

**Florida Board of Medicine
Communication, Education and Information
Committee Meeting**



**Wyndham Tampa Westshore
700 N Westshore Blvd
Tampa, FL 33609
(813) 289-8200**

August 2, 2012

MEETING REPORT

1 The meeting was called to order at 5:33 p.m.

2
3 Roll call.

4
5 **Members Present:**

- 6 Brigitte Goersch, Chairman
- 7 James Orr, M.D.
- 8 Nabil El Sanadi, M.D.
- 9 George Thomas, M.D.
- 10 Onelia Lage, M.D.
- 11 Donald Mullins, Consumer Member

5 **Members Absent:**

12
13 **Staff Present:**

- 14 Joy Tootle, Executive Director
- 15 Ed Tellechea, Board Counsel
- 16 Donna McNulty, Board Counsel
- 17 Nancy Murphy, Paralegal
- 18 Whitney Bowen, Regulatory Specialist III
- 19 Ashley Carr, Public Information Officer

13 **Others Present:**

- Richard Smith, MQA Director's Office
- Lola Pouncey, Bureau Chief, Operations
- Gerald Hansen, Bureau of Operations

20
21 **Board of Medicine Web Page Presentation I.**

22 Lola Pouncey, Bureau Chief of the Bureau of Operations, presented a mock up of the Board's
23 new web page, www.FLBoardofMedicine.gov.

24
25 The Committee discussed the tab and made a series of suggestions for improvements to the web
26 page, including the board member's biographies and additional links and information that should
27 be provided. The committee commended the website team on their great work and innovation.

28
29 A motion was made, seconded and carried unanimously to appoint the Executive Director of the
30 Board to be the main point of contact for all website changes.

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1 **Action taken:** the Committee voted to appoint the Executive Director of the Board to be the
2 main point of contact for all website changes

3
4 **Board Letterhead/Logo II.**

5 The Committee reviewed samples of the proposed Board letterhead. After discussion, a motion
6 was made, seconded and carried unanimously to approve the use of the “BOM Letterhead
7 without color banner” with the changes as suggested from the committee’s discussion subject to
8 approval by the committee chair.

9
10 **Action taken:** the Committee voted to approve the use of the “BOM Letterhead without color
11 banner” with the changes as suggested from the committee’s discussion subject to approval by
12 the committee chair

13
14 **Editorial Board Process..... III.**

15 Dr. Orr requested the Committee discuss and develop a process by which the editorial board
16 reviews and approves pending articles and presentations, including imposition of a time frame
17 for the review process.

18
19 The Committee agreed that the author of each proposed publication would state the deadline for
20 approval in their correspondence to the board contact who would then inform each leg of the
21 approval process of the level of urgency of the request.

22
23 Mrs. Goersch requested that the Communications office provide what type of documents would
24 be subject to DOH approval at the Committee’s next meeting.

25
26 **Action taken:** no action taken

27
28 **Board of Medicine’s Message from the Chair IV.**

29 The Committee requested members submit proposed names for the Board’s electronic
30 “newsletter”, currently called the *Message from the Chair*. After discussion, a motion was made,
31 seconded and carried unanimously to change the name to *Board of Medicine Brief*.

32

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1 They also made suggestions for revising the format by making it web based and creating links to
2 the articles on the Board’s website.

3
4 After further discussion, a motion was made, seconded and carried unanimously to present the
5 Committee’s suggestions as a framework, pending approval by the DOH.

6
7 **Action taken:** the Committee voted to change the name of the Board’s *Message from the Chair*
8 to *Board of Medicine Brief*; the Committee voted to present their suggestions as a framework,
9 pending approval by the DOH

10
11 **Future Article Topics.....V.**

12 The Committee requested members submit article topics for possible future articles. After
13 discussion, the Committee requested the following topics to be featured in the next issue of the
14 *Board of Medicine Brief*:

- 15 • Changes imposed by HB 787: change to definition of chronic non-malignant pain,
16 exemptions to registration
- 17 • Prescribing
- 18 • Statistics regarding the decline in narcotic prescribing with new laws and license
19 revocations (General Bondi has this information available)
- 20 • Renewal

21
22 **Action taken:** no action taken

23
24 **New Business VI.**

25 No new business was discussed.

26
27 The meeting adjourned at 7:00 p.m.

28