



**PUBLIC EDUCATION COMMITTEE  
MAY 21, 2015**

**SUBJECT: PUBLIC EDUCATION PROGRAM REPORT**

**5**

**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**

**A. ADMINISTRATIVE SUMMARY**

On February 19, 2015, the Public Education Committee met for the first time in several years. Dr. Manzi, Chair of the Committee, presided with Board Member Masaniai in attendance via teleconference. Also in attendance with staff members Jason S. Campbell, Executive Officer and Kia-Maria Zamora, Acting Board Secretary. The Committee meeting was successfully webcast in a pilot effort to test the outreach technologies available to BPM for later implementation on a wider scale. Committee recommendations were then reported at the March 6, 2015 meeting of the Board and were unanimously adopted.

**B. STAKEHOLDER EMAIL INQUIRIES & REQUESTS FOR INFORMATION**

BPM statistics for the volume of concerns, comments, suggestions and/or inquiries regarding programs and services are provided in the following tables:

Table 1 below details the summary of total email inquiries received for Quarter Three (3) of FY 14/15

Table 2 provides FY 14/15 Quarter Three (3) calls answered and handled by Medical Board call center staff concerning BPM inquiries.

Complaints	-	-	-
Enforcement	3	1	2
Scope of Practice	5	4	2
FNP	3	3	1
<b>TOTALS</b>	<b>57</b>	<b>50</b>	<b>48</b>
<b>Q3 TOTALS</b>		<b>155</b>	

## C. WEBSITE STATISTICS UPDATE

The following website statistics are provided to assist the Board analyze current BPM website traffic. As previously reported, use of analytic tools and information will assist the Board to determine popular content pages, stagnant pages and gain insight into visitor information or trends for developing new and existing pages.

### 1. CONTENT SUMMARY REPORT

Table 4 below assists in determining whether the website has become more or less effective at visitor retention for a determined date range. In this case, FY14/15 Quarter 3 running from January through March 2015 as compared against FY 14/15 Quarter 2 running from October through December 2014 is presented.

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 Q3 compared to Q2.

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 Q3. The green or red arrows and percentage change indicates the increase or decrease from Q2 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 Q3. Again, the green or red arrow percentages indicate the increase or decrease from Q2.

### 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 3 tracks the call volume and inquiry type for incoming calls handled by BPM staff for the same period.

**Table 1 – Q3 STAKEHOLDER INQUIRY STATISTICS**

INQUIRY SUBJECT	January 2015	February 2015	March 2014
<b>Scope of Practice</b>			
<i>Ankle Surgery</i>	2	1	1
<i>Practice Act-General</i>	2	-	-
<i>Anesthetics</i>	1	-	-
<b>Films &amp; X-Rays</b>	2	-	1
<b>Licensing</b>	1	3	7
<b>CME</b>	-	-	1
<b>Billing Practices</b>	-	1	-
<b>Code of Ethics</b>	-	-	2
<b>Standard of Care</b>	-	1	-
<b>Renewals</b>	-	2	4
<b>Residency</b>	-	1	3
<b>HBOT</b>	2	1	-
<b>Case Law Inquiry</b>	-	1	-
<b>Telehealth</b>	-	1	-
<b>Complaints</b>	1	1	1
<b>Enforcement</b>	-	5	4
<b>Skin Grafts</b>	-	1	-
<b>Supervision</b>	-	2	-
<b>FNP</b>	1	-	1
<b>TOTALS</b>	<b>12</b>	<b>21</b>	<b>25</b>
<b>Q3 TOTALS</b>		<b>58</b>	

**Table 2 – Q3 MBC CALL CENTER STATISTICS FOR BPM RELATED MATTERS**

OUTCOME CODE	January 2015	February 2015	March 2014
<b>BPM – All Others</b>	1	-	-
<b>BPM – Lic Verification</b>	-	-	-
<b>TOTALS</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>Q3 TOTALS</b>		<b>1</b>	

**Table 3 – Q3 BPM CALL STATISTICS**

INQUIRY TYPE	January 2015	February 2015	March 2014
<b>Licensing – General</b>	<b>20</b>	<b>27</b>	<b>59</b>
<b>Licensing – Renewals</b>	<b>23</b>	<b>11</b>	<b>34</b>
<b>CME</b>	<b>3</b>	<b>3</b>	<b>15</b>
<b>Residency</b>	<b>-</b>	<b>1</b>	<b>22</b>

