

Memorandum

To: Board Members

Date: July 9, 2006

From: Communication and Public Education Committee

Subject: Report of the Meeting of June 28, 2006

The Communication and Public Education Committee met in a public meeting in Sacramento on June 28, 2006. There was a teleconference connection established at UCSF as well, that had been publicly noticed. A meeting summary of this meeting is provided in this tab section as Attachment 1.

ACTION ITEMS

Item A: Approval of Committee's Strategic Plan

The committee's strategic plan is provided in Attachment A, and is being submitted for board approval.

INFORMATION ONLY

ITEM B: Update on the Development of Consumer Fact Sheet Series with UCSF's Center for Consumer Self Care

Background: Nearly two years ago, the board approved a proposal to integrate pharmacy students into public outreach activities. The project chosen was the development of a consumer fact sheet series by pharmacist interns. This project is being coordinated by the UCSF Center for Consumer Self Care.

The board has printed nine fact sheets developed under this program, and more are being written by the interns for release before the end of the year.

The fact sheets contain general information on a health care topic, and contain questions consumers can discuss with their pharmacists on making wise decisions in the subject area.

The nine fact sheets available publicly are now being translated by the board into Spanish, Chinese and Vietnamese. These are:

General Pharmaceutical Care Issues

1. "Is Your Medicine in the News?"
2. "Generic Drugs . . . Real Medicines at High Quality, Low Cost"
3. "Lower Your Drug Costs So You Can Keep On Taking Your Medicines"
4. "Don't Flush Your Medicines Down the Toilet"

Medicine Safety

5. "What's the Deal with Double Dosing? Too Much Acetaminophen, That's What!"
6. "Ever Miss a Dose of Your Medicine? Here are some Tips"
7. "Thinking of Herbals? Check Carefully Before You Take Them with Medicines"

Health Topics

8. "Diabetes – Engage Your Health Team"
9. "Did You Know? Good Oral Health Means Good Overall Health"

The board distributes these materials at consumer outreach fairs and they are listed on the Web site so interested individuals can access them. The board also is promoting their availability in the next *The Script*.

Pharmacists are encouraged to download and photocopy these materials for patients. In particular, the fact sheet on disposing of unwanted medication is of special note (Attachment B). The format of each one-page fact sheet has been designed to be attractive when photocopied.

A list of the fact sheets under development is also provided in Attachment B.

ITEM C: Update on Activities of the California Health Communication Partnership

The board is a founding member of California Health Communication Partnership. This group is spearheaded by the UCSF's Center for Consumer Self Care to improve the health of Californians by developing and promoting consumer health education programs and activities developed by the members in an integrated fashion. The function of the group is to develop or disseminate integrated public information campaigns on priority health topics identified by the partnership members.

At the June Communication and Public Education Meeting, Bill Soller, PhD, of the Center for Consumer Self Care, made a presentation about the recent activities of the partnership.

Past campaigns are:

2004-05: Preserve the Treasure – avoiding antibiotic overuse

2005: Generic Medicines – same as brand names at lower costs

2005: It's Your Life – breast cancer and prostate cancer screening.

The partnership is moving ahead with the fourth project – a 2006 version of last year's highly successful "It's Your Life" cancer screening campaign.

The 2006 campaign is "It's Your Life, Do it Today." Again the Center for Consumer Self Care has received funding from a private foundation, which will greatly broaden the outreach effects through use of a firm that specializes in dissemination of public service announcements and prewritten articles to a diversity of media outlets nationwide. (The board used the same firm for similar dissemination services in the late 1990s.)

The following are the proposed projects:

- A radio public service announcement on breast cancer awareness
- A radio public service announcement on prostate cancer screening
- Creation of 200 word awareness articles in English and Spanish for print media
- Publication of articles in consumer publications
- Publication to the state's health care practitioners in their respective regulatory newsletter (*The Script* will be one)
- Posting of information messages on Web sites

The committee supported this activity, and will publish an informational article in the August *The Script* for pharmacists, including how to earn CE in this area. For your information, text of the article and the radio public service announcements that will be produced are provided in Attachment C.

Later this summer, the partnership will resume work on other future campaigns, on the list has been:

2006: Generic Medicine

2006: Diabetes and Aspirin

The committee discussed the importance of public education campaigns about pharmacist-to-patient consultation since many consumers are not aware of this requirement and the importance of seeking and following a pharmacist's knowledge of drug therapy and how this can benefit their health. The committee also suggested that some form of outreach to educate other health care providers about a pharmacist's requirement to consult would benefit both providers and patients. The board's representatives will also encourage a future campaign in this area.

Written information handed to patients with their prescription medication was also discussed. The issue is that only 44 percent of patients surveyed stated that they read the material provided to them with their medications. Concern is that this percentage may be higher than actually occurs because patients know they should read this material, and don't want to admit that they are not reading it.

There is need to encourage patients to read the label and especially seek out black box warnings.

ITEM D: Update on *The Script*

The next issue of the newsletter is being developed for publication in August 2006.

In response to comments made by the Communication and Public Education Committee and at the February Board Meeting, the newsletter will resume listing disciplinary actions taken. The name of the licensee will be listed along with the disciplinary action.

The board will also publish statistics on the top 10 corrections ordered during inspections and the types of fines the board has issued under the citation and fine program.

The Pharmacy Foundation of California has agreed to publish and mail the newsletter to the state's pharmacists.

ITEM E. New Consumer Materials

The new state's budget that took effect on July 1 restores a half-time position for its public education and licensee education duties that was lost during the hiring freezes of the early 2000s. The board will fill this position on a full-time basis because the need is so great for these materials (in recent years a retired annuitant and the assistant executive officer have developed these materials). Recruitment is now underway.

1. Targeted for development is:

- Prescription Drug Discount Program for Medicare Recipients
Staff has started revision of the "Prescription Drug Discount Program for Medicare Recipients" brochure that was developed in response to SB 393 (Speier, Chapter 946, Statutes of 1999). This state program allows Medicare recipients to obtain medications at the MediCal price if the patients pay out of pocket for the medication. The brochure needs to be meshed with the Medicare Part D Plan benefits available to beneficiaries in 2006.
- The Beers list of medications that should not be provided to elderly patients
- Update of Facts About Older Adults and Medicines (revision)

2. Web Site Modification:

The committee reviewed the new Web design for the board's Web site. Several changes were suggested. The new Web page should be in place by

August 1.

The board's staff have also developed a great guide to accessing information on the Web site. A copy of this is provided in Attachment D.

3. AB 2583's Requirements to Add to the "Notice to Consumers"

The committee reviewed proposed language that would be required to be added to the Notice to Consumers poster by the enactment of Assembly Bill 2583 (Nation). This bill would require the board to add a statement that describes a patient's right to obtain medication from a pharmacy:

1. even if a pharmacist has ethical, moral or religious grounds against dispensing a particular drug, in which case protocols for getting the patient the medication are required.
2. unless based upon the pharmacist's professional training and judgment that dispensing a drug is contrary to law or the drug would cause a harmful drug interaction or otherwise adversely affect the patient's medical condition.
3. unless the medication is out of stock or not available from the pharmacy.
4. unless the patient cannot pay for the medication or pay any required copayment.

The committee noted that the addition of this material to the Notice to Consumers will be a challenge because the current poster is very full of text already. The exact text required by AB 2583 will need to eventually be promulgated in a regulation.

The committee considered options for the poster:

1. Eliminating some material currently required on the Notice to Consumers
2. Increasing the size of the poster
3. Graphically redesigning the poster

The committee recommends that the board comply with AB 2583 by developing a new and second poster because the content of the new notice would be so different from the current required language.

The committee reviewed two drafts of language developed by staff to comply with this requirement and selected as a working text, the following:

California law provides that patients have the right to get prescription medicine timely from a pharmacy unless:

1. the pharmacist believes the prescription was not lawfully written
2. the pharmacist believes that the medicine, if provided, would harm the patient

3. the patient cannot pay for the medicine or pay the copayment

The pharmacy is required to help you get your medicine timely even if the pharmacy does not stock or is out of the medicine, or if the pharmacist has ethical, moral or religious reasons why he or she will not provide it. In this case, the pharmacy may transfer your prescription to a pharmacy of your choice.

If you have questions, ask the pharmacist or contact the California State Board of Pharmacy.

The committee will work on the development of a new draft notice in future meetings. It may also be important to include information about a patient's right to pharmacist consultation on this poster as well.

ITEM F: Update on Public Outreach Activities

The board strives to provide information to licensees and the public. To this end, it has a number of consumer materials to distribute at consumer fairs and attends as many of these events as possible, where attendance will be large and staff is available.

The board has a Power Point presentation on the board containing key board policies and pharmacy law. This is a continuing education course, typically provided by a board member and a supervising inspector. Questions and answers typically result in a presentation of more than two hours, and is well-received by the individuals present.

Also in the spring, the board makes presentations on pharmacy law and on applying for the California pharmacist licensure examination to students in California's pharmacy schools.

In the last quarter, there have been five presentations to students of pharmacy, staffing of four information booths at public health fairs and three presentations to pharmacy associations or other professional groups. A list of these activities is provided as Attachment E.

Attachment A

*Committee Strategic Plan
for 2006-07*

Communication and Public Education Committee

Goal: 4: Provide relevant information to consumers and licensees.

Outcome: Improved consumer awareness and licensee knowledge.

Objective 4.1:	Develop a minimum of 10 communication venues to the public by June 30, 2011.
Measure:	Number of communication venues developed to the public
Tasks:	<ol style="list-style-type: none"> 1. Assess the effectiveness of the board's educational materials and outreach: survey consumers to identify whether board-produced materials are valued and what new materials are desired. 2. Restructure the board's Web site to make it more user friendly. 3. Work with the California Health Communication Partnership on integrated public information campaigns on health-care topics. 4. Continue collaboration with UCSF's Center for Consumer Self Care for pharmacist interns to develop consumer fact sheets on health topics. 5. Develop a Notice to Consumers to comply with requirements of SB 2583 (Nation) on patients' rights to secure legitimately prescribed medication from pharmacies.

Objective 4.2:	Develop 10 communication venues to licensees by June 30, 2011.
Measure:	Number of communication venues developed to licensees
Tasks:	<ol style="list-style-type: none"> 1. Publish <i>The Script</i> two times annually. 2. Develop board-sponsored continuing education programs in pharmacy law and coordinate presentation at local and annual professional association meetings throughout California. 3. Maintain important and timely licensee information on Web site.

Objective 4.3:	Participate in 12 forums, conferences and public education events annually
Measure:	Number of forums participated
Tasks:	1. Participate in forums, conferences and educational fairs.

STRATEGIC ISSUES TO BE ADDRESSED

1. Cost of medical/pharmaceutical care

Providing necessary medication for all Californians is a concern; there is an increasing demand for affordable health care services. Also, spiraling medical care and prescription drug costs may influence people to take short cuts on their drug therapy or to seek medications from nontraditional pharmacy sources. Tiered pricing is a global reality. Due to global communication, patients can access drugs at different prices, worldwide. Patients seek lower cost medications from these sources because patients assume that prescription drugs are of the same quality as they are accustomed to obtaining from their neighborhood pharmacies. However, the cost of drugs drives unscrupulous individuals (such as counterfeiters and diverters) as well as conscientious health care providers to operate in this marketplace, the former endanger public health and confidence in the prescription drugs patients take.

Objectives:

- 4.1 **Develop 10 communication venues to the public by June 30, 2011**
- 4.3 **Participate in 12 forums, conferences and public education events annually**

2. Aging population

There are increasingly more senior citizens, and that population is living longer. Aging consumers often have decreased cognitive skills, eyesight and mobility. Consequently as the senior population increases so will the volume of prescriptions and the impact on pharmacists and pharmacy personnel to meet the demand.

Many senior citizens, who previously may not have had prescription drug insurance coverage, will benefit from the new prescription drug benefit of Medicare that started in January 2006. However, this new benefit has been implemented with significant problems for some seniors, and as a complicated new program, will require public education and perhaps statutory modification.

