

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

**Gaylord Palms Resort & Convention Center
6000 West Osceola Parkway
Kissimmee, FL 34746
407-586-2000**

February 2, 2012

Roll call 6:15 pm

Members Present:

Brigitte Goersch, Chair
George Thomas, M.D.
Nabil El Sanadi, M.D.
James Orr, M.D.
Donald Mullins, Consumer Member

Members Absent:

None

Staff Present:

Joy A. Tootle, JD, Executive Director
Ed Tellechea, Board Counsel
Donna McNulty, Board Counsel
Nancy Murphy, Paralegal
Crystal A. Sanford, Program Operations Administrator

Others Present:

Jennifer Hirst, Public Information Officer
Jason J. Rosenberg, M.D., Chairman of the Board

30 Dr. Rosenberg addressed the Committee and thanked them for undertaking the task of serving the
31 physicians and the public. He said he asked Ms. Hirst to participate on the Committee and she is excited to
32 do so.

Goals of Committee

35 The Committee discussed goals for the Committee and reviewed the proposed Committee description
36 prepared by Ms. Tootle.

38 After discussion, the following is the proposed description:

This committee is tasked with developing proactive communication strategies in an effort to educate and inform applicants, licensees and the public about the roles and activities of the Board of Medicine and the laws and rules and ethics regulating the practice of medicine.

43 After discussion, the following are the proposed goals of the Committee:

- Increase subscription to Mailman System
 - Be innovative with technology
 - Be a resource for applicants, licensees and the public
 - Obtain our own web site and provide the most up to date information on the web site
 - Create a better identity for the Board
 - Clarify difference between the Board and the Department

1 **Current Activities & Proposed Activities for the Future**

2 Ms. Sanford outlined current activities which include:

- 3 • Articles written by Ms. Sanford for various associations and societies
- 4 • Articles written by Mr. Mullins for publication in newspapers – currently working on third article
- 5 • Articles written for Dr. Orr for use in his hospital newsletters and he also shares with the Florida
- 6 Society of OB/GYN
- 7 • *Message from the Chair*
- 8 • Web site
- 9 • Mailman List Serve
- 10 • Power Point Presentations for members to give presentations at various venues

11 Ms. Goersch asked that all members of the Committee be added to the Mailman.

12 Ms. Tootle clarified that if the Board received a public record request for the email addresses in the
13 Mailman System, we would be required to provide them.

14 Ms. Hirst provided an update of activities from the Public Information Office and some ideas for the
15 Committee to consider using:

- 16 • Supporting Ms. Sanford's activities
- 17 • Quarterly electronic newsletters
- 18 • Online newsroom
- 19 • Social media such as Twitter

20 Mr. Tellechea reminded the Committee that the use of social media is fine, but if a public record request is
21 received for copies of activities on the social media, it will have to be provided.

22 Dr. El Sanadi stated the Board needs its own web page.

23 Mr. Mullins informed the members the Finance & Process Accountability Committee addressed this issue
24 and found there are domains that can be used such as .gov which is \$125 per year. He agreed the Board
25 needs a better 'identity'.

26 A motion was made, seconded and carried unanimously to recommend the Committee be given a budget
27 amount.

28 Mr. Mullins said the Committee should be proactive and allow physicians to opt in/out to receive mailings
29 through the United States Post Office or via email.

30 Ms. Goersch agreed and said the Committee needs to think in terms of going green, using technology and
31 money saved can be reinvested in future technology. She suggested the Committee obtain support from Dr.
32 Farmer.

33 Dr. El Sanadi suggested also reaching out to medical school deans.

34 Ms. Sanford advised the Committee that she and Ms. Tootle had met with FMA about creating tutorials for
35 our web site where physicians can view the tutorials and obtain CME credit.

36 Dr. Orr suggested adding a tutorial so physicians could obtain CME credit in risk management and ethics
37 similar to physicians appearing before the Board to obtain that credit.

1 Ms. Goersch asked for ideas on how to utilize the seal previously approved by the Board.
2
3 Ms. Sanford advised she is currently using the seal on the *Messages from the Chair*, on Dr. Rosenberg's
4 business cards (and others if they wish) and on the Power Point Presentations she creates for members.
5
6 A motion was made, seconded and carried unanimously to recommend resurrecting the Speakers Bureau.
7
8 Ms. Tootle stated she would work on getting approval for these suggestions. She explained she would look
9 at policies and procedures and report back to the Committee at the next meeting.
10
11 Dr. El Sanadi asked if the Board still recognizes individuals.
12
13 Ms. Sanford stated the Board still has the Chairman's Recognition Award which is at the discretion of the
14 Chairman.
15
16 Dr. El Sanadi suggested continuing that process, but coming up with nomination process.
17
18 **Proposed Topics for Articles**
19 Ms. Goersch explained Ms. Sanford requested topics for future articles. She said she would ask all the
20 members to send suggestions to Ms. Sanford via email. She suggested an article on wrong site surgery.
21
22 Ms. Goersch thanked everyone for serving on the Committee and said she believes we will do great things
23 and better serve the physicians and the public.
24
25 The meeting adjourned at 7:09 pm.