

Florida Board of Medicine
Communication, Education and Information
Committee Meeting



Hyatt Regency Jacksonville Riverfront
225 East Coastline Drive
Jacksonville, FL 32202
(904) 588-1234

April 12, 2012

MEETING REPORT

1 Roll call 1: 45 p.m.

2

3 **Members Present:**

4 Brigitte Goersch, Consumer Member, Chair

5 George Thomas, M.D.

6 Nabil El Sanadi, M.D.

7 James Orr, M.D.

8 Onelia Lage, M.D.

9 Donald Mullins, Consumer Member

10

11 **Staff Present:**

12 Joy A. Tootle, J.D., Executive Director

13 Ed Tellechea, Esq., Board Counsel

14 Nancy Murphy, Paralegal

15 Crystal A. Sanford, CPM, Program Operations Administrator

16

17 **I. Updates from Last Meeting**

18

19 **Outreach to Deans and Medical Students**

20 Ms. Prine reported on two trips to the University of Florida for presentations regarding the
21 new online PA and MD applications. A trip to the University of Miami is planned for May.

22

23 **Report to the Committee**

24 Ms. Sanford outlined follow-up that has occurred since the last committee meeting including
25 research into a new Board web site, use of the seal and other communications improvements.

26

27 **Phone Call List**

28 Ms. Sanford conducted a phone call log to determine types of calls the Board office receives.

29 Ms. Goersch stated that the information will be helpful for web site development. Most calls,
30 besides asking for a particular person in the office, are related to the licensure process.

31

32 **Web Research**

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1 Ms. Sanford explained the web domain chart included in the agenda materials which listed
2 the various domains, costs associated and potential domain names available.

3
4 Lola Pouncey, Bureau Chief of Operations, addressed the Committee and recommend
5 purchasing all the listed domains: .gov, .com, .net, .biz, .us.

6
7 Dr. Thomas suggested– floridaboardofmedicine.gov.

8
9 Ms. Goersch suggested abbreviating Florida to FL.

10
11 Mr. Mullins suggested the domain be shortened because the longer the name, the more
12 problems it creates such as mistyping and the space on letterhead and business cards.

13
14 A motion was made, seconded and carried unanimously to recommend using
15 FLBoardofMedicine and to buy all available domains.

16
17 Mr. Mullins asked Ms. Pouncey if staff’s emails will be integrated into the new domain.
18 Ms. Pouncey stated she would research that and would follow up with the Board.

19
20 Other State Boards

21 Ms. Goersch asked staff to research other board websites.

22
23 Ms. Pouncey made a presentation demonstrating what other board and agency web pages
24 look like and the special attributes for each. The following websites were reviewed:

25
26 Department of Business and Professional Regulation web site

- 27 ○ Geared toward the licensee not the public
- 28 ○ Uses Twitter, Facebook
- 29 ○ Has a “Contact Us” on every page
- 30 ○ Has a Spotlight section for hot topics
- 31 ○ Has a Customer Center
- 32 ○ Has an iPhone app but it was difficult to find

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- 1 • Florida House of Representatives web site
- 2 ○ Use of their seal with the photos of the members on Leadership page
- 3 ○ Photos appear on committee page
- 4 ○ Bio included for members and the content is consistent throughout
- 5 ○ Had a link for live feeds
- 6
- 7 • North Carolina Board of Medicine
- 8 ○ “Contact Us” on every page
- 9 ○ Menu along bottom on every page
- 10 ○ Slider with hot topics
- 11 ○ Meeting calendar on main page
- 12 ○ Quick links on main page
- 13 ○ Media Center with an archive section
- 14 ○ Consumer Resource Center

15 Ms. Pouncey clarified that the North Carolina board is independent and not under an umbrella
16 agency like DOH. She communicated learned that they hired a company to build their web page
17 for \$18,000. Their own staff makes the updates to the web page.

- 18
- 19 • California Board of Medicine
- 20 ○ Older programming
- 21
- 22 • Indiana Board of Medicine
- 23 ○ Online services available on the main page
- 24 ○ FAQ’s on main page
- 25

26 Dr. El Sanadi suggested the mission statement be included on the web page. Ms. Tootle
27 explained that currently the Board does not have their own mission statement and DOH policy
28 requires the use of the DOH mission statement. She agreed to seek approval for the Board to
29 have their own mission statement.

30

31 Dr. El Sanadi suggested tabs for licensees, applicants, and consumers. He also said physicians
32 should be able to clearly see requirements for licensure, renewal, CMEs, etc.

