



**BOARD OF PODIATRIC MEDICINE
MARCH 4, 2016**

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

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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

Developmental meetings with the Public Education and Outreach for newsletter concept designs 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. An outline of proposed material consisting of “evergreen” items to be included in each newsletter is provided below based on member and staff input regarding 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 Board 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:

NEXT STEPS

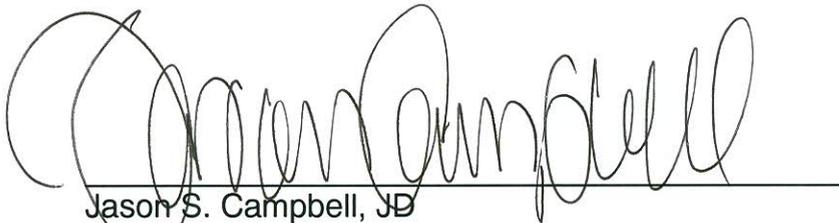
Staff has undertaken preliminary steps for development of a BPM quarterly publication. Board ideas generated through consensus can and will be incorporated.

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 June Q4 FY 15/16 release as the BPM Summer Quarterly.

ATTACHMENTS

- A. BPM Newsletter Concept Proof
- B. Proposed Newsletter Charter

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

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

Jason S. Campbell, JD
Executive Officer

NEWS FROM THE BOARD OF PODIATRIC MEDICINE

SUMMER 2015 NEWSLETTER

F TNOTES

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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STATE OF CALIFORNIA
 BOARD OF

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The Board of Podiatric Medicine

FootNotes Newsletter

Charter Statement

FootNotes is the Board of Podiatric Medicine's informative and educational quarterly newsletter publication that strives to connect with its targeted readers that include:

- The Board's active Licensee population
- California Consumers
- The Board's Stakeholders

FootNotes is dedicated to educating its readers of the Board's licensing, enforcement and regulatory role of Doctors of Podiatric Medicine.

FootNotes is committed to advancing the message of consumer and public safety as a tool to successfully create an environment where all California-licensed podiatric physicians will provide nothing less than safe and competent foot and ankle care.

FootNotes is unique in that it seeks to be a platform recognized for its strategic, persuasive and transparent messaging in the accomplishment of its ends in service to the people of the State of California and the Board's mission of consumer protection and education.

FootNotes will remain focused on accomplishing the following:

Objectives

- 1) To reinforce compliant behavior by educating licensees about infractions and penalties concerning continuing education and compliance in order to reduce future infractions
- 2) To change attitudes about disparity by improving awareness that doctors of podiatric medicine are held to the same standard as medical doctors and doctors of osteopathy
- 3) ...