



# **Board of Chiropractic Examiners**

**Teleconference  
Government Affairs &  
Strategic Planning Committee**

**September 22, 2016**

## **NOTICE OF PUBLIC MEETING**

### **TELECONFERENCE - GOVERNMENT AFFAIRS & STRATEGIC PLANNING COMMITTEE**

**September 22, 2016, 10:00 a.m.**

One or more Committee Members will participate in this meeting at the teleconference sites listed below. Each teleconference location is accessible to the public and the public will be given an opportunity to address the Government Affairs and Strategic Planning Committee at each teleconference location. The public teleconference sites for this meeting are as follows:

#### **Teleconference Meeting Locations:**

901 P Street, Suite 142A  
Sacramento, CA 95814  
(916) 263-5355  
(Board Staff)

Julie Elginer, DrPH  
Agoura Hills Library  
29901 Ladyface Circle  
Agoura Hills, CA 91301  
(818) 889-2278

John Roza, D.C.  
800 Douglas Blvd  
Roseville, CA 95678  
(916) 786-2267

Frank Ruffino  
Department of Veterans Affairs  
700 E. Naples Court  
Chula Vista, CA 91911  
(619) 205-1415

#### **AGENDA**

##### **1. Call to Order**

##### **2. Approval of Minutes**

a. July 14, 2016

##### **3. Review, Discussion and Possible Action on the Draft 2017-2020 Strategic Plan**

##### **4. Discussion of Dates for Future Committee Meetings**

##### **5. Public Comment For Items Not On The Agenda**

Note: The Committee may not discuss or take action on any matter raised during this public comment section that is not included on this agenda, except to decide whether to place the matter on the agenda of a future meeting. [Government Code Sections 11125, 11125.7(a).] Public comment is encouraged; however, if time constraints mandate, comments may be limited at the discretion of the Chair.

##### **6. Future Agenda Items**

Note: The Committee may not discuss or take action on any matter raised during this public comment section that is not included on this agenda, except to decide whether to place the matter on the agenda of a future meeting. [Government Code Sections 11125] Public comment is encouraged; however, if time constraints mandate, comments may be limited at the discretion of the Chair.

##### **7. Adjournment**

**GOVERNMENT AFFAIRS COMMITTEE**

Julie Elginer, DrPH, Chair  
John Roza, D.C.  
Frank Ruffino, Public Member

***The Board of Chiropractic Examiners' paramount responsibility is to protect the health, welfare, and safety of the public through licensure, education, and enforcement in chiropractic care.***

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Committee Meetings of the Board of Chiropractic Examiners are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. Public comments will be taken on agenda items at the time the specific item is raised. The Committee may take action on any item listed on the agenda, unless listed as informational only. All times are approximate and subject to change. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. The meeting may be cancelled without notice. For verification of the meeting, call (916) 263-5355 or access the Board's Web Site at **[www.chiro.ca.gov](http://www.chiro.ca.gov)**.

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The meeting facilities are accessible to individuals with physical disabilities. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Valerie James at (916) 263-5355 ext. 5362 or e-mail [valerie.james@dca.ca.gov](mailto:valerie.james@dca.ca.gov) or send a written request to the Board of Chiropractic Examiners, 901 P Street, Ste. 142A Sacramento, CA 95814. Providing your request at least five (5) business days before the meeting will help to ensure availability of the requested accommodation.



State of California  
Edmund G. Brown Jr., Governor

**Board of Chiropractic Examiners  
TELECONFERENCE MEETING MINUTES  
Government Affairs Committee  
July 14, 2016**

**Teleconference Meeting Locations**

901 P Street, Suite 142A  
Sacramento, CA 95814  
(916) 263-5355  
(Board Staff)

Julie Elginer, DrPH  
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John Roza, D.C.  
800 Douglas Blvd  
Roseville, CA 95678

Mr. Frank Ruffino  
Department of Veterans Affairs  
700 E. Naples Court  
Chula Vista, CA 91911

**Committee Members Present**

Julie Elginer, DrPH, Chair  
John Roza, D.C.  
Frank Ruffino

**Staff Present**

Robert Puleo, Executive Officer  
Dixie Van Allen, Licensing Manager  
Marcus McCarther, Policy Analyst

**Call to Order**

Dr. Elginer called the meeting to order at 10:02 a.m.

**Roll Call**

Dr. Roza called the roll. All Board members were present at the locations listed on the Agenda.