Objectives:

- 4.1 **Develop 10 communication venues to the public by June 30, 2011**
- 4.3 **Participate in 12 forums, conferences and public education events annually**

3. Pharmacists' ability to provide care

The ability of pharmacy to provide optimal care for patients with chronic conditions is being challenged. Drugs are becoming more powerful and it is anticipated that more intervention by pharmacists will be required. The challenge is even greater when consumers fill multiple prescriptions at different pharmacies. The pharmacist shortage, increased consumer demand for prescription drugs, patient compliance in taking medications and polypharmacy are issues which will impact pharmacists' ability to provide care.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**

4. Changing demographics of California patients

The diversity of California's population is growing with respect to race, ethnicity and linguistic skills, as is the segment that seeks drugs and products from foreign countries. This requires greater knowledge, understanding and skills from health care practitioners. The increasing diversity of patients is coupled with culturally-based beliefs that undervalue the need for licensed pharmacists and pharmacies, and instead encourage purchase of prescription drugs from nontraditional locations and providers.

There also is widespread belief that there must be a medication solution for every condition or disease state.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

5. Laws governing pharmacists

New laws enhancing pharmacists' roles as health care providers are needed. The laws must address several key issues including: expansion of the scope of pharmacy practice, the ratio of personnel overseen by pharmacists, delineation of the role of pharmacists relative to selling versus nonselling duties of personnel, and the responsibility for legal and regulatory compliance of the pharmacist-in-charge.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**

- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

6. Integrity of the drug delivery system

Implementation of the e-pedigree for prescription drugs will reduce the growing incidence of counterfeit medications in California's pharmacies. Additionally the federal government has demonstrated an increasing interest in regulating health care to safeguard consumer interests. New legislation and regulation may be created in response to emergency preparedness, disaster response and pandemics. Changes in the prescription drug benefits provided to Medicare beneficiaries will continue to command attention.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

7. Technology Adaptation

Technology will greatly impact the processing and dispensing of medication. Electronic prescribing and 'channeling' to locations other than a traditional pharmacy may become the business model. Automated pharmacy systems and electronic prescribing will impact pharmacy. New methods of dispensing medications raise additional liability issues. New medication, perhaps engineered for specific patients, will become available at high costs and require special patient monitoring systems.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

8. Internet issues

The availability of prescription drugs over the Internet is on the rise. Multiple and easy access of drugs without pharmacist participation is dangerous. Entities promoting illegal drug distribution schemes have taken advantage of the Internet. Monitoring and protecting the public from improper drug distribution from these Internet pharmacies is severely impaired with continued resource constraints by both the federal and state agencies with jurisdiction.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

9. Disaster planning and response

Pharmacists need to be ready to be positioned to provide emergency care and medication in response to natural disasters and terrorism. This requires specialized knowledge, advance planning and integration of local, state and federal resources that can be quickly mobilized.

Additionally, regulatory adjustments to the September 11 terrorism may affect persons' rights to privacy.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

10. Qualified staff

The state's fiscal crisis has affected the board's ability to investigate customer complaints or hire staff. The board lost 20 percent of its staff during the prior four years due to the state's hiring freezes. Loss of these staff has altered the provision of services by the board. The salary disparity between the private and public sectors in compensation for pharmacists will make it difficult to recruit and retain pharmacist inspectors. Moreover, for all staff, if wages remain essentially frozen, the retention of current employees could be impacted.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

11. Pharmacy/health care in the 21st century

The state's health care practitioners (pharmacists, physicians, nurses) are being influenced by a variety of internal and external factors that affect and will continue to effect health care provided to patients. Improved patient

care will result from improved integration among these professions. Also, a renewed emphasis on patient consultation will benefit patient knowledge about their drug therapy and thus improve their care.

Objectives:

- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**
- 4.3 Participate in 12 forums, conferences and public education events annually**

12. Information Management

Creation, maintenance and transfer of electronic patient records and prescription orders will be the norm in the future. Patient records need to remain confidential and secured from unauthorized access. Pharmacies and wholesalers need to ensure the availability of an e-pedigree for drugs obtained, transferred and dispensed. It is likely that all controlled drugs dispensed in California will be tracked electronically by the CURES system.

Objectives:

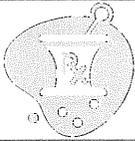
- 4.1 Develop 10 communication venues to the public by June 30, 2011**
- 4.2 Develop 10 communication venues to licensees by June 30, 2011**

Goal Alignment Matrix – Strategic Issues

	Goal 1: Exercise oversight on all pharmacy activities	Goal 2: Ensure the qualifications of licensees.	Goal 3: Advocate legislation and promulgate regulations that advance the Vision and Mission of BOP.	Goal 4: Provide relevant information to consumers and licensees.	Goal 5: Achieve the Board's Mission and Goals.
Strategic Issues					
1. Cost of medical/pharmaceutical care	X		X	X	X
2. Aging population	X	X		X	X
3. Pharmacists' ability to provide care	X	X	X		X
4. Changing demographics of CA patients	X	X		X	X
5. Laws governing pharmacists	X	X	X	X	
6. Integrity of the drug delivery system	X	X	X		
7. Technology adaptation	X		X	X	X
8. Internet Issues	X			X	X
9. Disaster planning and Response	X	X	X	X	X
10. Qualified staff	X	X			X
11. Pharmacy/Healthcare Integration in the 21 st century	X	X	X	X	X
12. Information Management	X	X	X	X	X

Attachment B

*Fact Sheets Proposed for
Development by Pharmacist Interns in
Conjunction with UCSF's Center for
Consumer Self Help*

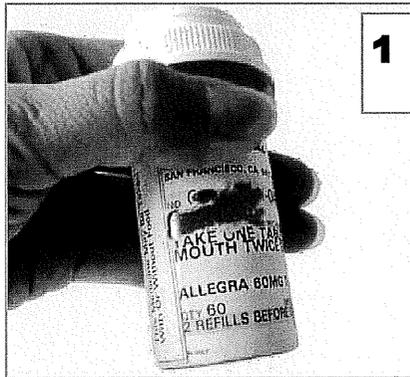


Don't Flush Your Medicines Down the Toilet!

- A recent study shows that 80 percent of US streams contain small amounts of human medicines.
- Sewage systems cannot remove these medicines from water that is released into lakes, rivers or oceans.
- Fish and other aquatic animals have shown adverse effects from medicines in the water.
- And, even very small amounts of medicine have been found in drinking water.

How to dispose medications at home

Follow these steps to protect your privacy and reduce unintended drug use, while saving the environment.



1

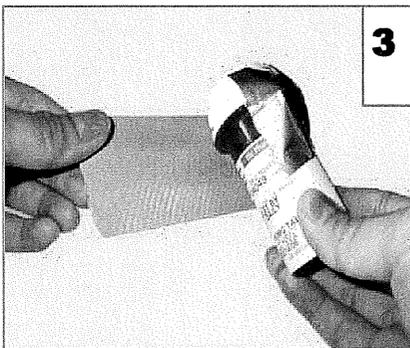
- Keep medicine in its original child-resistant container.
- Scratch or mark out the patient information on the label.



2

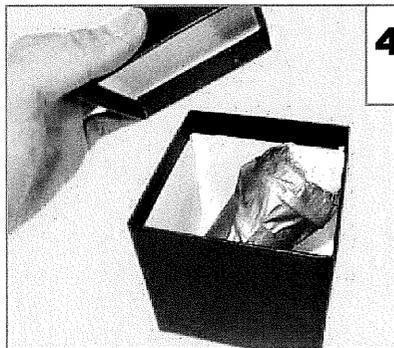
- Place some water into solid medications, such as pills or capsules.
- Then add something nontoxic and unpalatable such as sawdust, kitty litter, charcoal, Comet® or powdered spices (like, cayenne pepper).

litter, charcoal, Comet® or powdered spices (like, cayenne pepper).



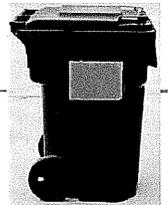
3

- Close and seal the container lids tightly with packing or duct tape.
- If discarding blister packs of unused medicines, wrap in multiple layers of duct tape.



4

- Place medicine containers in durable packaging that does not show what's inside (like, a cardboard box).



- Remember to keep medicines away from children and pets.

- Place in the trash close to garbage pickup time.

5



Other ways to properly dispose of unused medicine

- Pharmacy Take-Back Program: Ask your pharmacist if the pharmacy will accept old medicines back from patients.
- Household Hazardous Waste Collection: Find the phone number of your local HHW collection site in the government section of your local white pages of the telephone directory.

Help reduce drug waste

- If you're not sure if you can tolerate a new medicine, ask your doctor about a 10 day trial supply.
- Remember to always take all of your medications as directed.

Possible Topics for Consumer Fact Sheets
UCSF Center for Consumer Self Care
6/28/2006

Tips for Parents

- read the label
- teaspoons and tablespoons
- more is not better
- ask your pharmacist

Aspirin for Heart Attack and Stroke

- aspirin is not for everyone
- risks associated with aspirin
- what to think about before starting daily aspirin

Counterfeit Medicines

- dangers of using counterfeit medicines
- what to look for
- ask your pharmacist

Consumer Drug information on the Internet

- how to judge reliable information
- sites to trust
- where to look
- ask your pharmacist

Allergies to Medicines

- what to look for
- what to do
- before purchase, read the label – inactive ingredient section
- consumer reports to FDA (MedWatch)
- ask your pharmacist

Immunizations

- immunization schedules
- what schools require
- awareness alert that some pharmacies provide immunization services
- ask your pharmacist

Attachment C

*California Health Communications
Partnership
“It’s Your Life, Do it Now” Campaign*

Early Screening for Cancer – *It's Your Life* Campaign

Last year, the California State Board of Pharmacy collaborated in the *It's Your Life* Campaign – a national breast and prostate cancer screening awareness program, with theme of partners helping partners get screened for cancer.

The campaign is run by the California Health Communication Partnership with funding from the Oliver and Jennie Donaldson Charitable Trust, with no ties to the pharmaceutical industry.

Based on the resounding success of this campaign – 250 million cumulative listeners to the campaign's radio announcements – *It's Your Life* will run again in the Fall 2006, and your patients will be listening to these messages:

- Breast and prostate cancer continue to represent leading causes of death among American women and men.
- Early screening is widely regarded as a vital preventive measure.

You can receive CME/CE updates on breast and prostate cancer at the following sites:

American Cancer Society Updates Annual Guidelines for Early Cancer Detection,

Hien T. Nghiem, MD, Feb 2006, valid through Feb 2007

CME/CE offered by Medscape at <http://www.medscape.com/viewarticle/522758>

CME/CE Credits Available

- Physicians - up to 0.5 *AMA PRA Category 1 Credit(s)*TM for physicians;
- Family Physicians - up to 0.5 AAFP Prescribed for physicians ;
- Nurses - 0.6 ANCC continuing education contact hours for nurses (0.0 in the area of pharmacology)

Medical and Hormonal Therapy for BPH: New Results From 2006 AUA.

Claus G. Roehrborn, MD,

CME/CE provided by Medscape at <http://www.medscape.com/viewarticle/537510>

Credits Available: (released June 2006, valid to June 2006)

- Physicians - maximum of 1.25 *AMA PRA Category 1 Credit(s)*TM for physicians;
- Nurses - 1.5 ANCC continuing education contact hours for nurses (0.5 contact hours in the area of pharmacology);
- Pharmacists - 1.25 ACPE continuing education credits for pharmacists (0.125 CEUs)

Skeletal Complications Across the Cancer Continuum: Bone Metastases and Bone Loss

Chair: Matthew R. Smith, MD, PhD; Faculty: Chandra P. Belani, MD; James R. Berenson, MD; Lisa E. Davis, PharmD; Theresa A. Guise, MD; Allan Lipton, MD; Cathy Maxwell, RN, OCN, CCRC; Edith A. Perez, MD; Pamela H. Viale, RN, MS, CS, ANP, AOCNP; Reviewer: Trace Hutchinson, PharmD

CME/CE offered by Medscape at <http://www.medscape.com/viewprogram/4898>

Credits Available (released Dec 30, 2005, valid to Dec 30, 2006)

- Physicians - up to 2.5 *AMA PRA Category 1* continuing medical education credits for physicians ;
- Nurses - up to 2.7 ANCC continuing education contact hours for nurses ;
- Pharmacists - up to 2.5 ACPE continuing education credits for pharmacists (0.25 CEUs)

▪ **Radio Feature Release on Breast Cancer Awareness**

It's Your Life. Do It Today.

