



EXECUTIVE MANAGEMENT COMMITTEE
MAY 20, 2015

SUBJECT: BOARD OF PODIATRIC MEDICINE (“BPM”) EXECUTIVE OFFICE COMMUNICATIONS POLICY

ACTION: RECEIVE AND FILE REPORT

8

RECOMMENDATION

Receive and file report regarding Executive Office communications policy.

ISSUE

Efficiently improving awareness of Executive Office communications activity.

DISCUSSION

Since implementation effective August 19, 2014, executive staff have followed the internal communications policy for the purpose of responding to all written concerns, comments, suggestions and/or inquiries regarding BPM programs and services on a timely and heavily customer oriented basis.

The Executive Office is committed to providing timely, accurate and quality service to consumers and the Board’s licentiate population. Various inquiries, comments and concerns are received through various mediums including phone and email from several different constituency populations. These include consumers, licentiates and prospective licensees seeking information on subjects as diverse complaints, scope of practice issues, quality of care standards, licensing information issues and verification. All communication is reviewed by appropriate staff and accepted as an opportunity to enhance the Board’s overall consumer protection service.

NEXT STEPS

Staff will continue with implementation of the Communications Policy (GEN 1) for responding to all concerns, complaints, suggestions and/or inquiries regarding BPM programs and services.

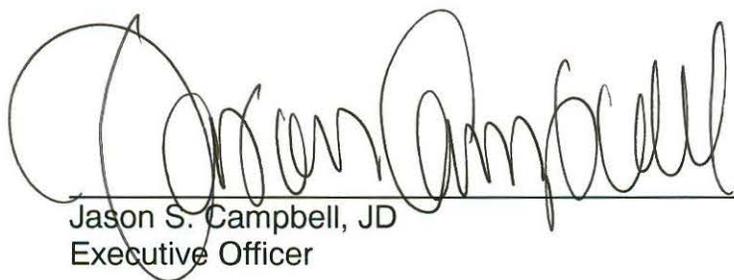
ATTACHMENTS

- A. General Management 1 (GEN 1) – BPM Communication Policy

Prepared by: Andreaia Damian, Program Support Technician



Andreaia Damian
Program Support Technician



Jason S. Campbell, JD
Executive Officer



BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY • GOVERNOR EDMUND G. BROWN JR.

Medical Board of California
BOARD OF PODIATRIC MEDICINE
 2005 Evergreen Street, Suite 1300 Sacramento, CA 95815-3831
 P (916) 263-2647 F (916) 263-2651 www.bpm.ca.gov



GENERAL MANAGEMENT
Board of Podiatric Medicine Email Address Communication

(GEN 1)

POLICY STATEMENT

It is the policy of the Executive Office of the California Board of Podiatric Medicine (BPM) to respond to all concerns, comments, suggestions and/or inquiries regarding BPM programs and services.

PURPOSE

The procedures set forth in this document are intended to describe the steps and practices BPM takes to accomplish its ongoing mission of consumer protection by providing accurate and timely information to both consumers and the profession that will both set and promote contemporary standards and sound consumer decision-making.

APPLICATION

This policy applies to all BPM executive staff.

ADOPTED: EO

Effective Date: 12/3/14



GENERAL MANAGEMENT

Board of Podiatric Medicine Email Address Communication

(GEN 1)

1.0 GENERAL

The BPM Executive Office is committed to providing timely, accurate and quality service to consumers and the Board's licentiate population. Various email inquiries, comments and concerns are received from several different constituency populations including consumers, licentiates and prospective licensees seeking information on subjects as diverse as scope of practice issues, quality of care standards, licensing information issues and verification. All email is reviewed by appropriate staff and accepted as an opportunity to enhance the Board's overall consumer protection service.

2.0 PROCEDURES

The primary departments that handle these inquiries are: Program Services, Licensing Department, Enforcement Department and the Executive Office.

2.1 PROGRAM SUPPORT SERVICES

Program Support Services functions as the single point of contact for the public and is responsible for receiving, documenting, acknowledging, processing and distributing email inquiries to appropriate departments for timely response.

2.1.1 How inquiries are received in Program Services

Program Support Services staff, located on the first floor of 2005 Evergreen Street, Suite 1300, may receive public visits at the front desk and take over-the-counter inquiries. Program services staff also receive telephone calls from consumers from 8:00am to 5:00pm, Monday through Friday.

Consumer inquiries are also received via email (BPM@dca.ca.gov) and other sources such as redirected inquiries from Board/DCA and/or other government agency personnel or professional associations.

2.1.2 Documenting and Acknowledging Consumer Inquiries

An acknowledgement email is generated for all consumer inquiries received by Program Services staff received over the counter and by email. The acknowledgment should be timely provided within **24-hours** of receipt and note the basic subject matter of the inquiry in the body of the response. The acknowledgement shall include a deadline date for when the inquirer may expect



GENERAL MANAGEMENT

Board of Podiatric Medicine Email Address Communication

(GEN 1)

a final response addressing his or her question ranging from 3 to 7 days depending on the complexity of the inquiry. Matters concerning routine information verification or that do not require research and that may be addressed relatively easily should be handled as received. In such cases, a final response to the consumer may be sent following procedures delineated in Paragraph 2.2.