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1 Dr. Orr suggested including other professions we regulate (PA's, AA's).
2

3 Dr. El Sanadi suggested including a topic of the month related to the laws and rules. He said
4 when talking to his colleagues he has found the physicians do not know the laws and rules.
5

6 Dr. Orr asked if there was a way to collect email addresses without them being public record.
7

8 Mr. Tellechea advised him Florida was a sunshine state and the information is public record.
9

10 Ms. Pouncey advised she would be hiring a vendor to develop a prototype using the suggestions
11 shared by the members.
12

13 A motion was made, seconded and carried unanimously to recommend Ms. Goersch work
14 directly with Ms. Pouncey in the development of the prototype.
15

16 Dr. El Sanadi asked for the timeline.
17

18 Ms. Pouncey said her goal was September.
19

20 Social Media

21 Ms. Sanford polled the Board members to determine how many use social media. The results
22 revealed 75% of the members used this form of communication. It was reported that the Board
23 of Nursing did a similar poll with similar results which were reflected in the materials.
24

25 Jessica Hammonds, Public Information Officer, reported on the Department's use of social
26 media including Facebook, Twitter, Skype, Pinterest and a Media Room. She suggested the
27 Board consider using Twitter for bigger cases and events. She said reporters follow Twitter.
28

29 Mr. Mullins informed on the drawback to using Twitter being it is not effective if there is not a
30 lot of activity - he was not sure Board staff would utilize it enough to make it useful.
31

32 Ms. Pouncey mentioned another state board that used social media (NC) and she would keep
33 updated on the effectiveness to the other board.

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1 Letterhead

2 Mr. Mullins commented that the watermark would impede readability of the correspondence. He
3 suggested the Board develop their own mission statement for the letterhead.

4
5 The Committee reviewed several sample letterheads and liked the version with the blue and gold
6 banner at the top. Other suggestions included:

- 7 • spacing the board member names on the side better
- 8 • DOH logo on bottom to balance seal at the top
- 9 • Drop "The" in The Florida Board of Medicine
- 10 • Remove the Division and DOH from the banner at the top and include in the footer

11
12 Dr. El Sanadi suggested trying the watermark again, but making it smaller and faded.

13
14 Ms. Goersch reminded that the watermark does not copy well.

15
16 Mr. Mullins pointed out the cost of printing the blue and gold banner and reminded the
17 Committee that staff typically sends out letters in black and white. He asked staff to take that
18 into consideration when creating new samples for the Committee's review.

19
20 Ms. Goersch asked Ms. Sanford to take the suggestions back and bring back more samples to the
21 next meeting.

22
23
24 Articles

25 Ms. Goersch asked the Committee what topics the members should focus articles on.

26
27 Dr. Thomas suggested education to the licensees and the public – what we do and how we do it.

28
29 Dr. Orr recommended a process for approving articles being published on behalf of the Board.

30
31 Ms. Goersch suggested herself and Dr. Rosenberg.

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1 Dr. El Sanadi suggested forming an editorial board consisting of Ms. Goersch, Ms. Tootle and
2 Mr. Tellechea. He also suggested that something be sent out after every meeting summarizing
3 the Board's activities.

4
5 Dr. Thomas suggested each member come up with a topic and email it to Ms. Sanford.

6
7 Dr. Orr suggested being brief and to the point. He also suggested including a link to the law or
8 rule that is the subject of the article.

9
10 A motion was made, seconded and carried unanimously to recommend creating an editorial
11 board consisting of Ms. Goersch, Ms. Tootle, and Mr. Tellechea to review every communication.

12 13 **II. Review and Approval of Board of Medicine Communication Plan**

14
15 Ms. Sanford stated she drafted this to get the Committee started on outlining their
16 communication plan. She said she would take items back from this meeting, update the plan and
17 present at the June meeting.

18 19 **III. Anatomy of the Application Process**

20
21 No comments. Information only.

22 23 **IV. Comparison of Complaints and Final Actions**

24
25 Dr. Rosenberg addressed the Committee and explained the information might be used to inform
26 the public and the press how well the board does relative to other boards and organizations.

27
28 Dr. Thomas was concerned about the numbers provided and said Ms. Gee mentioned at the
29 annual chairs meeting that complaints had decreased by 10,000. Ms. Tootle stated Ms. Sanford
30 got the numbers in the chart from the FY 2010-2011 MQA Annual report, but she would follow
31 up on where the 10,000 figure originated.

32 33 **V. Medical Student Recognition**

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1 Dr. Lage described the criteria she used to recognize several medical students while she was
2 Chair of the Board. She said it was designed to connect the students to the Board.

3
4 A motion was made, seconded and carried unanimously to recommend continuing the
5 recognition program.

6
7 Ms. Sanford was directed to reach out to the Dean of the University of Central Florida for the
8 June Meeting which is in Orlando. Dr. Lage offered her assistance in reaching out to deans.

9
10 **VI. Message from the Chair**

11
12 Ms. Goersch asked the Committee if they would consider changing the name of the newsletter
13 with the Message from the Chair as the first article.

14
15 Dr. Rosenberg addressed the Committee again and thanked Ms. Sanford and her staff for the
16 work on the current version. He supported Ms. Goersch's suggestion. Ms. Sanford advised she
17 would continue to forward any feedback from physicians she received.

18
19 Dr. Lage said she was impressed with the newsletter and suggested publishing an annual report.

20
21 Ms. Goersch asked the members for suggestions for the name of the newsletter. Some thrown
22 out for consideration were:

23 News You Can Use

24 Vital News You Can Use

25 Board of Medicine Reporting

26 Florida Board of Medicine Brief

27
28 Dr. El Sanadi made a motion to recommend having Ms. Hammonds make some suggestions for
29 the name for consideration at the next meeting. Ms. Hammonds agreed to do so.

30
31 Dr. Lage suggested including a "Did you know . . ." section in the newsletter with case scenarios.

32
33 The meeting adjourned at 3:25 p.m.