W: [*urgently*] There's so much going on...

M: [*with a slight chuckle*] Yeah, me too... [*more serious*] but I did do it today.

W: [*with insistence*] But, with the house, my parents, the kids, I just can't...

M: [*interrupts, gently firm*] Honey, it's your life, but remember... we're a part of it too. Do it today.

Announcer: It's your life. If you're over 50, ask your doctor today about getting screened for breast cancer.

Voice: An educational message from the California Health Communication Partnership, supported by an unrestricted grant from the Oliver and Jennie Donaldson Charitable Trust.

▪ **Radio Feature Release on Prostate Awareness**

It's Your Life. Do It Today.

W: [*with a sigh*] You forgot?

M: Hey..like...it's not something I think about.

W: [*gently firm*] Well, maybe you think it's your life, but remember, we're a part of it too.

M: Okay...so...maybe tomorrow.

W: No, surprise me...do it today.

Announcer: It is your life. If you're over 50, ask your doctor today about getting screened for prostate cancer.

Voice: An educational message from the California Health Communication Partnership, supported by an unrestricted grant from the Oliver and Jennie Donaldson Charitable Trust.

Attachment D

Web Site Aid

WHAT'S NEW WITH THE WEB SITE?

By Kim deLong

Ah...the Board of Pharmacy Website; a point of reference and information as well as frustration and contention. Believe it or not, we are moving away from this and toward a site that will be more helpful and user friendly. We won't lose any of the currently available information, but rather gain more useful tools, organization, and ease of navigating...it will no longer be a new experience every time we search for the same thing.

We will no longer have a website that solely backs our professional agency, we will have one that backs this board and looks as good

as we do! If all goes well during the current testing phase, be ready for the red carpet roll out on August 1, 2006.

And while we move toward completing this exciting journey, one huge goal has already been accomplished! Some of you may already know, but on June 27, 2006, the commencement of a much-anticipated feature was introduced on our site...disciplinary action is now available for all to see!

This feature is welcomed back with open arms from our long-lost segment in the Newsletter. But

don't fret; it will also be returning to the Newsletter.

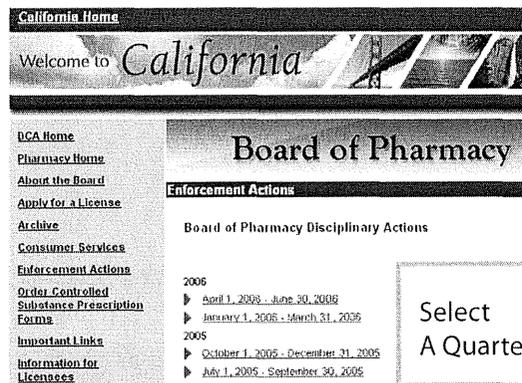
The section details enforcement action taken against licensees. And though it currently contains 105 records, representing action effective within the last year, we have an ultimate goal of posting all action taken within the last three years. This is a great tool, even if you won't consistently use it, be sure you are familiar with it as it holds a wealth of information.

Instructions? Absolutely, just follow these easy steps:



Select Enforcement Actions

2



Select A Quarter



Search for Site Licenses with Discipline. Respondents are in alphabetical order. Click to open a PDF of their decisions.

Attachment E

Public And Licensee Outreach Activities

Public and Licensee Outreach Activities

Public and licensee outreach activities performed since the April report to the board include:

- Board Member Ruth Conroy spoke to about 50 Touro University pharmacy students on board legislative issues on March 31, as preparation for their Legislative Day in April.
- Supervising Inspector Ming presented law review information to UCSF's 4th year students on April 7.
- Supervising Inspector Ming presented information about pharmacy law to approximately 30 UCSF and UOP students at Anaheim Memorial Hospital on April 28.
- Staff hosted an information booth at the City of Sacramento Wellness Expo 2006 in Sacramento, about 300 individuals attended this event on May 11.
- Executive Officer Harris spoke at the Department of Consumer Affairs Senior Summit on May 12 in Sacramento on "Protecting and Serving California's Aging Population." Staff also provided handout packets containing board-prepared public information brochures.
- Staff hosted an information booth at the Family Safety and Health Expo (Safetyville) in Sacramento on May 13 where over 700 individuals attended.
- Exam Analyst Debbie Anderson presented information about examination application to Loma Linda University's pharmacy students on May 15.
- Staff hosted an information booth at the Senior Fair sponsored by the Area Agency on Aging in Yreka on May 17. There were approximately 200 seniors at this event.
- Board President Goldenberg and Member Conroy provided information about the board to UOP students on May 18.
- Patricia Harris presented information about quality assurance programs to the SCR Prescription Error Study Panel on May 19.
- Patricia Harris presented a PowerPoint presentation on prescription errors and the board's cite and fine program to the SCR 49 Prescription Error Study Panel on June 9. (She later presented this information at the board's Enforcement Meeting on June 20 and some of the presentation will be published in the next *The Script*.)
- Supervising Inspector Ratcliff presented information about pharmacy law to the 80 members of the California Employee Pharmacists Association on June 11.

Future Presentations

- Supervising Inspector Ratcliff will present information about the board and pharmacy law to the Sacramento Valley Pharmacist Association on August 13.
- Supervising Inspector Ratcliff will present information about pharmacy law to 80 members of the California Employees Pharmacist Association on September 28.

- Supervising Inspector Nurse will present information about the ePedigree requirements at an EPCglobal conference on October 19.

Attachment 1

*Meeting Summary of the June 28,
2006 Public Meeting of the
Communication and Education
Committee*



California State Board of Pharmacy

1625 N Market Boulevard, Suite N-219, Sacramento, CA 95834

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STATE AND CONSUMERS AFFAIRS AGENCY
DEPARTMENT OF CONSUMER AFFAIRS
ARNOLD SCHWARZENEGGER, GOVERNOR

Communication and Public Education Committee

Minutes of the Public Meeting of June 28, 2006

Department of Consumer Affairs

El Dorado Conference Room

1625 N Market Boulevard

Sacramento, CA 95834

And via teleconference connection to UCSF

10 a.m. – 12 noon

Present: Andrea Zinder, Board Member and Chairperson
Bill Powers, Board Member
Ken Schell, Board Member

Patricia Harris, Executive Officer
Virginia Herold, Assistant Executive Officer

Call to Order

Chairperson Zinder called the meeting to order at 10:05 a.m.

Development of Consumer Fact Sheet Series with UCSF's Center for Consumer Self Care

Since July 2004, the board has been working with the Center for Consumer Self Care at the University of California San Francisco to integrate pharmacy students into public outreach activities. The project involves pharmacist interns developing consumer fact sheets.

William Soller, PhD., of the Center for Consumer Self Care attended this committee via teleconference to provide an update about the fact sheet series.

Dr. Soller provided a list of new fact sheets that students have expressed interest in developing:

Tips for Parents

- read the label
- teaspoons and tablespoons
- more is not better
- ask your pharmacist

Aspirin for Heart Attack and Stroke

- aspirin is not for everyone
- risks associated with aspirin
- what to think about before starting daily aspirin

Counterfeit Medicines

- dangers of using counterfeit medicines
- what to look for
- ask your pharmacist

Consumer Drug information on the Internet

- how to judge reliable information
- sites to trust
- where to look
- ask your pharmacist

Allergies to Medicines

- what to look for
- what to do
- before purchase, read the label – inactive ingredient section
- consumer reports to FDA (MedWatch)
- ask your pharmacist

Immunizations

- immunization schedules
- what schools require
- awareness alert that some pharmacies provide immunization services
- ask your pharmacist

- The committee supported the development of these fact sheets and encouraged Dr. Soller to move forward. Drafts of these fact sheets should be available in September.

Meanwhile, the board is having translated the initial nine fact sheets already developed into Spanish, Chinese and Vietnamese. These versions should be available in late fall.

The current fact sheets and other consumer brochures are being highlighted in the next *The Script*, so pharmacies will know this material is available from the board or via downloading from the board's Web site.

Activities of the California Health Communication Partnership

Dr. Soller also updated the committee on recent activities of the California Health Communication Partnership. This group is spearheaded by the UCSF's Center for

Consumer Self Care to improve the health of Californians by developing and promoting consumer health education programs and activities developed by the members in an integrated fashion. The function of the group is to develop or disseminate integrated public information campaigns on priority health topics identified by the partnership members.

The next major campaign will again be cancer screening awareness, building upon last year's successful "It's Your Life" campaign. The 2006 theme will be "It's Your Life – Do It Today" and will be aimed at men and women aged 50-75 years of age.

This fourth project of the partnership will aim for the fall 2006. UCSF has obtained a grant from a private foundation, which will enable use of a firm (the North American Precis Syndicate) that specializes in dissemination of public service announcements and prewritten articles to a diversity of media outlets nationwide. The partnership successfully used this service last year for the successful initial campaign.

The following are the proposed projects:

- A radio public service announcement on breast cancer awareness
- A radio public service announcement on prostate cancer screening
- Creation of 200 word awareness articles in English and Spanish for print media
- Publication of articles in consumer publications
- Publication to the state's health care practitioners in their respective regulatory newsletter (*The Script* will be one)
- Posting of information messages on Web sites

The committee supported this activity.

The committee discussed other topics, including development of an outreach campaign on Generics, which is another planned project of the partnership.

Written information handed to patients with their prescription medication was discussed. The issue is that only 44 percent of patients surveyed stated that they read the material provided to them with their medications. Dr. Soller believes that this percentage may be higher than actually occurs because patients know they should read this material, and don't want to admit that they are not reading it.

There is need to encourage patients to read the label and especially seek out black box warnings.

Update of the Committee's Strategic Plan

The committee reviewed the board's 12 strategic issues and the committee's objectives. Several changes were recommended that will be presented to the board during the April Board Meeting.

The committee will explore methods for evaluating how effective the board's public and licensee outreach materials are. Is the board developing the right materials? Is the public interested in the published materials? Would other topics be more valuable?

This will be a discussion item for future meetings.

Status of The Script

The committee was advised that the next issue of the newsletter is being developed for publication in late summer.

In response to comments made by the Communication and Public Education Committee and at the February Board Meeting, the board will resume listing disciplinary actions taken. The name of the licensee will be listed along with the disciplinary action.

The board will also publish statistics on the top 10 corrections ordered during inspections and the types of fines the board has issued under the citation and fine program.

There will also be an article on the new CE policy for attending committee meetings.

The Pharmacy Foundation of California has agreed to publish and mail the newsletter to the state's pharmacists.

Development of New Consumer Materials

Ms. Herold announced that with the new state's budget on July 1, the board has received restoration of a half-time position for its public education and licensee education duties. The board will fill this position on a full-time basis because the need is so great. Currently the vast majority of public and licensee information is developed by the assistant executive officer and a retired annuitant.

Prescription Drug Discount Program for Medicare Recipients

Staff has started revision of the "Prescription Drug Discount Program for Medicare Recipients" brochure that was developed in response to SB 393 (Speier, Chapter 946, Statutes of 1999). This state program allows Medicare recipients to obtain medications at the MediCal price if the patients pay out of pocket for the medication. The brochure needs to be meshed with the Medicare Part D Plan benefits available to beneficiaries in 2006.

Under development: are:

- The Beers list of medications that should not be provided to elderly patients
- Update of Facts About Older Adults and Medicines (revision)

Web Site Modification:

The committee reviewed the new Web design for the board's Web site. Several changes were suggested.

The new Web page should be in place by August 1.

