



**PODIATRIC MEDICAL BOARD OF CALIFORNIA
BOARD MEETING
February 23, 2023**

SUBJECT: EXECUTIVE MANAGEMENT REPORT

ACTION: FILLING VACANT COMMITTEE POSITIONS

V I E - 1

Committee Members:

Carolyn McAloon, DPM, Chair
Darlene Trujillo Elliot, DPM

DISCUSSION:

Discussion and Action on Filling Vacant Board Members Committee Positions

ATTACHMENTS:

A. Committee Appointment Roster 2023

Prepared by: Brian Naslund

Brian Naslund
Executive Officer



2023 COMMITTEE APPOINTMENTS

Licensing Committee – 10:00 a.m.

Dr. Manzi

Enforcement Committee – 12:00 p.m.

Ms. Cadenas (Chair)
Dr. Lee

Public Education Committee – 1:00 p.m.

Ms. Elliot (Chair)
Dr. Manzi

Legislative Committee – 2:00 p.m.

Dr. Lee (Chair)
Ms. Chang

Executive Management Committee – 3:00 p.m.

Dr. McAloon (Chair)
Ms. Elliot



**PODIATRIC MEDICAL BOARD OF CALIFORNIA
BOARD MEETING
February 23, 2023**

SUBJECT: EXECUTIVE MANAGEMENT REPORT

**ACTION: DISCUSSION ON THE UPCOMING MARCH 10,
2023 BOARD'S STRATEGIC PLAN MEETING GROUP**

VIE-2

Committee Members:
Carolyn McAloon, DPM, Chair
Darlene Trujillo Elliot, DPM

DISCUSSION: Overview on the Process of the Strategic Plan Meeting

ATTACHMENTS:

A. 2019 – 2022 Strategic Plan

Prepared by: Brian Naslund

Brian Naslund
Executive Officer

Podiatric Medical Board of California

Strategic Plan

2019-2022



Podiatric Medical Board of California

Board Members

Michael Zapf, DPM, President

Judith Manzi, DPM, Vice President

Darlene Trujillo Elliot, Secretary

Maria Cadenas, MBA

Kristina Dixon, MBA

Neil Mansdorf, DPM

Edmund G. Brown, Jr., Governor

Alexis Podesta, Secretary, Business, Consumer Services and Housing Agency

Dean R. Grafilo, Director, Department of Consumer Affairs

Brian Naslund, Executive Officer, Podiatric Medical Board of California

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Message from the Board President

On behalf of the Podiatric Medical Board of California (Board), I am pleased to present our 2019-2022 Strategic Plan.

Through the process of updating its Strategic Plan, the Board re-evaluated its current mission, values, successes and challenges. The current plan could be viewed as a “road map” for the Board and stakeholders. The Board tried to ensure that the focus remain on established goals while allowing for flexibility in meeting new challenges as they arise.

The Board’s mission is to protect the public through the licensing and regulation of Doctors of Podiatric Medicine in the State of California. The current plan revisits the goals of achieving excellence in implementing current laws and regulations applicable to our licensees, as well as continuing to strengthen our commitment, encouraging increased participation of all stakeholders, and meeting the challenges of the everchanging healthcare environment.

The profession of podiatric medicine continues to evolve and demands that the Board strategically plan for the future. It is through the strategic planning process that the Board has achievable goals that will allow the Board to continually make and monitor improvements in its efforts to meet its sole mission, which is to protect the public.

Sincerely,

Michael Zapf, DPM, President



About the Podiatric Medical Board of California

The Podiatric Medical Board of California (Board)—functioning semi-autonomously as one of 36 regulatory entities under the guidance of the Department of Consumer Affairs (DCA)—has historical roots that can be traced back to as early as 1957 when State licensure of Doctors of Podiatric Medicine (DPMs) was separately handled by a legislatively created podiatric examining committee under the auspices of the California Board of Medical Examiners. To this day, the Board continues to independently carry out its primary mission of public protection through its close statutory association with the Medical Board of California.

Headed by a professional majority, the Board is composed of seven members serving four-year terms with no more than a maximum of two consecutive terms permitted. The Governor appoints four professional members and one public member, while the Senate Rules Committee and the Assembly Speaker each appoint one of the two remaining public members of the body. To avoid conflicts of interest during their service to the people of the State, no member of the Board may own or acquire any interest in an institution engaged in podiatric medical instruction.

The Board's important mission for advancing public protection is carried out by its Executive Officer, who is appointed by the Board and serves at its pleasure. Through faithful execution of the laws and regulations governing the practice of podiatric medicine, the Board's Executive Officer diligently carries out the Board's mission and directives in the administration, licensing, and enforcement of a licentiate base consisting of approximately 2,000 DPMs.

Existing solely to serve the public, the Board's mission is accomplished without reliance on taxpayer monies from the State's General Fund. Through careful fiscal and budgetary discipline, the Board operates well within funding levels generated exclusively from fees set by State statute and collected from licensees and applicants.

