



State of California  
Edmund G. Brown Jr., Governor

**Board of Chiropractic Examiners  
TELECONFERENCE MEETING MINUTES  
Licensing, Continuing Education & Public Relations Committee  
January 22, 2015  
901 P Street, Suite 142A  
Sacramento, CA 95814**

**Teleconference Locations with Public Access**

Corey Lichtman, DC  
538 Stevens Ave  
Solano Beach, CA 92075  
(858) 481-1889

Heather Dehn, DC  
John Roza Jr., DC  
901 P Street #142A  
Sacramento, CA 95814  
(916) 263-5355

**Committee Members Present**

Heather Dehn, D.C., Chair  
John Roza Jr., D.C.  
Corey Lichtman, D.C.

**Staff Present**

Robert Puleo, Executive Officer  
Brianna Lauziere, Staff Services Analyst

**Call to Order**

Dr. Dehn called the meeting to order at 3:04 P.M.

**Roll Call**

Dr. Roza called roll. All Board members were present.

**Approval of Minutes**

**MOTION: DR. ROZA MOVED TO APPROVE THE MINUTES OF THE OCTOBER 2, 2014  
LICENSING, CONTINUING EDUCATION & PUBLIC RELATIONS COMMITTEE  
SECOND: DR. LICHTMAN SECONDED THE MOTION  
VOTE: 3-0  
MOTION CARRIED**

T (916) 263-5355  
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Consumer Complaint Hotline  
(866) 543-1311

Board of Chiropractic Examiners  
901 P Street, Suite 142A  
Sacramento, California 95814  
[www.chiro.ca.gov](http://www.chiro.ca.gov)

## **Review and Discussion on Strategic Plan Action Items**

Robert Puleo read through the Board of Chiropractic Strategic Plan Action items that pertained to the Licensing/Continuing Education/Public Relations committee.

Mr. Puleo talked about Goal 1: Licensing, action item 1.3.1, "Evaluate the curriculum of foreign schools to ensure it meets BCE requirements". The status of this licensing goal is in progress. The committee is waiting for recommendations from FCLB once the Meta-Analysis is completed.

Mr. Puleo moved forward to review Goal 3: Professional Qualifications and Continuing Education. Action item 3.1.1 "Define proficiency standards for Continuing Education (CE) providers with the Licensing, Continuing Education, & Public Relations (LIC/CE/PR) Committee" is currently in progress. Mr. Puleo asked the committee for questions or comments. Dr. Dehn mentioned this action item was not on the agenda because we are gathering more information to discuss at the next committee meeting.

Dr. Dehn would like to review the CE regulations and focus on our authority to monitor CE courses as it relates to action item 3.2.4 "The Licensing, Continuing Education & Public Relations (LIC/CE/PR) Committee assigns auditors to attended CE courses and audit providers" which is on-going.

Mr. Puleo moved to Goal 5: Public Relations and Outreach, action item 5.1.4 and talked about gathering information about the Communication Plan and sharing it with the committee. Mr. Puleo has been working on parts of the overall communication plan. A completion date is set for Quarter 2 in 2015. Mr. Puleo explained the Board has continued to work on other outreach items.

Mr. Puleo commented on the status of the Board's proposed outreach publications that will be discussed in the next agenda item. At the last committee meeting we had the chance to meet Laura Kujubu from the Department of Consumer Affairs Publications and Design team. Ms. Kujubu talked with the committee and shared examples of publications from other Boards. Since then the staff has provided Ms. Kujubu's team with text and they mocked up two rough drafts for our review.

Mr. Puleo announced our next newsletter is being drafted and should be published this spring. Mr. Puleo asked that ideas/suggestions for articles be emailed to Ms. Lauziere or him. Dr. Dehn asked if items for the newsletter will be reviewed at the committee meetings for approval. Items will not be released to the public but reviewed independently by members of the committee. Dr. Lichtman asked what the timeframe for submitting articles would be. Mr. Puleo stated he would like to have all gathered newsletter material by the end of April.

Dr. Dehn brought attention to action item 5.3.2 "Review the needs assessment findings and identify ideas for website enhancements". Mr. Puleo explained that our website has become more user friendly under the management of DCA. Ms. Lauziere has received the software to make updates/changes to the website. The Board can now post important dates and make changes to the text.

Dr. Dehn mentioned the committee is on track with strategic plan items however, wanted to refer back to 3.3 "Evaluate effectiveness of compliance with continuing education regulation to ensure competency". Dr. Dehn would like to inform CE providers about the top violations chiropractors continue to break. Last quarter the Board created a Top 10 Violation handout. Dr. Dehn stated, "If the Board can continue to distribute these handouts we might see a decrease in these violations". Dr. Dehn is concerned that licensees are not aware that these specific violations can have a negative impact on their chiropractic license.

Suggestions were made that we continue to distribute the Top 10 Violations handouts to new providers and provide them with a digital copy to include in their slides. Dr. Roza suggested CE providers have copies of the Top 10 Violations as they sign-in/out of seminars. Dr. Lichtman suggested sending an email blast to all CE providers reminding them to use the Top 10 Violation handout. The committee talked about using E-mail Chimp. A database that can send email blasts up to 500 contacts. Dr. Dehn mentioned having a Top 10 Violation slide up before the seminar begins.

### **Review and Discussion Regarding Proposed Outreach Publications**

The Licensing/Continuing Education/Public Relations committee reviewed two proposed outreach publications.

The first rough draft reviewed was called "About the Board". The committee discussed what conditions would prompt a consumer to go see a chiropractor. Symptoms such as neck pain, low back pain, carpal tunnel syndrome, sports injuries, work related injuries, etc. were listed. Dr. Lichtman suggested emailing Ms. Lauziere a list of other conditions to add to the rough draft.

The second rough draft reviewed was called "Consumers guide to Chiropractic". The committee discussed educational requirements for licensure and what consumers should expect when seeing a chiropractor. The committee listed red flags and safety guidelines consumers should be aware of when seeking chiropractic care. Dr. Dehn and Mr. Puleo suggested reorganizing the placement of information and conclude the pamphlet with the Board's mission statement and background.

Dr. Dehn, Dr. Roza and Dr. Lichtman will email Ms. Lauziere more suggestions to add to the proposed outreach publications.

### **Public Comment**

There was no public comment.

### **Future Agenda Items**

Dr. Dehn would like to have a discussion about possible revisions to the continuing education regulations for establishing guidelines for auditing continuing education courses, approving continuing education providers and/or recognizing accrediting agencies at the next committee meeting.

### **Adjournment**

Dr. Dehn adjourned the meeting at 4:51 P.M.