of a hypothetical Table of Contents is provided as an example of what can be included. (Attachment A).

Staff therefore recommends development of a summary reference guide on the laws

applicable to the practice of podiatric medicine.

ALTERNATIVES CONSIDERED

The Board may decline to approve the recommended proposals for action. This action is not recommended as it will prevent the agency from advancing toward its proposed strategic objectives of enhancing levels of customer service and public outreach which have been tentatively set forth as goals for BPM to accomplish during the 2015-2018 calendar years.

NEXT STEPS

Should the Board approve the recommendations contained herein, staff will incorporate the proposed items as tasks to be completed into the executive action plan for accomplishing strategic plan objectives.

ATTACHMENTS

A. Sample Table of Contents

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Executive Officer

ATTACHMENT A

TABLE OF CONTENTS (Draft Sample)

The California Board of Podiatric Medicine
Offices

Section I: Licensing Program
Responsibilities
Renewal
Continuing Medical Education
Continuing Competency
Failure to Renew
Delinquency
Inactive License
Waivers
Address Changes
Fictitious Name Permits
Prohibited Medical Referrals
Outpatient Surgery

Section II: Enforcement Program
General
Mandatory Reporting
Complaint and Investigations
Disciplinary Action
Disciplinary Guidelines

Section III: Allied Health and other Health Professionals
General
Supervision
Medical Assistants
Vocational Nurses
Registered Nurses
Nurse Practitioners
Nurse Midwives
Nurse Anesthetists
Physician Assistants
Health Care Teams
Medical Doctors
Doctors of Osteopathy
Partnerships

Section IV: Hospital Privileges
General

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Specifics

Section V: Various Treatments, Procedures and Modalities
History and Physicals
HBOT
Plastic Surgery
Lasers
X-Rays
Amputations

Section VI: Controlled Substances
Federal Laws
CURES
Schedules
Registration
California Laws
Prescribing
Compliance

Section VII: Other Law and Information
Medical Records
HIPPA
Closing Podiatric Medical Practice
Advertising
Telehealth
Physician-Patient Communication