**Table 4 – Q3 BPM WEBSITE CONTENT SUMMARY REPORT**

<b>Top 5 Entrances</b>	<b>Entrances</b>	<b>%±</b>	<b>Bounces</b>	<b>%±</b>	<b>Bounce Rate</b>	<b>%±</b>
Homepage	7,103	↓ -4%	4,533	↓ -5%	63.82%	↓ -1%
Orthotics	2,029	↓ -4%	1,844	↓ -1%	90.88%	↑ 3%
MA Informtn	1,449	↑ 13%	1,269	↑ 13%	87.58%	0%
Recent Discpl	1,144	↑ 14%	969	↑ 22%	84.70%	↑ 7%
Diabetes Info	1,125	↑ 74%	924	↑ 88%	82.13%	↑ 8%
<b>Top 5 Exits</b>	<b>Exits</b>	<b>%±</b>	<b>Pageviews</b>	<b>%±</b>	<b>Exit Percentage</b>	<b>%±</b>
Homepage	5,268	↓ -5%	9,369	↓ -12%	56.23%	↑ 7%
Orthotics	2,018	↓ 0%	2,778	↓ -5%	72.64%	↑ 5%
Recent Discpl	1,396	↑ 27%	2,033	↑ 6%	68.67%	↑ 20%
MA Informtn	1,379	↑ 12%	1,782	↑ 9%	77.38%	↑ 3%
Diabetes	998	↑ 81%	1,721	↑ 27%	57.99%	↑ 43%
<b>Top 5 Most Visited</b>	<b>Visits</b>	<b>%±</b>	<b>Pageviews</b>	<b>%±</b>	<b>Average Time</b>	<b>%±</b>
Homepage	7,803	↓ -7%	9,369	↓ -12%	00:01:51	↑ 11%
Orthotics	2,573	↓ -7%	2,778	↓ -5%	00:02:05	↑ 46%
Recent Discpl	1,858	↑ 13%	2,033	↑ 6%	00:02:28	↑ 15%
Licensee Info	1,758	↓ -3%	2,173	↓ -3%	00:01:43	↑ 1%
MA Informtn	1,694	↑ 11%	1,782	↑ 9%	00:03:15	↑ 23%

**D. WEBSITE REDESIGN**

Staff is pleased to report that efforts to begin website redevelopment have begun. These efforts will go far to improve and modernize the look of the site in addition to reorganizing the format and content into a more user and search engine friendly site structure. Finally, it is believed that the site redesign will help generate new opportunities for improved consumer and stakeholder outreach and help to achieve many of the goals and objectives contained in the 2015-2018 Strategic Plan. The redesign is expected to take approximately three to four months to complete and is expected to go live by end of summer.

**E. LEGISLATIVE OUTREACH UPDATE**

In an effort to build increased opportunities for interaction and outreach with members of the Legislature, staff has arranged an Legislative Outreach Day for members of the BPM Legislative Committee who are invited to participate in visits with legislators at the State Capitol on June 5, 2015. This will be an excellent opportunity to educate Legislative Members on BPM’s role in consumer safety, mission and accomplishments. Board members will also be able to answer questions from the Legislative offices and staff regarding the Board. The details of the scheduled meetings are as follows:

3:00 pm

Office of Senator Bob Wieckowski  
State Capitol, Room 3086  
Contract: April Bird  
Phone: 916-651-4010  
[april.bird@sen.ca.gov](mailto:april.bird@sen.ca.gov)

3:30 pm

Office of Majority Floor Leader Chris R. Holden, District 41  
State Capitol, Room 319  
Contact: Naima Ford, Legislative Assistant  
P: (916) 319-2041 F: (916) 319-2141

Additional afternoon appointments are expected to be scheduled shortly and will be provided when available.

## **F. CURES UPGRADE 2.0 & PRESCRIBER REGISTRATION REQUIREMENT**

The Board may recall that in 2013, AB 110 and SB 809 authorized funding and specific requirements for an upgraded and modernized prescription drug database. The Controlled Substance Utilization Review and Evaluation System (“CURES”) is California’s first online prescription drug monitoring program created in response to the onset of a contemporary prescription drug abuse epidemic. The Department of Justice (“DOJ”) is now scheduled to go live with its new and improved CURES 2.0 project shortly. It is expected that the CURES 2.0 upgrade will launch on or about June 30, 2015.

