



**PUBLIC EDUCATION COMMITTEE
AUGUST 19, 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

Due to the lack of a committee quorum, the Public Education Committee was unable to convene on May 21, 2015. Committee business was therefore forwarded to the full Board without recommendation for consideration at the June 5, 2015 meeting.

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 Four (4) of FY 14/15

Table 2 provides FY 14/15 Quarter Four (4) calls answered and handled by Medical Board call center staff concerning BPM inquiries.

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	April 2015	May 2015	June 2014
Scope of Practice			
<i>Ankle Surgery</i>	-	-	-
<i>Practice Act-General</i>	-	-	-
<i>Anesthetics</i>	-	-	-
<i>Above Ankle Procedure</i>	-	1	1
Films & X-Rays	1	-	-
Licensing	-	1	-
CME	-	-	-
Billing Practices	-	-	-
Code of Ethics	-	-	-
Standard of Care	-	-	-
Renewals	-	-	-
Residency	-	-	-
HBOT	-	1	1
Case Law Inquiry	-	-	-
Telehealth	-	-	-
Complaints	-	-	1
Enforcement	-	-	-
Skin Grafts	-	-	-
Supervision	1	-	-
Prescibing	-	2	1
Medical Spas	1	-	-
FNP	-	-	-
TOTALS	3	5	4
Q4 TOTALS		12	

Table 2 – Q4 MBC CALL CENTER STATISTICS FOR BPM RELATED MATTERS

OUTCOME CODE	April 2015	May 2015	June 2014
BPM – All Others	-	-	-
BPM – Lic Verification	-	-	-
TOTALS	0	0	0
Q4 TOTALS		0	

Table 3 – Q4 BPM CALL STATISTICS

INQUIRY TYPE	April 2015	May 2015	June 2014
Licensing – General	58	25	28
Licensing – Renewals	28	11	17
CME	12	-	1
Residency	35	13	44

Complaints	2	-	1
Enforcement	6	6	4
Scope of Practice	1	4	1
FNP	1	1	-
TOTALS	143	60	48
Q3 TOTALS	251		

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 4 running from April through June 2015 as compared against FY 14/15 Quarter 3 running from January through March 2015 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 Q4 compared to Q3.

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 Q4. The green or red arrows and percentage change indicates the increase or decrease from Q3 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 Q4. Again, the green or red arrow percentages indicate the increase or decrease from Q3.

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 – Q3 BPM WEBSITE CONTENT SUMMARY REPORT

Top 5 Entrances	Entrances	%±	Bounces	%±	Bounce Rate	%±
Homepage	7,816	↑ 10%	5,082	↑ 12%	65.02%	↑ 2%
Orthotics	1,964	↓ -3%	1,753	↓ -5%	89.26%	↓ -2%
MA Informtn	1,072	↓ -26%	957	↓ -25%	89.27%	↑ 2%
Licensing Info	1,026	↑ 17%	605	↑ 4%	58.97%	↓ -11%
Recent Discpl	945	↓ -17%	749	↓ -23%	79.26%	↓ -6%
Top 5 Exits	Exits	%±	Pageviews	%±	Exit Percentage	%±
Homepage	5,826	↑ 11%	10,220	↑ 9%	57.01%	↑ 1%
Orthotics	1,912	↓ -5%	2,770	↓ 0%	69.03%	↓ -5%
Recent Discpl	1,149	↓ -18%	1,820	↓ -10%	63.13%	↓ -8%
Licensing Info	1,050	↑ 13%	2,592	↑ 19%	40.51%	↓ -5%
MA Info	1,044	↓ -24%	1,397	↓ -22%	74.73%	↓ -3%
Top 5 Most Visited	Visits	%±	Pageviews	%±	Average Time	%±
Homepage	8,593	↑ 10%	10,220	↑ 9%	00:01:48	↓ -3%
Orthotics	2,585	↑ <1%	2,770	↓ 0%	00:01:37	↓ -23%
Licensee Info	1,963	↑ 12%	2,592	↑ 19%	00:01:14	↓ -28%
Recent Discpl	1,646	↓ -11%	1,820	↓ -10%	00:02:20	↓ -6%
Diabetes Info	1,366	↓ -16%	1,483	↓ -14%	00:00:34	↓ -28%

D. WEBSITE REDESIGN

Website redevelopment efforts are ongoing. Previous expected timelines for completion were estimated at three to four months. However, staff time and resources have been temporarily refocused on Sunset Review and Fee Audit efforts currently underway. The website redesign roll-out is therefore expected to be extended by approximately two months or more. Further updates will of course continue to be reported.

E. LEGISLATIVE OUTREACH UPDATE

In an effort to build increased opportunities for interaction and outreach with members of the Legislature, staff continues to arrange Legislative Outreach Days for members of the BPM Legislative Committee.

Accordingly, the Members of the BPM Legislative Committee will be invited to participate in visits to legislators at the Capitol on September 19, 2015. Additional details to follow and provided at the September meeting of the Board.

F. CURES UPGRADE 2.0 UPDATE

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. As previously reported the Department of Justice (“DOJ”) was scheduled to go live with its new and improved CURES 2.0 project launch on or about June 30, 2015.

In a change to the original plan in order to provide as smooth a transition as possible away from the current system, CURES 2.0 will be rolled out to users in phases over the next several months. Current and select users, meeting the CURES 2.0 security standards including its minimum browser specifications and who currently use CURES, have been selected to go live first. DOJ is currently identifying prescribers and dispensers who meet these criteria and will contact and coordinate their enrollment into CURES 2.0.

For all other current users, access to CURES 1.0 will not change and no action is needed at this time. For users and entities not currently enrolled in CURES, further notification regarding the enrollment and registration process will be provided sometime later this month.

Practitioners and health systems should begin to prepare for universal adoption of the system by January 2016, at which point all users will be required to meet CURES 2.0’s security standards.

Notwithstanding the phased roll-out, as before all prescribers and dispensers in California 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#

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.

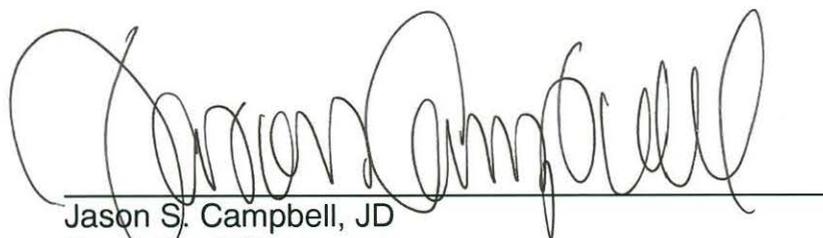
NEXT STEPS

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

Prepared by: Jason S. Campbell, JD

A handwritten signature in black ink, appearing to read "Jason S. Campbell", written over a horizontal line.

Jason S. Campbell, JD
Executive Officer

BPM QUARTERLY TIMELINE