AB 2583's Requirements to Add to the "Notice to Consumers"

The committee reviewed proposed language that would be required to be added to the Notice to Consumers poster by the enactment of Assembly Bill 2583 (Nation). This bill would require the board to add a statement that describes a patient's right to obtain medication from a pharmacy:

1. even if a pharmacist has ethical, moral or religious grounds against dispensing a particular drug, in which case protocols for getting the patient the medication is required.
2. unless based upon the pharmacist's professional training and judgment that dispensing a drug is contrary to law or the drug would cause a harmful drug interaction or otherwise adversely affect the patient's medical condition.
3. unless the medication is out of stock or not available from the pharmacy.
4. unless the patient cannot pay for the medication or pay any required copayment.

The committee noted that the addition of this material to the Notice to Consumers will be a challenge because the current poster is very full of text already. The exact text required by AB 2583 will need to eventually be promulgated in a regulation.

The committee considered options for the poster:

1. Eliminating some material currently required on the Notice to Consumers
2. Increasing the size of the poster
3. Graphically redesigning the poster

The committee recommended that the board comply with AB 2583 by developing a new and second poster because the content of the new notice would be so different from the current required language.

The committee reviewed two drafts of language developed by staff to comply with this requirement and selected as a working text, the following:

California law provides that patients have the right to get prescription medicine timely from a pharmacy unless:

1. the pharmacist believes the prescription was not lawfully written
2. the pharmacist believes that the medicine, if provided would harm the patient
3. the patient cannot pay for the medicine or pay the copayment

The pharmacy is required to help you get your medicine timely even if the pharmacy does not stock or is out of the medicine, or if the pharmacist has ethical, moral or religious reasons why he or she will not provide it. In this case, the pharmacy may transfer your prescription to a pharmacy of your choice.

If you have questions, ask the pharmacist or contact the California State Board of Pharmacy.

The committee will work on the development of a new draft notice in future meetings.

Miscellaneous Consumer Articles in the Media

The committee reviewed various miscellaneous articles published in the media regarding medication issues.

Update on the Board's Public Outreach Activities

The committee reviewed the board's public outreach and licensee education programs. The staff noted that in the spring, the board makes presentations on pharmacy law and on applying for the California pharmacist licensure examination to students in California's pharmacy schools.

In the last quarter, there have been five presentations to students of pharmacy, staffing of four information booths at public health fairs and three presentations to pharmacy associations or other professional groups.

Public and licensee outreach activities performed since the April report to the board include:

- Board Member Ruth Conroy spoke to about 50 Touro University pharmacy students on board legislative issues on March 31, as preparation for their Legislative Day in April.
- Supervising Inspector Ming presented law review information to UCSF's 4th year students on April 7.
- Supervising Inspector Ming presented information about pharmacy law to approximately 30 UCSF and UOP students at Anaheim Memorial Hospital on April 28.
- Staff hosted an information booth at the City of Sacramento Wellness Expo 2006 in Sacramento, about 300 individuals attended this event on May 11.
- Executive Officer Harris spoke at the Department of Consumer Affairs Senior Summit on May 12 in Sacramento on "Protecting and Serving California's Aging Population." Staff also provided handout packets containing board-prepared public information brochures.
- Staff hosted an information booth at the Family Safety and Health Expo (Safetyville) in Sacramento on May 13 where over 700 individuals attended.

- Exam Analyst Debbie Anderson presented information about examination application to Loma Linda University's pharmacy students on May 15.
- Staff hosted an information booth at the Senior Fair sponsored by the Area Agency on Aging in Yreka on May 17. There were approximately 200 seniors at this event.
- Board President Goldenberg and Member Conroy provided information about the board to UOP students on May 18.
- Patricia Harris presented information about quality assurance programs to the SCR Prescription Error Study Panel on May 19.
- Patricia Harris presented a PowerPoint presentation on prescription errors and the board's cite and fine program to the SCR 49 Prescription Error Study Panel on June 9. (She later presented this information at the board's Enforcement Meeting on June 20 and some of the presentation will be published in the next *The Script*.)
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Future Presentations

- Supervising Inspector Ratcliff will present information about the board and pharmacy law to the Sacramento Valley Pharmacist Association on August 13.
- Supervising Inspector Ratcliff will present information about pharmacy law to 80 members of the California Employees Pharmacist Association on September 28.

Adjournment

There being no additional business, Chairperson Zinder adjourned the meeting at 12:10 p.m.



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STATE AND CONSUMERS AFFAIRS
DEPARTMENT OF CONSUMER
ARNOLD SCHWARZENEGGER, GOV

Meeting Summary

Subcommittee on Medicare Drug Benefit Plans
June 28, 2006
1-2:30 p.m.

Department of Consumer Affairs
El Dorado Conference Room
1626 N. Market Boulevard
Sacramento, California

Present: Bill Powers, Board President and Chair
Andrea Zinder, Board Member
Ken Schell, Board Member

Patricia Harris, Executive Officer
Virginia Herold, Assistant Executive Officer

President Powers called the meeting to order at 1:05 p.m.

He explained that the purpose of the meeting was to discuss the implementation of the Medicare Prescription Drug Act, and specifically the Part D Benefit. These changes began 1, 2006, and represent an enormous change in the Medicare benefit program.

Teresa Miller, PharmD, Department of Health Services MediCal Program, provided an update of the state's implementation of the program and current issues for California. She explained that the state's initial emergency program to assure drug coverage for patients during assignment to a specific Medicare drug plan ended May 17. However, this emergency program has now been extended through legislation until January 1, 2007. Since mid-May when the extension program was enacted, there are new procedures that require a number of steps that pharmacies must first do before seeking TAR authorization if drugs are seemingly not covered for a patient by a plan. The result has been a significant drop in TAR requests to the Department of Health Services.

Dr. Miller noted that MediCal is receiving substantially fewer problems about the program than they received in the first few months. The principal problems they do receive include Medicare system errors, eligibility problems, copayment problems and the plan some patients are in are not the best plan for the drugs prescribed for them.

Summary data regarding the MediCal emergency coverage program as shared by Dr. Miller is:

	<u>1/2/06 – 5/16/06</u>	<u>5/17/06-6/27/06</u>
Number of Claims	618,400	5,250
Number of Beneficiaries	178,200	3,028
Costs	\$58.4 million	\$764,000

Michael Negrete, PharmD, California Pharmacists Association, agreed with Dr. Miller and noted that problems with the Medicare Part D program are substantially less than in the first few months of 2006. He added that the TAR process is still a bit complicated and requires a lot of staff in the pharmacy to pursue and resolve. In smaller pharmacies, using this procedure is problematic because of the fewer staff available.

Margaret Riley, HICAP, stated that about 50 percent of the calls to HICAP are now from a patient's caregiver/family seeking assistance. While there are fewer calls, the calls they do receive are more difficult and there are few options for assisting these patients.

She indicated that many seniors are paying more for their medications that they did last year when the drug companies operated special discount plans. This is especially true for those in the "donut hole" where the patient is fully responsible for all medication expenses. She stated that the Medicare program's drafting selects against a very vulnerable population.

Dr. Negrete stated that over the last few months, one positive aspect of the program is that patients are getting used to the copayment requirement. Some problems that remain are calls to a plan's help desk, issues arising when there is no coverage, billing lags, and patients who never receive or bring their plan's ID cards to the pharmacy. The major issue for pharmacies is the timeliness of payments and the reimbursement checks arrive without identification of what claims are being paid. He indicated there are some problems for patients in rural areas getting to the pharmacy where their plan is accepted.

Dr. Negrete provided a summary of the first pharmacy summit held in May in which pharmacies and health care plans agreed to form workgroups to resolve problems. As a result of this meeting, two major work groups have to been formed to focus on:

1. communication about the programs – to establish a single location where pharmacy bulletins can be posted, better information about patient assistance programs will be shared, and a process for message exchanges between pharmacies and third party payers on adjudication of claims.
2. Prior authorization group -- to decrease problems with TARS and secure prior authorization systems with the plans.

These work groups are meeting at least monthly at the present time. There will be a future meeting of the entire group to highlight progress and resolutions.

John Gallapaga, California Health Advocates, stated that copay problems are still the key problem for patients. He also announced the creation of a discussion web page by California Health Advocates to reflect current issues and problem areas in Part D and potential solutions. The Web site is expected to "go live" about mid-July.

Virginia Herold provided an update obtained earlier from CMS, which was unable to attend this meeting. Lucy Saldana, PharmD, advised Ms. Herold that in 2007 the following changes to the program are envisioned:

- During transition from one plan to another, a patient's 90 days of gap coverage when shifting to a different drug plan will actually begin when the patient first submits a prescription through the new plan, not when the actual date of transfer to the plan begins. For example, for patients that receive a 90 day supply of medication at the end of one plan's coverage, the new transition would not begin until the first prescription is submitted, thus some patients could have 90 days plus nearly another 90 days of medication.
- Changes in the formularies – for new drugs that come on the market that are within the six classes of drugs that must be on the formulary, a plan's pharmaceuticals committee must perform a review of the drug within 90 days.
- As of August 7, the list of drugs on a plan's new formulary for 2007 must remain as listed until January 2007. This will enable patients to better select a new plan during annual enrollment.
- During the 60 days of annual enrollment, plans' call centers must be open 8 a.m. to 8 p.m., seven days per week, in the time zones where the patients reside.
- Plans will be required to answer 80 percent of incoming calls from pharmacies without 30 seconds, and the abandonment rate cannot exceed 5 percent.

President Powers thanked those who attended this meeting and are working towards improving the Medicare drug program for patients.

There being no additional business, President Powers adjourned the meeting at 2:30 p.m.

Strategic Plan Status Report
Fourth Quarter 2005-06
 April 1, 2006 through June 30, 2006

Communication and Public Education Committee

Goal 4:	<p>Provide relevant information to consumers and licensees.</p> <p>Outcome: Improved consumer awareness and licensee knowledge.</p>
Objective 4.1:	<p>Develop 10 communication venues to the public by June 30, 2006.</p> <p>Measure: Number of communication venues developed to the public</p>
Tasks:	<ol style="list-style-type: none"> 1. Convert <i>Health Notes</i> articles into consumer columns or fact sheets for wide dissemination to the public. 2. Develop and update public education materials. <ul style="list-style-type: none"> <u>August 2003:</u> <ul style="list-style-type: none"> ▪ Board finalizes purchasing drugs from Canada brochure and revises discount drugs available to Medicare beneficiaries. <u>October 2003:</u> <ul style="list-style-type: none"> ▪ <i>Emergency Contraception</i> fact sheet has suggested revisions to reflect new treatment guidelines. ▪ Four brochures targeted for translation into Spanish (Emergency Contraception, Purchasing Drugs for Less, Purchasing drugs from foreign countries and discount drug prices available to Medicare Beneficiaries) ▪ Board approves revised fact sheet at October Board Meeting <u>February 2004:</u> <ul style="list-style-type: none"> ▪ Nine translations of <i>the Emergency Contraception</i> fact sheet are place on board Web site. <u>April 2004:</u> <ul style="list-style-type: none"> ▪ Information about preventing fraud for those who are planning the purchase of Medicare Drug Discount Cards developed and put online. ▪ Board to consider project with UC schools of pharmacy to use interns to develop informational fact sheets for the public. <u>October 2004:</u> <ul style="list-style-type: none"> ▪ Informational fact sheet series that will be developed with UCSF pharmacist interns ready for development of the first three topics <u>January 2005:</u> <ul style="list-style-type: none"> ▪ Three fact sheets developed and distributed: “Generic Drugs,” “Cut Your Drug Costs,” and “Is Your Medicine in the News?” <u>March 2005:</u> <ul style="list-style-type: none"> ▪ Two additional fact sheets developed and undergoing revisions: “Antibiotics,” and “Did You Know, Good Oral Health Means Good Overall Health!” <u>May 2005:</u> <ul style="list-style-type: none"> ▪ Board promotes consumer education materials on generics at all public outreach events and fairs.