It is foreseen that CURES 2.0 will greatly enhance and promote safe prescribing by providing practitioners with a powerful tool for accessing patient activity reports. In addition to the functionality of the current database, CURES 2.0 will provide an improved user interface, greater ease of use in addition to an analytics engine that provides prescribers and dispensers with critical information regarding at-risk patients. An often touted example of a new upgraded CURES 2.0 feature is prescribers will have the ability to specify patients with whom they have treatment exclusivity compacts in order to warn other providers that additional prescribing to these patients may be potentially counter-productive to their current treating regimen.

It is also expected that CURES 2.0 will provide faster, more reliable service to a larger practitioner base sufficient to accommodate hundreds of thousands of prescribers and dispensers in California who are required by SB 809 to register with the system by January 1, 2016. This includes:

- 1) ALL LICENSED DOCTORS OF PODIATRIC MEDICINE (“DPM”) PRACTICING IN CALIFORNIA;
- 2) WITH A DRUG ENFORCEMENT ADMINISTRATION CONTROLLED SUBSTANCE REGISTRATION CERTIFICATE (“DEA Certificate”).

DPM registration may be currently be completed by visiting the website:  
[https://pmp.doj.ca.gov/pmpreg/RegistrationType\\_input.action#](https://pmp.doj.ca.gov/pmpreg/RegistrationType_input.action#)

- 1) Complete the on-line application form;
- 2) Print the form out and sign/date;
- 3) Attach copies of the state podiatric medical license, DEA Certificate, and a driver's license or other government photo identification;
- 4) Have the entire application package notarized; and
- 5) Mail the completed application package to:

PDMP Registration  
Law Enforcement Support Program  
PO Box 160447, Sacramento, CA 95816

The Board of Podiatric Medicine ("BPM") is one of ten Department of Consumer Affairs' ("DCA") boards that license and regulate over 270,000 total prescribers and dispensers in the state. Accordingly, public outreach and education will play an important and vital task that will be necessary for the success of the CURES 2.0 project. Thus, BPM executive staff have recently met with DCA and other health board programs to discuss and finalize an Outreach Plan. The goal is to ensure consistent messaging across all state agencies to the public, stakeholders and licensees.

A rough Outreach Plan outline has been formulated and agreed to. It is designed to be undertaken in stages according to the assumed launch date of June 30, 2015. The outreach plan entails the following sequence of stages and efforts.

#### PRIOR TO LAUNCH

- 1) Public presentation at regular Board Meeting to update the Board, licensees and the public on the status of the project.
- 2) Monthly DOJ status update to DCA for placement on agency webpage.

#### LAUNCH DATE

- 1) Written notification of the launch of CURES 2.0.
- 2) Launch information provided on Board webpage or through link to information.

#### POST LAUNCH DATE

- 1) CURES 2.0 upgrade and registration requirement included in Board newsletter.

#### PRIOR TO REGISTRATION DEADLINE

- 1) Written notification of approaching registration deadline.
- 2) Registration deadline information provided on Board webpage or through link to information.

Messaging and outreach efforts must use information drafted by DOJ and collectively reviewed and approved by DCA and each of the ten health boards including BPM. A meeting regarding same took place on April 29, 2015. The notification documents and materials are currently being finalized and are expected to be available for use not later than May 22, 2015.

The Outreach Plan above does not preclude BPM from performing supplemental outreach or taking additional measures to notify licensees, stakeholders or the public of the CURES 2.0 upgrade and registration requirements. As a result, executive staff anticipate implementing the following additional outreach methods:

- 1) Registration Flyers included in licensee renewal notices.
- 2) Listserv email notification.
- 3) Outreach to identified stakeholders.

## **G. BPM 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.

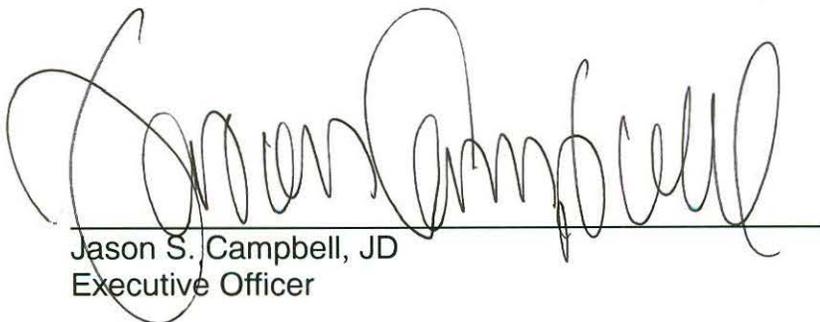
## **NEXT STEPS**

Staff will continue with ongoing website redesign efforts in addition to working towards re-launching the BPM newsletter with an expected Q2 FY 15/16 publication release date. The action plan status update will continue to be reported in Committee in order to help keep the Board apprised of progress and staff on task with desired goals and objectives.

