

Strategic Planning: Public Outreach and Enhanced

Communication with Licensees

West Virginia Board of Medicine



West Virginia
Board of
Medicine

Introduction

The West Virginia Board of Medicine embarked on its first Strategic Planning process in October 2017. Utilizing external facilitators, WVBOM engaged Board members and staff in an exhaustive review of the Board's role in protecting the public as well as its day-to-day functions. During an ensuing weekend retreat, participants crafted the WVBOM's Mission, Vision and Core Values.

Subsequent planning sessions in Fall 2018 and Fall 2019 produced detailed Strategic Plans that include specific, date-sensitive Goals and Objectives, allowing WVBOM to track progress and measure accomplishments against defined criteria.

In addition, the Board received a \$5,000 grant from the FSMB Foundation with a declared goal of identifying information gaps among its varied constituencies.

Resulting projects include a comprehensive survey of licensees, stakeholders, and state legislators; targeted publications and communications activities; outreach to state, national and international organizations; and, an ambitious, ongoing project to update the Board's entire technological infrastructure, including its database and website.

Mission, Vision and Core Values

MISSION

The West Virginia Board of Medicine is the state agency charged with protecting the health and safety of the public through licensure, regulation and oversight of medical doctors (MDs), podiatric physicians (DPMs), and collaborating physician assistants (PAs).

VISION

We will be a national leader in innovative oversight of health professionals.

CORE VALUES

- Integrity - Our actions are congruent with our words. We question actions inconsistent with our values.
- Public Protection (Compliance) - We follow the law and achieve complete compliance with the rules, policies and procedures that have been established to safeguard the public and to regulate the health care professionals we serve in a fair and just manner.
- Accountability (Accuracy) - We believe we must ensure that information is exact and correct. Accurate work product, with strong attention to detail and efficiency of process, is important. We, individually and collectively, are responsible for our actions.
- Trust (Reliability & Respect) - We strive to earn the confidence of others. We demonstrate consistently strong performance with respect and dignity.

Strategic Plan 2019

Communications-Related Goals and Objectives:

By the end of the November 2018 Legislative Committee Meeting develop a legislative list of prioritized agenda items for the 2019 legislative session.

- Establish an ad-hoc committee to review ongoing legislative matters regarding collaborative efforts and challenges among related entities.

Proactively develop and maintain productive relationships with other health-professionals, regulatory agencies, and other stakeholders to facilitate the delivery of and access to safe and efficient healthcare services. Continue to collaborate and communicate with these affinity groups (on-going – but prioritize as needed) – based on legislative matters.

- By end of second calendar-year quarter 2019, engage other regulatory healthcare boards to identify common opportunities and challenges.
- By end of third calendar-year quarter 2019, engage other professional healthcare associations to identify common opportunities and challenges.
- By end of fourth calendar-year quarter 2019, have a completed plan of how to collaboratively address shared concerns and issues.

Develop an education and communication plan regarding the activities of the West Virginia Board of Medicine, building relationships through networking, community outreach efforts, and professional leadership opportunities.

- By end of first calendar-year quarter 2019, complete a written list of potential communication partners including educational outreach opportunities. The list will include descriptions /purpose, professional designations, and the preferred medium.
- By end of 2018, formalize an orientation plan for new board members.
- By end of second calendar-year quarter 2019, evaluate the efficacy of using social media in the education and communication process.
- By the end of third calendar-year quarter 2019, identify and pursue at least three opportunities for board members and/or staff to serve on a regional or national group devoted to the oversight of health professionals.
- By end of 2019, evaluate the efficacy of developing a free, web-based training to satisfy the three-hour "Drug Diversion and Best Practice Prescribing of Controlled Substances" requirement for practitioners.

Strategic Plan 2020

Communications-Related Goals and Objectives:

By November 4, 2019, the Legislative Committee will recommend to the board a legislative agenda for the 2020 legislative session. The agenda will include but not be limited to the following topics: Vaccine Requirements; Telemedicine; CRNA and hospital administration of anesthetics; Substance abuse matters (Meth, Medical Opiate Use, Vaping, and Tobacco Use, etc.); and, Medical Cannabis Regulations

- At the conclusion of the 2020 legislative session, the Board in conjunction with staff, will develop a response plan for completed legislation that directly relates to the Board and its mission.

As an ongoing initiative, reviewed quarterly as needed, continue to build relationships with other healthcare-related boards and associations through the ad-hoc committee to address mutual concerns and opportunities.