	<p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Board receives translations of “Buying Drugs from the Internet” and “How to Reduce Your Drug Costs” in Spanish, Mandarin and Vietnamese. ▪ Committee begins development of extensive fact sheet series with UCSF. Within six months, more than 20 fact sheets should be ready. <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ Two new fact sheets developed by the pharmacist interns at UCSF – “Have You Ever Missed Your Dose of Medication” and “Don’t Flush Your Medication Down the Toilet!” ▪ The October 2005 <i>The Script</i> is published and mailed to pharmacies and wholesalers. <p><u>December 2005:</u></p> <ul style="list-style-type: none"> ▪ The California Pharmacy Foundation mails the October 2005 <i>The Script</i> to California pharmacists. <p><u>January 2006:</u></p> <ul style="list-style-type: none"> ▪ The January 2006 <i>The Script</i> is published and mailed to pharmacies, wholesalers and pharmacist interns. ▪ Two new fact sheets are produced: “Thinking of Herbals” and “Diabetes – Engage Your Health Team.” <p><u>April 2006:</u></p> <ul style="list-style-type: none"> ▪ The board publishes or revises four consumer publications: “Medicare Part D – Selecting a Prescription Drug Plan,” “Children and Their Medicines,” “Do You Sometimes Forget to Take Your Medicines,” and “New Easier to Read Prescription Drug Information.” ▪ The board finalizes nine consumer fact sheets: “Generic Drugs – High Quality, Low Cost,” “Lower Your Drug Costs,” “Is Your Medicine in the News?” “Did You Know? Good Oral Health Means Good Overall Health,” “Have You Ever Missed a Dose of Medication?” “What’s the Deal with Double Dosing? Too Much Acetaminophen, That’s What,” “Don’t Flush Your Medication Down the Toilet!” “Thinking of Herbals?” and “Diabetes – Engage Your Health Care Team” ▪ The “Notice to Consumers” that must be posted in pharmacies unless printed on receipts was reprinted to contain the board’s new address and phone numbers and mailed to 6,000 pharmacies along with a greeting from President Goldenberg. The poster is also available in five other languages, and these posters were updated and put on the board’s Web site. <p><u>June 2006:</u></p> <ul style="list-style-type: none"> ▪ The board publishes 2,000 copies each of the nine consumer fact sheets. ▪ The staff begins seeking translations for each of these nine fact sheets. ▪ Staff begin revision of SB 393 brochure to reflect the Medicare Part D Program. ▪ Articles for the August 2006 <i>The Script</i> are written and begin the review process
<p>Task:</p>	<p>3. Sponsor “Hot Topics” seminars to the public.</p> <p><u>July 2003:</u></p> <ul style="list-style-type: none"> ▪ This series, sponsored by UCSF, the Department of Consumer Affairs and the board, concluded in May 2003. All parties are interested in resuming this project if staff are available to coordinate. ▪ The first consumer fact sheets developed from this series is drafted for board review by the Department of Consumer Affairs.

<p>Task</p>	<p>4. Evaluate the need for public education for patients who need to request prescription labeling in a language other than English.</p> <p><u>June 2004:</u></p> <ul style="list-style-type: none"> ▪ Committee discusses this topic as a possible fact sheet for the public. Patient literacy and its impact on medication compliance discussed by committee. <p><u>April 2005:</u></p> <ul style="list-style-type: none"> ▪ Board staff attend two-day seminar on patient literacy and its impact on developing useful public information on health care topics.
<p>Task</p>	<p>5. Participate as founding member of the California Health Communication Partnership, to help integrate public information outreach campaigns among diverse health care providers and educators</p> <p><u>July 2004:</u></p> <ul style="list-style-type: none"> ▪ Board agrees to join this coalition of health care educators <p><u>September 2004:</u></p> <ul style="list-style-type: none"> ▪ Board attends first meeting, the group elects to promote antibiotic misuse materials developed by the FDA <p><u>October 2004-January 2005:</u></p> <ul style="list-style-type: none"> ▪ Board attends four meetings of the partnership. <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ Board publishes “Preserve a Treasure” in <u>The Script</u>. This is the first coordinated project of the partnership. Plans begin for the May campaign on generic drugs. <p><u>February – April 2005:</u></p> <ul style="list-style-type: none"> ▪ Three meetings of the partnership occur where plans for promoting generic medications in May are coordinated. Plans begin for campaign for November where cancer screening for women (mammogram) and men (prostate exams) will occur. Radio public service announcements are prepared. <p><u>May 2005:</u></p> <ul style="list-style-type: none"> ▪ Generics campaign underway to promote these drugs as alternatives to more expensive, brand name drugs. Board and FDA produced materials on generics distributed at public fairs and events during Seniors Month. ▪ Executive officer provides poster presentation at the National Association of Boards of Pharmacy Annual Meeting on the Partnership. <p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Focus of future efforts are to promote cancer screening (mammograms for women, prostate tests for men) aimed at the fall and again, generic drugs. ▪ Partnership begins seeking grants to more widely promote generic drugs as PSA or consumer health articles. <p><u>September 2005:</u></p> <ul style="list-style-type: none"> ▪ Cancer-screening PSAs and consumer articles released. <p><u>December 2005:</u></p> <ul style="list-style-type: none"> ▪ Cancer screening PSAs widely disseminated in print and radio media during September through November. Partnership targets future campaigns on generics. <p><u>April 2006</u></p> <ul style="list-style-type: none"> ▪ The partnership will produce public education campaigns this year again on cancer screening and generic drugs, and on the benefits of diabetic therapy with aspirin. <p><u>July 2006:</u></p>

	<ul style="list-style-type: none"> ▪ The committee agrees to support the new campaign on cancer screening by publishing an article in the August <i>The Script</i>.
Task	<p>6. Implement subscriber e-mail notification system to advise interested parties about additions to the board's Web site</p> <p><u>October 2004:</u></p> <ul style="list-style-type: none"> ▪ Implemented system. <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ System promoted in the board's The Script newsletter. <p><u>March 2005:</u></p> <ul style="list-style-type: none"> ▪ System used to notify subscribers about recall of compounded medication that could be contaminated. <p><u>June and July 2005:</u></p> <ul style="list-style-type: none"> ▪ System activated repeatedly to alert subscribers about meeting agendas and packets available on the board's Web site for downloading. <p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Over 1,800 individuals now subscribe to this service. Approximately 75 new subscribers are added each month. <p><u>April 2006:</u></p> <ul style="list-style-type: none"> ▪ Over 2,350 individuals now subscribe to this service. <p><u>June 2006:</u></p> <ul style="list-style-type: none"> ▪ Over 2,400 individuals now subscribe to this service.
Task	<p>7. Participate in the California Tobacco Control Alliance's Smoking Cessation Benefits Everyone campaign</p> <p><u>July 2004:</u></p> <ul style="list-style-type: none"> ▪ Board endorses program.
Task	<p>8. Participate in the Circle of Advisors, a group of the Pharmacy Access Partnership</p> <p><u>October 2004:</u></p> <ul style="list-style-type: none"> ▪ Attend October meeting.
Objective 4.2:	<p>Develop 10 communication venues to licensees by June 30, 2006.</p> <p>Measure: Number of communication venues developed to licensees</p>
Tasks:	<p>1. Publish <i>The Script</i> two times annually.</p> <p><u>October 2003:</u></p> <ul style="list-style-type: none"> ▪ The Script is published and mailed to all pharmacies. CPhA's Education Foundation will print and mail the newsletter to all California pharmacists <p><u>November 2003:</u></p> <ul style="list-style-type: none"> ▪ CPhA's Education Foundation mails October The Script to all pharmacists. <p><u>January 2004:</u></p> <ul style="list-style-type: none"> ▪ Articles for the next issue of The Script are completed and sent for legal review. <p><u>March 2004:</u></p> <ul style="list-style-type: none"> ▪ The Script is published and mailed to all California pharmacies. <p><u>April 2004:</u></p>

- The March issue is provided to CPhA's Pharmacy Foundation of California for printing and mailing copies to California pharmacists.
- Board begins contract solicitation for future issues.

April 2004:

- Board agrees to work with UCSF to development and promote monograph on Atrial Fibrillation.

June 2004:

- Contract for newsletter editor awarded for next two years

August 2004:

- Board hires retired annuitant to develop newsletter.

January 2005:

- Board publishes January 2005 issue of *The Script*.

July 2005:

- Board writes articles for next newsletter, which are undergoing review by staff.

October 2005:

- *The Script* published and mailed to California pharmacies and wholesalers and placed online.

December 2005:

- The October 2005 *Script* mailed to all California pharmacists by the Pharmacy Foundation for California.

January 2006:

- The *Script* published and mailed to California pharmacies, pharmacist interns and wholesalers

July 2006:

- Articles for the August issue are written and are undergoing review.

<p>Task:</p>	<p>2. Publish one <i>Health Notes</i> annually.</p> <p><u>September 2003:</u></p> <ul style="list-style-type: none"> ▪ Discussions begin to coordinate a major revision to “Pain Management” Health Notes, updating treatment information as well as new requirements for prescribing and dispensing controlled drugs in California enacted by SB 151, which will take effect in a series of stages throughout 2004. <p><u>November 2003:</u></p> <ul style="list-style-type: none"> ▪ Authors for “Pain Management” selected and commit to writing articles, which are due in late January. <p><u>February – April 2004:</u></p> <ul style="list-style-type: none"> ▪ Board receives and edits articles from authors <p><u>April 2004:</u></p> <ul style="list-style-type: none"> ▪ Board agrees to work with UCSF to produce a future issue on smoking cessation. Outside funding will be sought for development of this issue. <p><u>June 2004:</u></p> <ul style="list-style-type: none"> ▪ Board Member Schell edits articles for new “Pain Management” <u>Health Notes</u>. <p><u>October 2004:</u></p> <ul style="list-style-type: none"> ▪ Board staff edits for “Pain Management” <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ Board approves development of “Pharmacy Disaster Response” which is targeted for publication later this year. <p><u>January 2006:</u></p> <ul style="list-style-type: none"> ▪ Work still stalled on “Pain Management” and Pharmacy Disaster Response” due to lack of staff resources. Publication is still planned for the future.
<p>Task:</p>	<p>3. Develop board-sponsored continuing education programs in pharmacy law and coordinate presentations at local and annual professional association meetings throughout California.</p> <p><u>July 2003:</u></p> <ul style="list-style-type: none"> ▪ Board presents PowerPoint continuing education program to 35 MediCal staff in Los Angeles and 60 pharmacists at local association meeting in Santa Barbara. <p><u>September 2003:</u></p> <ul style="list-style-type: none"> ▪ Presentation to 40 pharmacists at the Long-Term Care Academy. ▪ Board Member Jones attends the Indian Pharmacist Association Meeting to present board PowerPoint presentation. <p><u>October 2003:</u></p> <ul style="list-style-type: none"> ▪ Presentation and information booth provided at CSHP’s Seminar 2003 <p><u>December 2003:</u></p> <ul style="list-style-type: none"> ▪ Board provides continuing education to 80 pharmacists at Coachella Valley local association <p><u>January 2004:</u></p> <ul style="list-style-type: none"> ▪ Board provides compounding pharmacy information to 25 health directors of large hospital chain in U.S. <p><u>February 2004:</u></p> <ul style="list-style-type: none"> ▪ Board presentation to 125 pharmacists and students at USC’s School of Pharmacy, and later in the month new pharmacy law changes presented to 125 students at UCSF’s School of Pharmacy. ▪ Board CE presentation provided to Circle of Advisors Meeting of the Pharmacy Access Partnership

March 2004:

- Board CE presentation provided to 125 students at UCSF
- Presentation on quality assurance programs provided to the San Diego Association for Healthcare Risk Management.

April 2004:

- Presentation of CE program and the new examination process for pharmacists to 115 students at Western School of Pharmacy.

May 2004:

- Presentation of the board's CE program to the San Diego Pharmacists Association.
- Presentation of CE program and the new examination process for pharmacists to 200 UOP students, and 50 Loma Linda students, to 100 people at USC.