## **ATTACHMENTS**

- A. BPM – 3-month timeline

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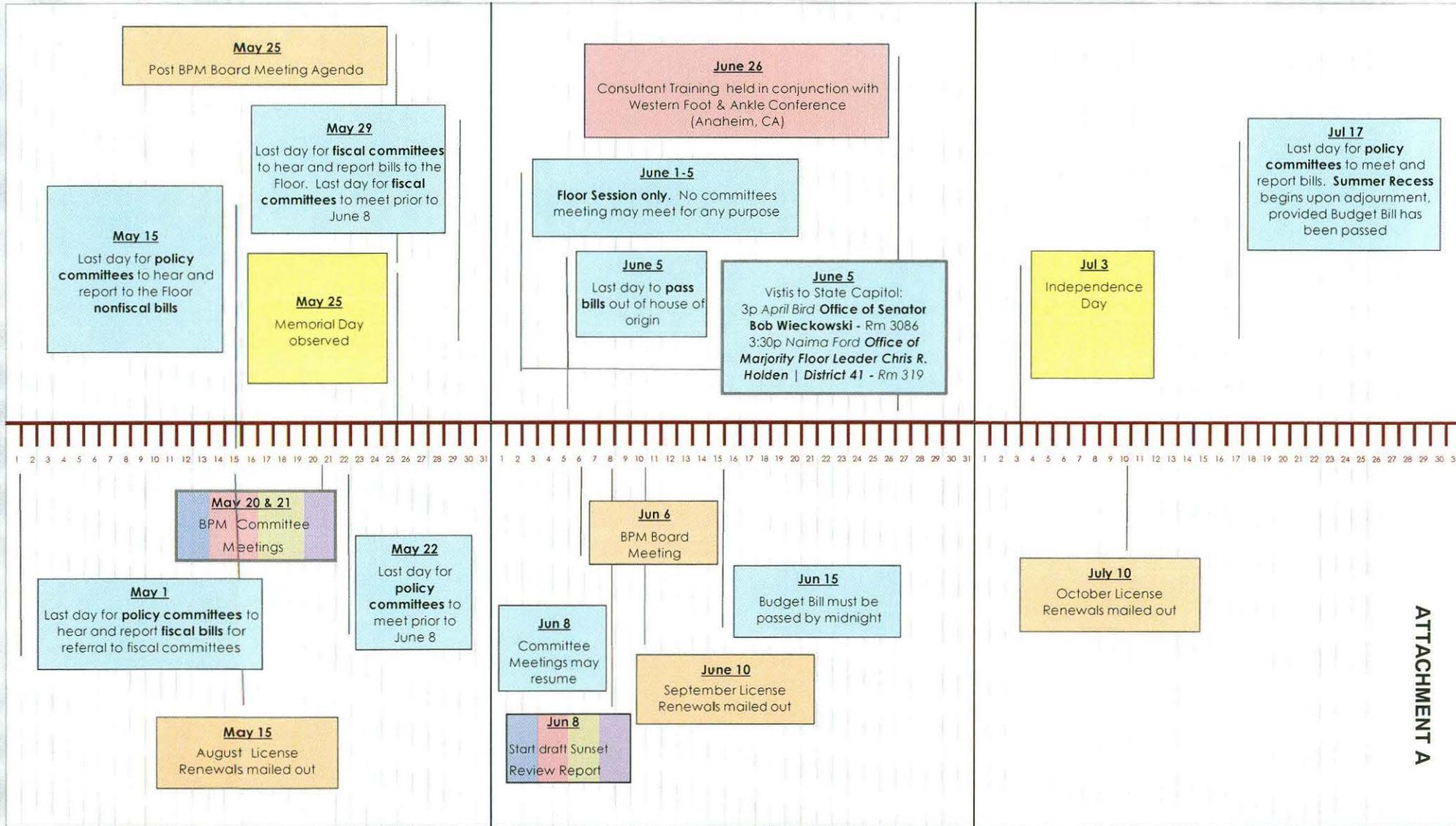
# BPM QUARTERLY TIMELINE

2015

May

June

July



ATTACHMENT A

- Legislative Committee
- Enforcement Committee
- Public Education Committee
- Licensing Committee
- BPM Staff
- CA Legislature
- Committee Chairs
- State Holidays DCA Information