



**PUBLIC EDUCATION COMMITTEE
AUGUST 19, 2015**

SUBJECT: BOARD OF PODIATRIC MEDICINE (“BPM”) QUARTERLY NEWSLETTER

8

ACTION: CONSIDER AND DISCUSS BPM QUARTERLY NEWSLETTER

RECOMMENDATION

Consider and discuss BPM quarterly newsletter publication.

ISSUE

Development and publication of a BPM quarterly newsletter is an identified action item for achieving Board objectives for increasing outreach to consumers, stakeholders and licensees.

DISCUSSION

Preliminary meetings with the Department of Consumer Affairs (“DCA”) Publication Design and Editing (“PD&E”) for newsletter concept design have been completed. The aim of the newsletter overall is to highlight important BPM developments and cover a limited number of significant areas in a systematic fashion over a period of time throughout the year. A rough outline of proposed material has been set consisting of “evergreen” items. They are based on staff input of issues routinely encountered at BPM.

- 1) President’s Message
- 2) Mission Statement
- 3) Board Member Roster
- 4) Board Meeting Calendar
- 5) Board Member Spotlight Piece
- 6) BPM Logo/Address/Phone/Email
- 7) Frequently Asked Questions (Subjects TBD and on rotational schedule)
- 8) Licensing & Enforcement Summary and Statistics
- 9) Send us your Feedback

A concept proof is attached for review. Staff is also proposing that the Committee on Public Education also consider, explore and discuss prospective ideas, concepts and other topical areas that should be covered by the Board’s newsletter. These ideas will in turn be adopted and implemented by staff for inclusion and publication should the

Board elect to go forward with newsletter publication at this time. Questions to consider include:

- 1) Are there other specific areas the committee desires to be covered?
- 2) Should some areas receive greater coverage than others?
- 3) Does it please the Board to appoint a member of the body to contribute a quarterly article on subjects important to the Board?

NEXT STEPS

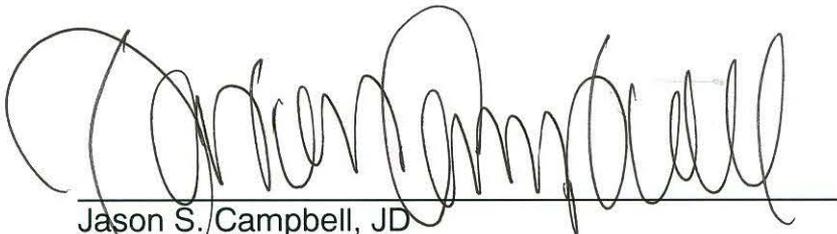
Staff has undertaken preliminary steps for development of a BPM quarterly publication. Committee ideas generated through consensus can and will be incorporated.

Should the Board elect to move forward, it is estimated that publication of the board's newsletter can be finalized and distribution ready for a December Q2 FY 15/16 release as the BPM Winter Quarterly.

ATTACHMENTS

- A. BPM Newsletter Concept Proof

Prepared by: Jason S. Campbell, JD, Executive Officer



Jason S. Campbell, JD
Executive Officer

Board of Podiatric Medicine
 Newsletter Layout Concept (Front Cover)
 6/22/15

NEWS FROM THE BOARD OF PODIATRIC MEDICINE

SUMMER 2015 NEWSLETTER

FOOTNOTES

Message from the Board President

As President of the Board of Podiatric Medicine (Board), it is my pleasure to introduce the 2015–2018 Strategic Plan.

The strategic planning process was truly a collaborative effort on the part of Board members, Board staff, licensees, and consumers. I am grateful to everyone who committed to the strategic planning process by providing valuable input, remaining engaged, and staying the course to create a renewed mission, vision, and values for the Board that will guide the Board's work over the next four years.

The Board will focus on the following objectives:

- Protecting consumers by preventing violations and effectively enforcing laws, codes, and standards when violations occur.
- Promoting licensing of those practicing podiatric medicine by maintaining examination standards.
- Enhancing legislation, regulations, policies, and procedures to meet the challenges of the evolving industry, while protecting consumers.
- Continuing effective leadership to proficiently use its resources and personnel to meet its objectives, in an effort to achieve regulatory efficiency, excellent customer service, and consumer protection.
- Enhancing organizational relationships and partnerships while striving to improve the quality of customer service, and supporting collaboration and cooperation between stakeholders.

While endeavoring to meet the aforementioned objectives, the Board will uphold the mission of the organization, which is "to protect and educate consumers of California through licensing, enforcement, and regulation of Doctors of Podiatric Medicine." As a consumer protection program, I look forward to continuing our efforts in making sure that all California-licensed podiatric physicians will provide safe and competent foot and ankle care.



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