June 2004:

- Presentation to the Department of Health Services on pharmacy issues.
- CE presentations made to the Korean Pharmacists Association (50 individuals) and the University of Santo Tomas' Alumni Association (50 individuals).
- Presentation to DHS' audit and investigation staff on pharmacy issues.
- Presentation to Sacramento Valley Health System pharmacists (25 individuals)

October 2004:

- Presentation to Sacramento Valley Health System pharmacists on sterile compounding and quality assurance programs (25 individuals)
- Presentation about board to Indian Pharmacists Association (about 500 individuals)
- Presentation to California Primary Care Association's October meeting.
- Presentation to HICAP to train their staff about the board's jurisdiction for consumer complaints and when consumers should be routed to the board.

November 2004:

- Supervising Inspector Robert Ratcliff gives the keynote address at CSHP's 2004 Seminar in Long Beach. Also President Goldenberg speaks on importation.
- Supervising Inspector Dennis Ming presents an "Update and What's New in Pharmacy Compounding." More than 500 people attend the CSHP's 2004 Seminar.

January 2005:

- Supervising Inspector Ratcliff presents information on new pharmacy law to Phi Delta Chi at USC.

February 2005:

- The board staffs an information booth for two days at CPhA's 2005 Outlook, over 500 pharmacists visit booth.
- Board President Goldenberg meets with deans from the California schools of pharmacy, CSHP, and CPhA to discuss pharmacy issues.
- Supervising Inspector Ratcliff presents information to 100 1st year students at UCSF's School of Pharmacy, and Supervising Inspector Ming and staff present information on pharmacy law and applying for the pharmacist licensure examination to 85 students at Western University.

March 2005:

- Executive Officer Harris presents information about the board to 1st year students at UCSF.
- Board Member Schell presents information on automated technology in pharmacies to pharmacy students during April 2005's Legislative Day.

April 2005:

- Board Member Schell presents information about issues before the board to a group of 40 pharmacists at the Chico area Pharmacists Association, and information about automation technology in pharmacies to a group of

UCSF faculty and students.

May 2005:

- Board Members Goldenberg and Conroy present information about becoming involved and new pharmacy law to well over 100 UOP students.
- Executive Officer Harris provides information about California's security prescription forms for controlled drugs at the National Association of Boards of Pharmacy annual meeting.

July 2005:

- Supervising Inspector Nurse provides information about board investigation processes to US attorneys.

September 2005:

- Supervising Inspector Nurse provides information about board investigations to federal investigators targeting Medicare Prescription Drug Plan.

October 2005:

- Supervising Inspector Ratcliff provides presentation on board and pharmacy law to over 200 pharmacists at UFCW-Orange County Pharmacist Association Meeting.
- Board hosts an information booth at CSHP's Seminar.
- Board President Goldenberg presents information to NABP Task Force on Telepharmacy and the Implementation of the Medicare Drug Benefit

November 2005:

- Board President Goldenberg is keynote speaker at conference of long-term care executives regarding implementation of the Medicare Part D.
- Board provides two presentations to 60 UCSD pharmacy students on pharmacy law and the Board of Pharmacy, and a presentation on sterile compounding to pharmacy technician students at Santa Ana College.

December 2005:

- Board Member Jones presents information about pharmacy technology at NABP Fall Conference
- Board Member Fong presents information on pharmacy law to 60 pharmacists at the Diabale Valley Pharmacists Association

January 2006:

- Board presents information on pharmacy law to the California State University pharmacists
- Board President Goldenberg and staff present information about the board and new pharmacy laws to 68 students and pharmacists at USC's school of pharmacy.

February 2006:

- Executive Officer Harris spoke at the Federation of Associations of Regulatory Boards annual meeting on "Board Governance: A Panel Discussion on the Pros and Cons of Different Board Structures" on February 3. She also participated in a panel discussion on alternative enforcement models.
- Supervising Inspector Nurse provided a PowerPoint presentation via teleconference to an FDA Counterfeiting Task Force in Bethesda, MD.
- Supervising Inspector Ming and Exam Analyst Debbie Anderson provided law and examination information to 80 Western Pharmacy School students.
- Supervising Inspector Ratcliff provided information about pharmacy law to 125 students at UCSF.
- Board Member Ruth Conroy spoke to 50 Touro University pharmacy students on board legislative issues.
- Supervising Inspector Ming presented law review information to UCSF's 4th year

students.

- Board President Goldenberg provided welcoming remarks to the opening session of the National Association of Boards of Pharmacy Annual Meeting in San Francisco. Other board presentations at this annual meeting included moderation of a panel discussion by Executive Officer Harris on emergency preparedness.
- Board initiates new procedures to award 2 hours of CE for pharmacists and pharmacy technicians who attend committee meetings. A maximum of 4 units per year can be earned in this manner.
- Board Member Conroy spoke to about 50 Touro University pharmacy students on board legislative issues on March 31, as preparation for their Legislative Day in April.

April 2006:

- Supervising Inspector Ming presented law review information to UCSF's 4th year students on April 7.
- Supervising Inspector Ming presented information about pharmacy law to approximately 30 UCSF and UOP students at Anaheim Memorial Hospital on April 28.

May 2006:

- Exam Analyst Anderson presented information about examination application to Loma Linda University's pharmacy students on May 15.
- Board President Goldenberg and Member Conroy provided information about the board to UOP students on May 18.

June 2006:

- Supervising Inspector Ratcliff presented information about pharmacy law to the 80 members of the California Employee Pharmacists Association on June 11.

<p>Task:</p>	<p>4. Maintain important and timely licensee information on Web site.</p> <p><u>July 2003:</u></p> <ul style="list-style-type: none"> ▪ All information packets for public meetings of the board placed on Web site in addition to agendas <p><u>October 2003:</u></p> <ul style="list-style-type: none"> ▪ The October 2003 <i>The Script</i> added to Web site <p><u>November 2003:</u></p> <ul style="list-style-type: none"> ▪ The board places information about new pharmacist licensure examinations on Web site <p><u>January 2004:</u></p> <ul style="list-style-type: none"> ▪ Web page modified to make it easier to find pharmacist licensure examination information ▪ Licensure verifications can be performed by printing license verification information from the Web site, eliminating need to obtain this directly from board ▪ Board updates Pharmacy Law and Index to reflect new laws. New pharmacy technician form placed online <p><u>February 2004:</u></p> <ul style="list-style-type: none"> ▪ Security printer applications and instructions placed online. Emergency contraception fact sheets in 10 languages now available online. <p><u>March 2004:</u></p> <ul style="list-style-type: none"> ▪ Material explaining new prescribing and dispensing requirements for controlled substances placed online. California pharmacist examination Candidates' Handbook placed online. Sample test questions also developed and placed online. ▪ <i>The Script</i>, March 2004, added to Web site. Legislative analyses on bills affecting the practice of pharmacy or the board's jurisdiction placed online. <p><u>July - October 2004:</u></p> <ul style="list-style-type: none"> ▪ Additional material on prescribing controlled substances in California added. Information about how exams are graded and reapplication procedures added to Web site. ▪ Modified emergency contraception protocol to reflect new manufacturers. Agendas, minutes, and meeting packets added to Web site of all public meetings held during this period. <p><u>October 2004:</u></p> <ul style="list-style-type: none"> ▪ Information added from the Public Health Section of the Department of Health Services regarding priorities for distributing flu vaccines to Californians due to a shortage of the vaccines. <p><u>November 2004 –January 2005:</u></p> <ul style="list-style-type: none"> ▪ agendas, minutes, and meeting packets added to Web site of all public meetings held during this period. <p><u>December 2004:</u></p> <ul style="list-style-type: none"> ▪ Information added to aid pharmacies in filling controlled substances prescriptions that may not fully conform with new security prescription forms. <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ Revised 2005 Pharmacy Law with index put online. <p><u>February 2005:</u></p> <ul style="list-style-type: none"> ▪ Updated questions and answers about filling and dispensing controlled substances added to the Web site. ▪ The January 2005 <i>The Script</i> added online. <p><u>March 2005:</u></p> <ul style="list-style-type: none"> ▪ Emergency contraception fact sheet translated into Armenian, the 11th language
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version of this fact sheet, and added to the board's Web site.

- New section containing all new pharmacy laws enacted in 2004 added to Web site.

March – April 2005:

- Agendas, minutes and meeting packets added to Web site of all public meetings held during this period.

May – July 2005:

- Agendas, minutes and meeting packets added to Web site of all public meetings held during this period.

July - October 2005:

- Agendas, minutes and meeting packets added to Web site of all public meetings held during this period.
- Board creates area on web for information about hurricane Katrina and Rita relief efforts
- October 2005 *The Script* placed online.

December 2005:

- New office location and phone numbers for new board office placed online

January 2006

- January 2006 *The Script* placed online.

April 2006

- The CPJE's newly revised *Candidates Guide* placed online.
- Nine factsheets developed with UCSF placed online.
- Plans nearly complete for revamping board Web site.
- Agendas, minutes and meeting packets added to Web site of all public meetings held during February – April 2006.

May -July 2006:

- Plans nearly complete for revamping board Web site.
- Agendas, minutes and meeting packets added to Web site of all public meetings held during May – July 2006.
- Enforcement Actions added to Web site so individuals can obtain public documents regarding board enforcement actions from the Web site. Also, all actions filed within each quarter are now listed.

<p>Task:</p>	<p>5. Create a consumer fact sheet series in conjunction with California schools of pharmacy on topics of interest.</p> <p><u>April 2004:</u></p> <ul style="list-style-type: none"> ▪ Board agrees to work with UCSF’s Center for Consumer Self Care to develop the fact sheets. <p><u>June 2004:</u></p> <ul style="list-style-type: none"> ▪ Committee meets with director of UCSF’s Center for Consumer Self Care to begin work on the fact sheets. The goal is to produce three fact sheets per quarter, and reevaluate the project in one year <p><u>October 2004:</u></p> <ul style="list-style-type: none"> ▪ UCSF ready to work with students on the first three fact sheets <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ First three fact sheets developed and distributed. Efforts begin to seek translation of these fact sheets into different languages. <p><u>March 2005:</u></p> <ul style="list-style-type: none"> ▪ Two additional fact sheets developed, and undergoing review. <p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ 11 interns sign on to develop three fact sheets each. Committee considers development of special and joint Web site with the Center for Consumer self care to house the fact sheets once developed. ▪ Board approves creation of joint Web site during board meeting. <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ Three additional fact sheets developed and submitted to the board for review. <p><u>January 2006:</u></p> <ul style="list-style-type: none"> ▪ Two additional fact sheets developed and submitted for review. <p><u>April 2006:</u></p> <ul style="list-style-type: none"> ▪ The board finalizes nine consumer fact sheets: “Generic Drugs – High Quality, Low Cost,” “Lower Your Drug Costs,” “Is Your Medicine in the News?” “Did You Know? Good Oral Health Means Good Overall Health,” “Have You Ever Missed a Dose of Medication?” “What’s the Deal with Double Dosing? Too Much Acetaminophen, That’s What,” “Don’t Flush Your Medication Down the Toilet!” “Thinking of Herbals?” and “Diabetes – Engage Your Health Care Team.” ▪ The board publishes or revises four consumer publications: “Medicare Part D – Selecting a Prescription Drug Plan,” “Children and Their Medicines,” “Do You Sometimes Forget to Take Your Medicines,” and “New Easier to Read Prescription Drug Information.” <p><u>June 2006:</u></p> <ul style="list-style-type: none"> ▪ The board begins translations of the nine fact sheets developed with the Center for Consumer Self Care.
<p>Task:</p>	<p>6. Create public education activities to educate prescribers, dispensers, patients and law enforcement about changes in law regarding dispensing of controlled substances.</p> <p><u>January 2004:</u></p> <ul style="list-style-type: none"> ▪ Board develops Power Point presentation on new prescribing and dispensing requirements for controlled drugs, and revises its Powerpoint CE program on the board and pharmacy law. ▪ Board presents information on new prescribing and dispensing requirements for controlled drugs to 15 investigators at a FBI Drug Diversion Meeting. <p><u>February 2004:</u></p> <ul style="list-style-type: none"> ▪ Presentation of new controlled substances requirements provided to San Francisco

Health Plan P & T Committee.