- Conduct (Phase 1) – pre-legislative session (by December 31, 2019) discussion of medical priority areas shared among other healthcare-boards and agencies.
- Conduct (Phase 2) – post-legislative session (by March 31, 2020) discussion of possible shared response plans for completed legislation that directly relates to these Boards and their missions.
- Explore additional (partnering) opportunities with other state and federal agencies to address the opioid crisis.
- Prepare to respond to potential legislation that would merge healthcare boards, including: • Identify common regulatory standards and differences • Compile an internal capacity analysis • Identify the most efficient and equitable elements of integration such as licensure, compliance, public protection, software compatibility and other administrative functions

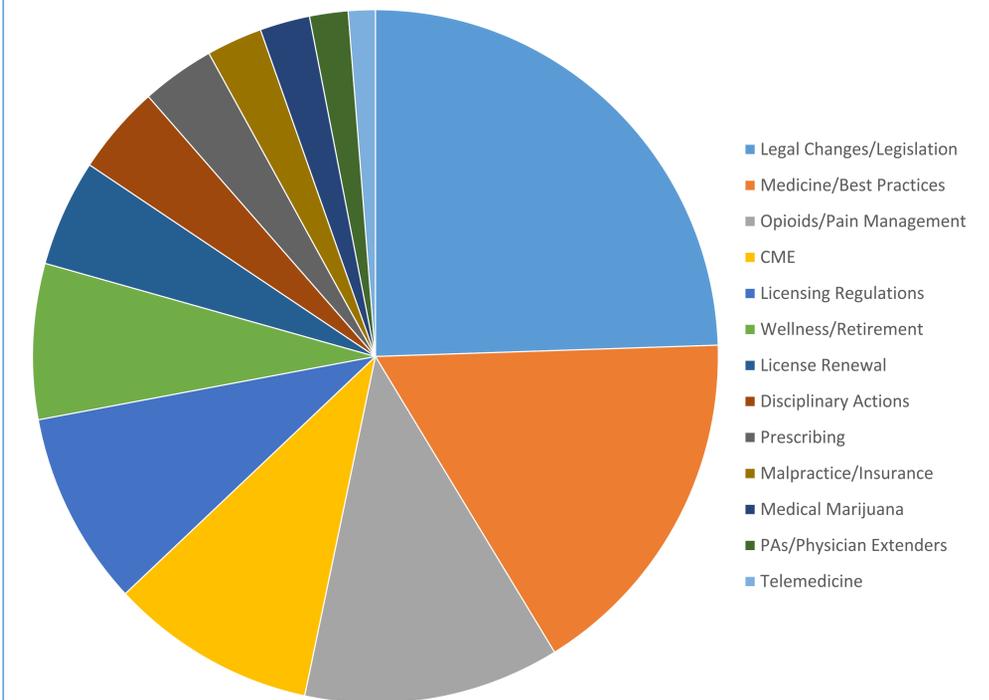
Refine and expand the ongoing communication/education and execution plan as follows:

- Ensure the December 2019 newsletter will provide information on current trends and issues in telemedicine.
- By December 15, 2019, conduct survey of all licensees to determine opinions regarding the efficacy of audio-only telemedicine encounters.
- By the July 2020 board meeting, issue a board position statement regarding medical cannabis authorization.
- By July 30, 2020, ensure the dissemination of strategic initiatives updates to all staff and Board members.
- By April 2020, ensure physicians are aware that the West Virginia Board of Medicine's website includes links to approved providers of the statutorily required "Drug Diversion Training and Best Practice Prescribing of Controlled Substances Training" for any physician who prescribes controlled substances.

Survey of Licensees and Stakeholders

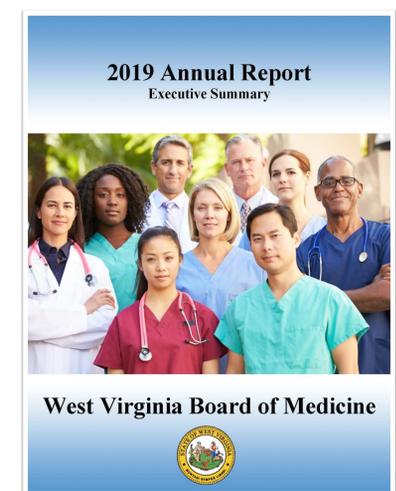
A 10-question survey launched in April 2019, with 925 responses – including 10 Board members; 740 physicians; 17 podiatric physicians; 124 physician assistants; 58 medical school faculty members; 28 medical residents, fellows, interns or students; two state legislators; and three other stakeholders.

The respondents asked the Board to provide more information about:



Publications

Survey respondents reported high familiarity with the Board's twice-yearly newsletter, brochures, website and email blasts. More than 80 percent read Board publications as they become available, and nearly 90 percent consider them to be valuable sources of information. Nearly 40 percent use them as reference materials, returning to previous issues for information.



Results

Using grant funds, Board staff has developed and printed an Executive Summary to our 2018 and 2019 Annual Reports, a tri-fold brochure about the Board, its activities and its annual budget and a one-page flyer with that same information.

Thousands of copies of these publications have been distributed to members of the West Virginia Legislature, 48 local health departments, 55 state Department of Health and Human Resources office locations across West Virginia, 30 Federally Qualified Health Centers, and 50 rural health clinics.

These materials also are used as handouts to the participants/audiences of all public presentations. During 2018 and 2019, West Virginia Board of Medicine staff members have more than 20 presentations to local, state and national organizations on a variety of topics related to medical regulation.