**Approval of Minutes**

**MOTION: DR. ELGINER MOVED TO APPROVE THE MINUTES OF THE JUNE 9, 2016 MEETING.**

**SECOND: MR. RUFFINO SECONDED THE MOTION**

**VOTE: (3-0) (DR. ROZA – AYE, MR. RUFFINO – AYE, DR. ELGINER - AYE)**

**MOTION CARRIED (3 – 0)**

T (916) 263-5355  
F (916) 327-0039  
TT/TDD (800) 735-2929  
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)

### **Update and Discussion on the BCE Strategic Plan; Possible Recommendation to Full Board**

Dr. Elginer asked if there was a list of stakeholders that completed the survey for the strategic plan. She explained that having a breakdown of stakeholders that participated would be helpful.

Mr. Puleo responded that he would work with DCA's SOLID Unit to get a breakdown of the respondents for the survey.

Mr. Puleo reminded the Committee that the Board is concurrently undergoing the Sunset Review process with the Legislature. This will allow the Board to conduct a comprehensive assessment and address issues that come up during either process simultaneously.

Dr. Elginer suggested the Committee schedule a meeting to review the draft Strategic Plan prior to Board review in October.

Mr. Puleo shared that the environmental scan completed by SOLID would be available in the meeting materials of the Strategic Planning session on July 28.

Dr. Elginer asked Mr. Puleo if there would be members of the public participating in the meeting.

Mr. Puleo responded that he had not received any information about public participation. However, he explained that he would reach out to the chiropractic colleges and other stakeholders for their participation.

### **Review and Possible Action on the BCE Administrative Procedures Manual; Possible Recommendation to Full Board**

Dr. Elginer reminded the Committee that at the June 9, 2016 meeting, they decided to remove items from the 2014-17 Strategic Plan and place them into the BCE Board Member Administrative Procedures Manual.

Dr. Elginer referred to page 28 and suggested Board, Executive Officer, and Chair be capitalized throughout the document.

Dr. Elginer shared that during the presentation to the full Board, she would recommend that the new on-boarding meeting for Board Members be mandatory and takes place within the first six-months of service.

Mr. Puleo shared that finalization of the Administrative Procedures Manual should take place at a later date. He explained that the Licensing and Continuing Education Committee would review the 2014-2017 Strategic Plan and may vote to move items in the Administrative Procedures Manual.

## **Update and Possible Action Regarding Legislation; Possible Recommendation to Full Board**

Mr. McCarther provided the Committee with an update on legislation the Committee had taken a position on.

### **AB 2182 (Mullin) School athletics: neurocognitive testing**

Mr. Puleo provided the Committee with a summary of AB 2182.

Dr. Roza asked Mr. Puleo if this bill is something the Committee should support.

Mr. Puleo responded that AB 2182 is a good bill; however; he was unsure if the bill was something that was appropriate to support. He explained that the bill amended the state Education Code and not the Business and Professions Code, creates an appropriation for the Department of Education, and has nothing to do with the oversight of the chiropractic profession. Mr. Puleo shared that the bill was moving through the Legislature without opposition.

Dr. Elginer explained that the Board is responsible for the licensure, education and regulation of the profession. She stated that AB 2182 is outside of the scope of the Board's purview and only addresses provisions in the Education Code not the Business and Professions Code.

Dr. Elginer referred to page 10, which states that the test may be administered by those who have been trained to administer these neurocognitive tests. She explained that the explanation of who may provide services is vague and does not refer specifically to chiropractors.

Dr. Roza stated that school nurses currently administer these tests. He shared that this bill is a good thing for public safety. He asked if it mattered that the bill doesn't specifically refer to chiropractors or that the bill language modifies the Education and not the Business and Professions code.

Dr. Elginer explained her belief that the proper framework from which to judge this bill is by determining what actions the Board has jurisdiction over. She stated that without this criterion, the Committee and Board would be taking positions on many bills that just do not involve chiropractic. Dr. Elginer suggested that if anyone would like to support the bill independently, he or she should do it. Additionally, she explained, the Board should limit itself to issues that the Board has authority to regulate.

Dr. Roza stated that stakeholders may find it strange that the BCE would take a neutral position on a bill that seems positive to consumer safety.

Mr. Puleo explained that that no other health care boards have taken a position on this bill and it is out of the purview of the BCE. He also explained, there could be residual issues that come with supporting a bill that requires a new substantial appropriation should it fail to live up to

expectations. Mr. Puleo shared that the BCE would not be involved in the implementation of the bill. He explained that there is always the concern that the bill could become a huge waste of public money and that the BCE cannot responsibly support every bill that is positive toward consumer protection.