March 2004:

- Presentation of new controlled substances requirements to 60 members of California Coalition for Compassionate Care “train the trainers” meeting, to 60 members of the Northern California Pain Coalition meeting, the Medical Board of California’s complaint handlers, and to groups of physicians in two events.

April 2004:

- Presentation on prescribing and dispensing controlled substances under the new California requirements to a teleconference of pain management specialists, to the Academy of Long Term Care, to a meeting of 25 pharmacists in Sacramento, and to attendees at a DHS Public health grand rounds.

May 2004:

- Presentation on new requirements for prescribing and dispensing controlled substances provided to 1,294 prescribers and pharmacists via teleconference. Also, the board advertised another teleconference presentation on its Web site and presented this information to a large number of pharmacists. Another presentation was made to the San Luis Obispo County Narcotic Task Force.

June 2004:

- Presentation of the new requirements made to 150 physicians at Memorial Care Hospital in Anaheim.
- Presentation to 25 pharmacists at Sacramento hospital pharmacist association meeting, presentation to DHS auditors

July 2004:

- Questions and answers added to board Web site. Presentation of the new requirements made to Sacramento Valley Health Systems Pharmacists (25 pharmacists), to physicians, pharmacists and law enforcement in San Luis Obispo

August 2004:

- Audiotape of the board’s Power Point presentation placed on the board’s Web site. Presentation of the new requirements made to staff of the Department of Justice; to 40 pharmacists, physicians and other health care providers in Sacramento; to staff of the Department of Health Services; to over 50 health care providers at an event hosted by the Pharmacy Foundation of California; to investigators of the Department of Justice; and to more than 600 individuals at CMA’s annual pain conference.

September 2004:

- Presentation of the new requirements made to staff of the UCSF Medical Center, to Department of Justice diversion investigators, to pharmacists at the San Diego Chapter of ASCP, and to 100 health care providers at St. Mary’s Medical Center in Orange County.

October 2004:

- Presentation of the new requirements made to 50 health care providers in Redding via telephone conference, and to the Santa Clara County Medical Society

November 2004:

- Supervising Inspector Robert Ratcliff gives the keynote address at CSHP’s 2004 Seminar in Long Beach.
- Presentation to 80 pharmacists at the Orange County Chapter of the CPhA November 18 meeting.

December 2004:

- Presentation to 70 pharmacists at a Indian Pharmacist Association Meeting in Artesia on December 10.
- Presentation to 164 health care providers via a telephone conference presentation to the Northern California Pain Initiative Executive Committee

on December 14.

January 2005:

- Presentation to 90 pharmacists at the South Bay Pharmacy Association meeting on January 6.

February 2005:

- updated questions and answers about filling and dispensing controlled substances added to the Web site.
- Board Member Jones presents information on new dispensing requirements for controlled drugs at the CPhA's Outlook 2005 Meeting over 200 pharmacists.
- Supervising Inspector Ratcliff presents information on prescribing and dispensing controlled substances to approximately 90 pharmacists to the San Fernando Pharmacy Association.

March 2005:

- Supervising Inspector Ming presents information about new prescribing and dispensing requirements for controlled drugs at the San Mateo County Pharmacists Association Meeting to 84 pharmacist and pharmacy technicians.
- Supervising Inspector Ratcliff presents information about new prescribing and dispensing requirements for controlled substances to about 20 physicians at High Desert Medical Center.

April and May 2005:

- Supervising inspectors provided information about controlled substances dispensing requirements to DEA agents from Oakland, Sacramento, San Jose and Fresno.

May 2005:

- Supervising inspectors provided information about new prescribing and dispensing requirements for controlled substances to pharmacist members of the California Employee Pharmacist Association in Los Angeles and to hospital administrators and directors.
- Executive Officer Harris provided information about California's security prescription forms for controlled drugs at the National Association of Boards of Pharmacy annual meeting.

June 2005:

- Supervising Inspector Ratcliff provides information about new prescribing and dispensing requirements for controlled substances to the Hollywood-Wilshire Pharmacists Association.

January 2006:

- Supervising Inspector Nurse attends Northern California Pain Initiative Meeting

February 2006:

- Executive Officer Harris participates at the Federation of Associations of Regulatory Boards as part of a panel discussion on "Board Governance: A Panel Discussion on the Pros and Cons of Different Board Structures." She also participates in a panel discussion on February 5 on alternative enforcement models.
- Supervising Inspector Nurse provides a PowerPoint presentation via teleconference to an FDA Counterfeiting Task Force in Bethesda, MD.
- Supervising Inspector Ming provides information to 80 Western Pharmacy School students.
- Supervising Inspector Ratcliff provides information about pharmacy law to 125 students at UCSF.

April 2006:

- Supervising Inspector Ming presented law review information to UCSF's 4th year

students on April 7.

- Supervising Inspector Ming presented information about pharmacy law to approximately 30 UCSF and UOP students at Anaheim Memorial Hospital on April 28.

May 2006:

- Exam Analyst Anderson presented information about examination application to Loma Linda University's pharmacy students on May 15.
- Board President Goldenberg and Member Conroy provided information about the board to UOP students on May 18.

June 2006:

- Supervising Inspector Ratcliff presented information about pharmacy law to the 80 members of the California Employee Pharmacists Association on June 11.

<p>Task:</p>	<p>7. Acknowledge pharmacists licensed for 50 years with the California board of Pharmacy <u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Nearly 450 pharmacists recognized who have 50 years of service to the public as licensed pharmacist. Each receives a letter and award. <i>The Script</i> will list their names. Each is invited to a future board meeting. Four of these pharmacists attend the the July Board Meeting. <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ 49 more pharmacists complete 50 years as licensed pharmacists. <p><u>January 2006:</u></p> <ul style="list-style-type: none"> ▪ 8 pharmacists complete 50 years as licensed pharmacists and are recognized. <p><u>April 2006:</u></p> <ul style="list-style-type: none"> ▪ 8 additional pharmacists complete 50 years as licensed pharmacists and are recognized. <p><u>July 2006:</u></p> <ul style="list-style-type: none"> ▪ 57 pharmacists complete 50 years as licensed pharmacists and are recognized
<p>Task:</p>	<p>8. Acknowledge pharmacists and other licensees who have provided services to the Gulf Coast Storm victims.</p> <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ Several pharmacists and pharmacies are commended for their extraordinary efforts in <i>The Script</i> and during the board meeting. <p><u>February 2006:</u></p> <ul style="list-style-type: none"> ▪ Board shows video montage of Hurricane Katrina relief efforts at the New Orleans Airport. <p><u>March 2006</u></p> <ul style="list-style-type: none"> ▪ 20 California-licensed pharmacists and pharmacy technicians recognized for their efforts to provide medication to Katrina victims. Each received a commendation and letter from President Goldenberg. Each was invited to a future board meeting when convenient. <p><u>April 2006</u></p> <ul style="list-style-type: none"> ▪ Executive Officer moderates session at the annual meeting of the National Association of Boards of Pharmacy in San Francisco on emergency preparedness, including presentations by the Mississippi and New Orleans boards. A shortened version of the video montage developed by California Pharmacist Michael Sohmer of his experiences providing Katrina relief was shown to the full assembly.
<p>Objective 4.3:</p>	<p>Participate in 20 forums, conferences and public education events by June 30, 2006.</p> <p>Measure: Number of forums participated</p>
<p>Tasks:</p>	<p>1. Participate in forums, conferences and educational fairs.</p> <p><u>August 2003:</u></p> <ul style="list-style-type: none"> ▪ Board staffs an information booth at Sacramento’s Consumer Health Fair, co-hosted

by Kaiser, AARP, Area 4 Agency on Aging and Congressman Matsui:

September 2003:

- Board President Jones attends NABP's District VII and VIII annual meeting.

October 2003:

- Board staffs an information booth at CSHP Seminar 2003
Board staffs an information booth at Los Angeles County Health Fair and Senior Festival, over 2,000 people attend.
- Board staffs an information booth at Sacramento's Healthy Aging Summit

January 2004:

- Board staffs an information booth at CPhA's Outlook 2004. Board presentations include information on new pharmacy law, board operations and new examination requirements.

April 2004:

- Board members attend National Association of Boards of Pharmacy Meeting in Chicago.

May 2004:

- Board staffs booth at Healthy Aging 2004 in Sacramento, 300 people attend.
- Board staffs booth at the Senior Health Fair in Yreka, over 150 consumers attend.

June 2004:

- Former board president attends discussion session hosted by the Pharmacy Foundation of California on the importation of drugs into the US.
- Board inspector attends two-week drug diversion and investigation training sponsored by the Drug Enforcement Administration at the FBI's headquarters in Quantico, VA.

July 2004:

- Board endorses the California Tobacco Control Alliance's Smoking Cessation Benefits Everyone campaign.
- Board staffs booth at Asian Community Fair

August 2004:

- Board staffs a booth at the San Diego Better Business Bureau's "Consumer Expo"

September 2004:

- Executive officer attends Clearinghouse on Licensure and Enforcement Meeting in Kansas, and presents segment on regulators doing more with less.
- Board staff provide information about the board and senior discount programs for drugs at Triple R program in Sacramento
- Board staff provide information at a senior fair in Yreka where nearly 450 attend.
- Board staff distribute information to consumers at the 6th Annual Los Angeles County Health Fair and at the Senior Exposition where 1,000 people attended, at the Healthy Aging Summit in Sacramento where 700 people attended.

November 2004:

- The board staffs a booth at the Paso Robles Senior Center's Senior Health Fair where approximately 400 people attend.

January 2005:

- Staff attend the California Prescription Drug Forum, sponsored by the California Policy Research Center, California Program on Access to Care.
- The board participates as a sponsor at a brown bag consultation event with pharmacists hosted by KCRA TV and Rite Aid in Sacramento, about 6,000 people attend this two-day event.
- Staff host an information booth at a Consumer Protection Day event in San Diego. Department Director Charlene Zettel was the keynote speaker.

February 2005:

- The board attends CPhA's annual meeting in San Diego. Board Member Jones presents information about the new prescribing and dispensing laws for controlled substances. Supervising Inspector Ming presents information about compounding pharmacies.

March 2005:

- The board staffs an information booth at UCD's Healthy Aging Conference in Sacramento; over 1,000 people attend.

May 2005:

- Executive Officer and board members attend annual meeting of National Association of Boards of Pharmacy meeting.
- Board President Goldenberg provides information about the challenges caused by the rising cost of prescription drugs at a Seniors Convention and Health Fair at the LA City Convention Center.
- Executive Officer Harris provides information about California's security prescription forms for controlled drugs at the National Association of Boards of Pharmacy annual meeting. She also presents information about the California Health Communication Partnership's activities during this meeting.

June 2005:

- President Goldenberg represents the board at the founding meeting of the California Pharmacy Leadership Council.

September 2005:

- Board staffs an information booth at City of Sacramento's Public Safety Fair.

October 2005:

- Executive Officer and board members attend NABP's Districts VI, VII and VIII meeting.
- The board staffs an information booth at UCD's Health Aging Fair where over 750 people attend.
- Board President Goldenberg participates on NABP Task Force on Telepharmacy and the Implementation of the Medicare Drug Benefit Program
- Board members and staff attend CSHP's Seminar in Anaheim

November 2005:

- Board President Goldenberg is keynote speaker at meeting of Long-Term Care executives regarding implementation of the Medicare Drug Benefit Program

December 2005:

- Executive Officer and some Board Members attend NABP Fall Conference. Board Member Jones provides presentation about pharmacy technology.