In addition to ensuring that the essential crux of the consumer's inquiry is clearly understood, adherence to these procedures will also provide the consumer with a timely acknowledgement of their inquiry and ensures a high-level of personally tailored consumer driven customer service often absent from government bureaucracy allowing the consumer to know that their inquiry is important and that government is responsive to the needs of the public.

2.1.2.1 Summary of basic elements of the acknowledgement

The following elements listed below should be included in every consumer acknowledgment email. Please refer to Attachment A for an example of an acknowledgment email.

- 1) First and Last name of consumer added to the Subject Line
- 2) Formally addressed salutation using consumer's last name
- 3) Introduction thanking the consumer for contacting BPM
- 4) Body of email containing:
 - a. Nature of inquiry
 - b. Date for final response
- 5) Closing advising consumer of further contact information
- 6) Carbon copies sent to BPM email and Executive Officer

2.1.3 Inquiries related to Licensing Issues

After Program Services has provided the consumer with an acknowledgement having copied the BPM email address and the Executive Office, the Executive Officer will review the matter and either respond accordingly or assign the matter to licensing staff for response.

2.1.4 Inquiries related to Enforcement Issues

After Program Services has provided the consumer with an acknowledgement having copied the BPM email address and the Executive Office, the Executive



GENERAL MANAGEMENT

Board of Podiatric Medicine Email Address Communication

(GEN 1)

Officer will review the matter and either respond accordingly or assign the matter to enforcement staff for response.

2.1.5 Inquiries related to Scope of Practice Matters

After Program Services has provided the consumer with an acknowledgement having copied the BPM email address and the Executive Office, the Executive Officer will review and address the matter.

2.1.6 Complaints related to the practice of podiatric medicine

After Program Services has provided the consumer with an acknowledgement having copied the BPM email address and the Executive Office, the complaint is forwarded to the Medical Board of California's Central Complaint Unit for handling.

2.2 Responses to Consumer Inquiry

Responses to consumers directed to the appropriate department for handling are answered within the deadline set and copied back to the BPM email address containing the final resolution to the inquiry and carbon copied to the Executive Office. (Attachment B)

The Executive Office routinely spot checks closed consumer responses for completeness, timeliness and appropriateness of response.

On a monthly basis, a management report will be generated summarizing overall inquiry subjects and volume for tracking purposes.

2.2.1 Summary of basic elements for an inquiry close out

The following steps listed below should be completed for closing out every consumer inquiry email after a final response has been provided. Please refer to Attachment C for close-out examples.

- 1) Title of Inquiry in subject line (If not already included by consumer)
- 2) Addition of closure date in subject line
- 3) Filed in corresponding outlook file marked "Closed"

(GEN 1)



GENERAL MANAGEMENT

Board of Podiatric Medicine Email Address Communication

3 RESPONSIBILITIES

3.1 PROGRAM SERVICES

Acts as the liaison between BPM and the consumer to serve as the central point of contact for the Board and provides the consumer with an acknowledgement email within 24 hours after receipt of an inquiry advising of the appropriate deadline that a final response may be expected. Copies the BPM and Executive Office on all email inquiry communications and closes final responses in the Outlook "Closed" file for recording keeping and reporting purposes in addition to establishing a library of institutional Board knowledge for future reference.

3.2 LICENSING DEPARTMENT

The Licensing Department is responsible for receiving, reviewing and addressing any licensing matters and/or license verification inquiries in coordination with the Executive Office on complex or technical matters involving politically sensitive issues or public policy.

3.3 ENFORCEMENT DEPARTMENT

The Enforcement Department is responsible for receiving, reviewing and addressing any enforcement matters and/or enforcement inquiries in coordination with the Executive Office on complex or technical matters involving politically sensitive issues or public policy.

3.4 EXECUTIVE OFFICE

The Executive Office is responsible for receiving, reviewing and assigning or addressing all matters referred to it. Matters involving complex, technical, politically sensitive matters or involving delicate policy matters are to be exclusively handled by the Executive Officer.

3.5 MEDICAL BOARD CENTRAL COMPLAINT UNIT (CCU)

The Medical Board of California through the Central Complaint Unit (CCU) is responsible for handling all complaint investigations. Except for special circumstances, complaints must be filed in writing and may be filed by mail, fax, or online, but all complaints that are directed to BPM in the first instance are immediately forwarded to CCU staff for exclusive handling.



Medical Board of California
BOARD OF PODIATRIC MEDICINE
2005 Evergreen Street, Suite 1300 Sacramento, CA 95815-3831
P (916) 263-2647 F (916) 263-2651 www.bpmn.ca.gov



GENERAL MANAGEMENT

Board of Podiatric Medicine Email Address Communication

4 REFERENCES

None.

5 ATTACHEMENTS

1. Acknowledgement example
2. Response example
3. Closed out email example
4. Complaint referral example

6 PROCEDURE HISTORY

08/15/14	New Policy
10/03/14	Revised to include complaint handling procedures and example
12/03/14	Revised to reflect reclassification of Office Tech services to Program Support