Dr. Elginer stated that it would be more appropriate for the associations to take a support position on this bill.

Mr. Ruffino stated his support for the bill but agreed that it is not within the purview of the Board to take a support position on a bill that impacts individuals the Board does not regulate.

Mr. Puleo recommended a watch position on the bill.

Mr. Puleo reminded the Committee that the Board may choose to take whatever position it chooses on the bill. He shared that the Committee's decision is only a recommendation.

The Board decided to watch the bill.

### **Discussion of Dates for Future Committee Meetings**

Dr. Elginer requested a meeting date to review the draft Strategic Plan prior to the October Board meeting.

Mr. Ruffino suggested the next Committee meeting take place on September 22, 2016.

### **Public Comment For Items Not On The Agenda**

Mr. Forsythe shared that the California Chiropractic Association was still attempting to find an author/vehicle for AB 1992. He explained that it would come up next year in the Senate.

### **Future Agenda Items**

There were no future agenda items discussed.

### **Adjournment**

Dr. Elginer adjourned the meeting at 10:47 a.m.



State of California  
Edmund G. Brown Jr., Governor

**Agenda Item 3**  
**September 22, 2016**

**Review, Discussion and Possible Action on the  
Draft 2017-2020 Strategic Plan**

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**Purpose of the item**

This agenda item has been included to provide the Committee with an opportunity to review the draft Strategic Plan.

**Action(s) requested**

The Board will be asked to review and discuss the draft Strategic Plan and provided edits as necessary.

**Background**

At the June 9, 2016 Government Affairs Committee meeting, members reviewed the 2014-2017 Strategic Plan. It was determined that most of the previous strategic plan goals had been completed. Additionally, items not completed were consolidated into other goal areas and carried over for discussion at the Strategic Planning session conducted on July 28, 2016.

During the July 28, 2016 Strategic Planning Session facilitated by DCA SOLID, the Board along with stakeholders discussed various topics and issues related to the licensing, enforcement, education of the chiropractic profession.

**Recommendation(s)**

Staff has no recommendation at this time.

**Next Step**

The Strategic Plan will available for review at the October 14, 2016 Board Meeting.

**Attachment(s)**

- 2017-2020 Draft Strategic Plan





## Strategic Plan

2017-2019

Adopted:

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# Message from the Board Chair



## About the Board



*The Board of Chiropractic Examiners (BCE) regulates the chiropractic profession in California. We protect Californians from licensed and unlicensed individuals who engage in the fraudulent, negligent, or incompetent practice of chiropractic. The BCE oversees approximately 14,000 licensees and 19 chiropractic schools and colleges located throughout the United States and Canada.*

*The BCE was created on December 21, 1922, as the result of an initiative measure approved by the people on November 7, 1922. Governed by a seven member board appointed by the Governor, the board is comprised of five licensed doctors of chiropractic and two members who represent the public. Board members serve four year terms. The board employs an executive officer to lead a professional staff responsible for licensing, continuing education, enforcement, administrative, and other regulatory responsibilities. The executive officer serves at the pleasure of the board.*

*The BCE's annual budget is funded exclusively by the profession through licensing and other regulatory fees. The BCE does not receive any general fund monies. The BCE allocates approximately 70% of its total operating budget to enforcement related activities.*

## *Mission*

*To protect the health, welfare, and safety of the public through licensure, education, and enforcement in chiropractic care.*

## *Vision*

*Excellence in chiropractic care for all Californians.*

## *Values*

*Consumer Protection Service Innovation Quality  
Transparency Efficiency Integrity*

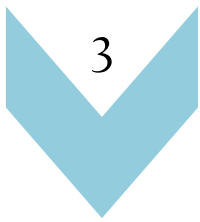
## Strategic Goals



*Ensure the continuous competency of all Doctors of Chiropractic by promoting licensing standards, professional conduct and requirements for continuing education.*



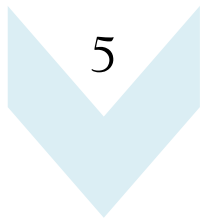
*Enforce laws and regulations to ensure consumer protection.*



*Communicate with consumers, licensees, governmental entities and stakeholders about the current and evolving practice of chiropractic and the regulation of the profession.*



*Ensure that statutes and regulations strengthen and support the Board's mandate and mission.*