February 2006:

- Executive Officer Harris speaks at the Federation of Associations of Regulatory Boards annual meeting as part of a panel discussion on "Board Governance: A Panel Discussion on the Pros and Cons of Different Board Structures," and on alternative enforcement models.
- Executive Officer Harris and Analyst Sue Durst staff an information booth at the San Diego Consumer Protection Day where approximately 1,500 people attended.
- Supervising Inspector Nurse provided a PowerPoint presentation via teleconference to an FDA Counterfeiting Task Force in Bethesda, MD.
- The board staffed an information booth for two days at the CPhA Outlook Meeting.
- Board President Goldenberg provides welcoming remarks to the opening

	<p>session of the National Association of Boards of Pharmacy Annual Meeting in San Francisco. Other board presentations at this annual meeting included moderation of a panel discussion by Executive Officer Harris on emergency preparedness and a poster session on the Notice to Consumers that must be displayed in pharmacies.</p> <p><u>May 2006:</u></p> <ul style="list-style-type: none"> ▪ Staff hosted an information booth at the City of Sacramento Wellness Expo 2006 in Sacramento, about 300 individuals attended this event on May 11. ▪ Executive Officer Harris spoke at the Department of Consumer Affairs Senior Summit on May 12 in Sacramento on “Protecting and Serving California’s Aging Population.” Staff also provided handout packets containing board-prepared public information brochures. ▪ Staff hosted an information booth at the Family Safety and Health Expo (Safetyville) in Sacramento on May 13 where over 700 individuals attended. Staff hosted an information booth at the Senior Fair sponsored by the Area Agency on Aging in Yreka on May 17. There were approximately 200 seniors at this event. ▪ Executive Officer Harris presented information about quality assurance programs to the SCR Prescription Error Study Panel on May 19. <p><u>June 2006:</u></p> <ul style="list-style-type: none"> ▪ Executive Officer Harris presented a PowerPoint presentation on prescription errors and the board’s cite and fine program to the SCR 49 Prescription Error Study Panel on June 9.
Objective 4.4:	<p>Respond to 100 percent of information requests from governmental agencies regarding board programs and activities.</p> <p>Measure: Percentage response to information requests from governmental agencies</p>
Tasks:	<p>1. By June 1, 2004, submit report to Legislature on statutory requirements for remedial education after four failed attempts on the California pharmacist exam.</p> <p><u>April 2004:</u></p> <ul style="list-style-type: none"> ▪ Draft report provided to board members at April Board Meeting <p><u>December 2004:</u></p> <ul style="list-style-type: none"> ▪ Final report submitted to Legislature, as required.
Task:	<p>2. Provide information to legislators regarding board implementation of statutory requirements.</p> <p><u>April – June 2004:</u></p> <ul style="list-style-type: none"> ▪ Board provides substantial technical assistance to authors with pending legislation regarding implementation of importation of Canadian drugs, automated dispensing machines in skilled nursing facilities, and wholesaling requirements for drugs within and into California. <p><u>January 2005:</u></p> <ul style="list-style-type: none"> ▪ Board analyzes three ballot initiatives involving prescription drugs at the request of the Secretary of State’s Office. <p><u>January – April 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides substantial technical assistance to authors with proposed or pending legislation regarding implementation of wholesaler licensing requirements,

	<p>recycling of drugs from skilled nursing homes, sales of ephedrine products by pharmacists, provision of emergency contraceptives, prescription container labeling requirements, electronic transmission of prescriptions, automated dispensing machines, controlled substances prescriptions, tracking of drug sales from pharmacies and online pharmacies</p> <p><u>May 2005:</u></p> <ul style="list-style-type: none"> ▪ Board staff identify all forms online so that these can be added to a “one-stop shopping” location on DCA’s Web site. <p><u>June 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides data regarding examination development and statistics to the department for its report to the Legislature. <p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides information about its fleet of vehicles and laptop security features in response to legislative requests for information. <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides DCA with its Annual Report
Task:	<p>3. Provide agency statistical data (ASP) information to the department.</p> <p><u>Sept. 2003:</u></p> <ul style="list-style-type: none"> ▪ Board submits data to department as required. <p><u>November 2003:</u></p> <ul style="list-style-type: none"> ▪ Board provides information to department on impact of budget reductions in terms of funding and staff in response to request from Senate Business and Professions Committee <p><u>September 2004:</u></p> <ul style="list-style-type: none"> ▪ board submits ASP data to department as required. <p><u>October 2005:</u></p> <ul style="list-style-type: none"> ▪ board submits ASP data to the department as required. <p><u>July 2006:</u></p> <ul style="list-style-type: none"> ▪ Board begins collection of ASP data to the department.
Task:	<p>4. Board provides information to department on the Bilingual Services Program Survey due September 15, 2003.</p> <p><u>September 2003:</u></p> <ul style="list-style-type: none"> ▪ data provided <p><u>January 2004:</u></p> <ul style="list-style-type: none"> ▪ All staff collect data for survey of public contacts by the language of the individual. <p><u>November 2005:</u></p> <ul style="list-style-type: none"> ▪ All staff collect data for survey of public contacts by the language of the individual. <p><u>February 2006:</u></p> <ul style="list-style-type: none"> ▪ All staff collect data for survey of public contacts by language of the individual.
Task:	<p>5. Department of Consumer Affairs, Internal Audit of the Board released March 2003 as part of Sunset Review</p> <p><u>October 2003:</u> Board compiles 180-day post audit report to the department</p> <p><u>March 2004:</u> Board compiles 360-day post audit report to the department.</p>

	<u>April 2004:</u> Department evaluates and submits final post-audit review of board activities; the board is in compliance.
Task:	<p>6. Software Inventory Report of all software in use by Board of Pharmacy</p> <p><u>December 2003:</u> Board compiles this massive and detailed report. <u>March 2005:</u> Board compiles this massive and detailed report</p>
Task:	<p>7. Regulation Summary Report of all regulations enacted from 1999-2003, pursuant to Executive Order S-2-03.</p> <p><u>January 2004:</u> Report compiled and submitted timely</p>
Task:	<p>8. Review of board operations, procedures, procedure manuals, applications, publications, etc., for underground regulations pursuant to Executive Order S-2-03</p> <p><u>January 2004:</u> Report compiled and submitted timely <u>April 2005:</u> Follow-up request from the Office of Administrative Law requires no further action on the board's part.</p>
Task:	9. Board meets with delegation from China Zhejiang Provincial Drug Administration at request of this agency in December 2003
Task:	10. Board compiles self-evaluation and transition plan report on services and procedures for equal access for employees, applicants to assure no policies discriminate against persons with disabilities and the public
Task:	<p>11. Report backlogs and impacts of staffing and budget reductions on workload</p> <p><u>Sept. 2003:</u> Report compiled and submitted. <u>Nov. 2003:</u> Report compiled and submitted. <u>February 2004:</u> Report compiled and submitted. <u>March 2004:</u> Report compiled and submitted <u>April 2004:</u> Report compiled and submitted. <u>May 2004:</u> Report compiled and submitted. <u>June 2004:</u> Report compiled and submitted. <u>July 2004:</u> Report compiled and submitted. <u>August: 2004:</u> Report compiled and submitted. <u>September 2004:</u> Report compiled and submitted. <u>October 2004:</u> Report compiled and submitted.</p> <p>Requests for these reports ended after submission of the October 2004 report.</p>
Task:	<p>12. Respond to requests for reports from the Department of Consumer Affairs or State and Consumer Services Agency.</p> <p><u>April 2004:</u></p>

	<ul style="list-style-type: none"> ▪ Provided a compilation of all board applications available online for the Office of Information Services, and its Strategic Plan. ▪ Provided copies of four surveys used by the board to obtain satisfaction measures of the board’s Web site, complaint processes, public education presentations and job analysis survey of pharmacists at the request of the Consumer and Education Division. ▪ Compiled examination program review data for the California Pharmacist Jurisprudence Examination and North American Pharmacist Licensure Examination at the request of the Office of Examination Resources.. ▪ Compiled another report required by section 139 of the Business and Professions Code regarding examination validation for the California Pharmacist Jurisprudence Examination and North American Pharmacist Licensure Examination at the direction of the Office of Examination Resources. ▪ Compiled data regarding manpower shortages of board licensees at the request of the executive office. ▪ Compiled data describing all board application processing steps for the board’s 12 major programs at the request of the department. <p><u>May 2005:</u></p> <ul style="list-style-type: none"> ▪ Board staff identify all forms online so that these can be added to a “one-stop shopping” location on DCA’s Web site. <p><u>June 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides data regarding examination development and statistics to the department for its report to the Legislature <p><u>July 2005:</u></p> <ul style="list-style-type: none"> ▪ Board provides information about its fleet of vehicles and laptop security features in response to legislative requests for information. <p><u>April 2006:</u></p> <ul style="list-style-type: none"> ▪ At the direction of the department, the board posts its access to public records policy at the board’s front counter where it can be readily displayed. <p><u>June 2006</u></p> <ul style="list-style-type: none"> ▪ Board submits monthly summary to DCA as directed on all licensing activities, enforcement activities, major legislation and other major events undertaken during the prior month. <p><u>July 2006</u></p> <ul style="list-style-type: none"> ▪ Board submits monthly summary to DCA as directed on all licensing activities, enforcement activities, major legislation and other major events undertaken during the prior month.
<p>Objective 4.5</p>	<p>Respond to 100 percent of public information requests regarding board programs and activities.</p> <p>Measure: Percentage response to information requests from the public</p>
<p>Tasks:</p>	<p>1. Respond to public information requests.</p> <p><u>July – October 2003:</u></p> <ul style="list-style-type: none"> ▪ The board received 340 public inquiries and four subpoenas. Nearly 80 percent of the public inquiries were responded to within 10 days, and all four of the subpoenas were responded within required timeframes. <p><u>October – December 2003:</u></p> <ul style="list-style-type: none"> ▪ The board received to 253 public inquiries and three subpoenas. Nearly 65

percent of the public inquiries were responded to within 10 days, and all three of the subpoenas were responded to within required timeframes.

January – March 2004:

- The board received 87 public inquiries, four subpoenas and 245 written license verifications. Nearly 72 percent of the public inquiries were responded to within 10 days, all subpoenas were responded to within five days, and 77 percent of the license verifications were performed within 10 days.

April – June 2004:

- The board received 37 public inquiries, three subpoenas and 254 written license verifications. Seventy-four percent of the inquiries were responded to within 10 days, all subpoenas were responded to within five days, and 70 percent of the license verifications were performed within 10 days.

July - September 2004:

- The board received 64 public inquiries, five subpoenas and 227 written license verifications. Seventy-eight percent of the inquiries were responded to within 10 days, all subpoenas were responded to within five days, and 64 percent of the license verifications were responded to within five days.

October – December 2004:

- The board received 49 public inquiries, requests for 208 written license verifications, and four subpoenas. Seventy three percent of the inquiries were responded to within 10 days, 64 percent of the license verifications were performed within 10 days, and all subpoenas were responded to within five days.

January – March 2005:

- The board received 75 public inquiries, requests for 198 written license verifications, and five subpoenas. Eighty-one percent of the inquiries were responded to within 10 days, 80 percent of the license verifications were performed within 10 days, and all subpoenas were responded to within five days.

April – June 2005:

- The board received 78 public inquiries, requests for 301 written license verifications, and three subpoenas. Ninety percent of the inquiries were responded to within 10 days, 90 percent of the license verifications were performed within 10 days, and all subpoenas were responded to within five days.

July – September 2005:

- The board received 83 public inquiries, requests for 223 written license verifications, and six subpoenas. Eighty percent of the inquiries were responded to within 10 days, 80 percent of the license verifications were performed within 10 days, and all subpoenas were responded to within five days.

October - December 2005:

- The board received 58 public inquiries, requests for 200 written license verifications, and one subpoena. Sixty-six percent of the inquiries were responded to within 10 days, 88 percent of the license verifications were performed within 10 days, and the subpoena was responded to within five days.

January – March 2006:

- The board received 79 public inquiries, 138 requests for written license verifications, and 3 subpoenas. Sixty-two percent of the inquiries were responded to within 10 days, 91 percent of the license verifications were performed within 10 days, and 100 percent of the subpoenas were responded to within five days.

April 2006:

- At the direction of the department, the board posts its access to public records policy at the board's front counter where it can be readily displayed.

April-June 2006:

- The board received 65 public inquiries, 229 requests for written license verifications, and 4 subpoenas. Fifty-eight percent of the inquiries were responded to within 10 days, 73 percent of the license verifications were performed within 10 days, and 100 percent of the subpoenas were responded to within five