Recent Accomplishments

1. Continued to maintain the highest standards in protecting the public and regulating licensees throughout the state.
2. Achieved recognition as the third medical board in California with a title change from “California Board of Podiatric Medicine” to “Podiatric Medical Board of California.” This change, effective July 1, 2019 provides consistency with the Medical Board of California and the Osteopathic Medical Board of California.
3. Collaborated with various stakeholders to broaden the scope of practice so that doctors of podiatric medicine (DPMs) with proper training are now allowed to provide medical treatments or wound care for patients suffering from the complications of diabetes and other diseases of the lower limb.
4. Achieved many technological advancements that have allowed the Board to work more effectively. These items include laptops, copier, scanner, and phones. This provides many benefits in the ability to create more documents in-house rather than sending them for professional printing, and the ability to network more efficiently.
5. Collaborated with the Strategic Organizational Leadership and Individual Development (SOLID) Unit of the Department of Consumer Affairs to create an online expert witness training tutorial to ensure experts are trained regarding report writing, record review, and providing testimony prior to case assignment.
6. Implemented electronic processing for licensees to make payments to the Board. This includes initial licensure, renewal, and cost recovery. Since this service has been available, licensees have reported that the electronic payment process is much easier and more efficient.
7. Developed relationships with legislators and enhanced involvement of stakeholders in communicating and ultimately pursuing active legislative goals, such as increasing the scope of practice, maintaining an independent medical board, and attending many legislative hearings and meetings relating to legislation directly impacting the Board.
8. Increased outreach to DPMs and all stakeholders through numerous communication channels including the biannual printing of the topical newsletter, Footnotes. Additionally, through attending various legislative and professional events, the Board has made itself available to strengthen cooperation among stakeholders, answer questions, and provide transparency.

Mission, Vision, and Values

Mission

To protect and educate consumers of California through licensing, enforcement, and regulation of Doctors of Podiatric Medicine.

Vision

All California-licensed podiatric doctors will provide safe and competent foot and ankle care.

Values

Consumer Protection

Effectiveness

Fairness

Professionalism

Service

Transparency

Strategic Goals

1. Enforcement

The Podiatric Medical Board of California (Board) protects consumers by preventing violations and effectively enforcing laws, codes, and standards when violations occur.

2. Licensing

The Board licenses those practicing podiatric medicine by ensuring that licensing requirements are met. This includes initial application, continuing education, and renewals.

3. Legislation/Regulations

The Board participates in legislation, and promulgates regulations, policies, and procedures to meet the challenges of the evolving industry, while protecting consumers.

4. Administration

The Board utilizes all available resources to fulfill its mission.

5. Outreach

The Board educates, communicates, and interacts with licensees, consumers, and key stakeholders.

Goal 1: Enforcement

The Podiatric Medical Board of California protects consumers by preventing violations and effectively enforcing laws, codes, and standards when violations occur.

- 1.1 Coordinate with the Department of Consumer Affairs and other licensing and regulatory agencies to evaluate and update performance measured timeframes to accurately reflect realistic processing times for adjudication and enforcement of cases.
- 1.2 Educate licensees concerning potential infractions and ways to mitigate them to reduce violations and improve consumer protection.
- 1.3 Plan and execute the recruitment of consultants and experts to maintain an adequate pool of qualified providers to accomplish the enforcement goal.
- 1.4 Develop an enforcement communication plan for parties involved in the enforcement process to improve communication with stakeholders.

Goal 2: Licensing

The Podiatric Medical Board of California (Board) licenses those practicing podiatric medicine by ensuring that licensing requirements are met. This includes initial application, continuing education and renewals.

- 2.1 Investigate the role of the Board in enforcing Controlled Substance Utilization Review and Evaluation System (CURES) registration and compliance according to California Department of Justice specifications.
- 2.2 Inform and educate stakeholders about the continuing medical education requirements and processes to improve the quality of podiatric medicine.
- 2.3 Enhance and streamline the online portal to facilitate paperless licensing and communication.
- 2.4 Encourage the increase of doctors of podiatric medicine in the workforce to meet increasing public demand while maintaining California standards.

Goal 3: Legislation/Regulations

The Podiatric Medical Board of California (Board) participates in legislation, and promulgates regulations, policies, and procedures to meet the challenges of the evolving industry, while protecting consumers.

- 3.1 Collaborate with healing arts associations and boards of California to maintain high quality healthcare.
- 3.2 Educate the Board and staff on the legislative process to better advocate for consumer protection.
- 3.3 Monitor and develop legislation that impacts podiatric medical care to ensure quality healthcare for consumers.

Goal 4: Administration

The Podiatric Medical Board of California (Board) utilizes all available resources to fulfill its mission.

- 4.1 Utilize guidelines for Board governance to ensure operational continuity.
- 4.2 Assess and streamline operational workflow to increase efficiencies.
- 4.3 Enhance opportunities for Board training and professional development to ensure effective oversight.
- 4.4 Manage budgetary revenue and expenditures to ensure sustainability.

Goal 5: Outreach

The Podiatric Medical Board of California (Board) educates, communicates, and interacts with licensees, consumers, and key stakeholders.

- 5.1 Collaborate with stakeholders and other regulatory agencies to advocate for and increase awareness of the Board and its mission.
- 5.2 Inform the public about podiatric medicine and the Board's role to increase consumer awareness.
- 5.3 Educate licensees about the shared roles and responsibilities of the Board to increase competency and awareness of the Board's functions.

Planning Process

To understand the environment in which the Podiatric Medical Board of California (Board) operates, as well as identify factors that could impact the Board's success in carrying out its regulatory duties, the Department of Consumer Affairs' Strategic Organizational Leadership and Individual Development (SOLID) Unit conducted an environmental scan of the Board's internal and external environments by collecting information through the following methods:

- Online survey sent to the Board's external stakeholders in April 2018. The online survey received 54 responses.
- Online survey sent to Board members in April 2018. The survey received eight responses.
- Online survey sent to the Board's Executive Officer and staff in April 2018. The survey received 8 responses.

The most significant themes and trends identified from the environmental scan were discussed among the Board members, Executive Officer, and staff during a strategic planning session facilitated by SOLID on May 31, 2018. This information guided the Board in the development of its strategic objectives outlined in this 2019–2022 strategic plan.



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Prepared by:



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Strategic plan adopted in 2018.

This strategic plan is based on stakeholder information and discussions facilitated by SOLID for the Podiatric Medical Board of California in May 2018. Subsequent amendments may have been made after the Board's adoption of this plan.