*Effective utilization of resources to meet goals and objectives.*



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# Licensing and Professional Qualification

*Ensure the continuous competency of all Doctors of Chiropractic by promoting licensing standards, professional conduct and requirements for continuing education.*

- 1.1 Pursue increasing entrance requirements at chiropractic colleges to enhance the quality and caliber of graduates.
- 1.2 Increase the approval standards for continuing education providers to enhance the quality of education being provided.
- 1.3 Develop and implement an auditing process for continuing education courses to confirm compliance with requirements and conduct quality control of the courses.
- 1.4 Research and implement possible technological solution(s) that address stakeholders' current inability to utilize online services in order to enhance efficiency and convenience of Board services.
- 1.5 Interface with the Council on Chiropractic Education regarding the current state of chiropractic education to ensure quality of education.  

Action Item: obtain reports from the Council on Chiropractic Education
- 1.6 Continue to explore updating chiropractic college curriculum requirements to better align them with contemporary health care education.
- 1.7 Develop and implement a new continuing education requirement, for new licensees regarding BCE laws.
- 1.8 Evaluate and make a determination about amending the Chiropractic Practice Act to affirm that the Board's mandate maintains consistency with contemporary practice.





## Enforcement

*Enforce laws and regulations to ensure consumer protection.*

- 2.1 Develop and disseminate educational tools and materials that better inform stakeholders of the enforcement process.
- 2.2 Collaborate with professional associations to establish a code of ethics that promote higher ethical standards for licensees.
- 2.3 Collaborate with other regulatory entities to increase their awareness of unlicensed practice (i.e., pastoral) and promote increased enforcement efforts to better safeguard the public.
- 2.4 Educate licensees about enforcement issues related to social media in order to mitigate occurrences of these violations.

## Public Relations and Outreach

*Communicate with consumers, licensees, governmental entities and stakeholders about the current and evolving practice of chiropractic and the regulation of the profession.*

- 3.1 Establish a process to utilize media outlets to strengthen Board relationships with media and to increase public awareness of Board functions.
- 3.2 Foster relationships with legislators to educate them about the role of the Board in regulating the chiropractic profession.
- 3.3 Identify and prioritize opportunities for Board member interactions with schools, associations, and CE providers to educate students and licensees about the role of the Board and to better facilitate reciprocal communication.

## Laws and Regulations

*Ensure that statutes and regulations strengthen and support the Board's mandate and mission.*

- 4.1 Create a process in which the Board Chair establishes a two-person committee per regulation proposal that functions to aid in streamlining the time devoted to coordinating regulation packages.
- 4.2 Create a process in which the Board Chair establishes a two-person committee per regulation proposal that functions to aid in streamlining the time devoted to coordinating regulation packages.
- 4.3 Explore the feasibility of promulgating a regulation that requires licensees to provide their current email address to the Board to facilitate better outreach and communication.

## Organizational Development

*Effective utilization of resources to meet goals and objectives.*

- 5.1 Explore options for succession planning to better safeguard the Board with continuity of services.
- 5.2 Implement an annual review of staff duties and procedures to ensure that procedures manuals are current.
- 5.3 Increase opportunities for team building that's inclusive of Board members and staff to educate staff and maintain team relationships.
- 5.4 Implement customer service training to better equip staff to meet the needs of stakeholders and the public.

## Strategic Planning Process

To understand the environment in which the Board operates and identify factors that could impact the Bureau's success, the California Department of Consumer Affairs' SOLID unit conducted an environmental scan of the internal and external environments by collecting information through the following methods:

- An online survey sent to stakeholders, comprised of industry professionals, professional associations, California colleges, continuing education providers and others who expressed interest in the strategic direction of the Board. The online survey received 159 responses.
- Telephone interviews with seven Board members in May and June 2016.
- Two focus group discussion with Board staff and managers in May 2016.

The most significant themes and trends identified from the environmental scan were discussed by the Board during a strategic planning session facilitated by SOLID on July 28, 2016. This information guided the Board in the review of its mission, vision, and values, while directing the strategic goals and objectives outlined in this 2017 – 2019 strategic plan.



Prepared by:  
Department of Consumer Affairs  
1747 N. Market Blvd., Suite 270  
Sacramento, CA 95834



*This strategic plan is based on stakeholder information and discussions facilitated by SOLID for the California Board of Chiropractic Examiners in May, June and July 2016. Subsequent amendments may have been made after Bureau adoption of this plan.*