



Physical Therapy Board of California

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Briefing Paper

AGENDA ITEM# 9

Date: July 21, 2011

Prepared for: PTBC Members

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Subject: Outreach and Communication Activity at the Physical Therapy Board of California

Purpose:

To present information about the Physical Therapy Board's outreach activities.

Background:

Mediums of communication such as the internet and electronic mail offer effective and efficient means to distribute information to a greater population in less time and at a reduced cost. Based on the advantages that these modes of communication provide, the Physical Therapy Board of California uses a standard state of California website, maintains Facebook and Twitter accounts, and uses an e-mail distribution list to update current patrons and capture new ones as well. While the Board explores other forms of communication, we still use postal mail as part of our repertoire.

At the board meeting held in May 2011 Dr. Alviso, Physical Therapist, asked staff to provide statistics on how many people joined our mailing and electronic mailing lists and how many people view the Board meeting webcast. Also, during the last board meeting all members agreed that information on Web site "hits" are useful.

Also the enactment of Executive Order B-06-11, which prohibits discretionary travel and restricts mission critical travel, forces the Board to create and explore other avenues that disseminate an authentic presence within our consumer, academic, and professional communities.

Analysis:

Based on the data provided, when the Board takes advantage of communication mediums such as a newsletter, or new post on our wall, the public responds. For example, in April 2011 and May 2011 subscriptions increased for each e-mail list. These increases can be attributed to the Board using new software and distributing newsletters. However, the e-mail subscription list total only represents one percent of our licensee population; for this reason staff continues to develop strategies that will raise the number of e-mails collected. Concerning the Board's Web Hit Tally, statics show a decline within all tabbed categories, but there has been no new information released by the Board for the public to give response. A news flash link about regulation changes was added to our web site on July 7, 2011; this link has potential to raise our "hit" count. Perhaps we should allow more time before we asses if there is any effect. Another factor that could generate more hits to our website is the public's reaction to a press release issued on July 22, 2011, regarding the Moscone-Knox Professional Corporations Act. In addition to the press release, the Board mailed out letters to 155 physical therapists informing them that possibly they were non-compliant with Moscone-Knox.

Since the Board adopted a new strategic plan in 2009, great efforts have been made to reach our goal of having outreach and communication that is efficient and effective. Evidence of our efforts can be seen by our Facebook account and online renewal payment system. However, the implementation of Executive Order B-06-11 increases the need for more accessible consumer education. Already staff has begun to examine the value of Youtube as a tool to reach our current and prospective affiliates. An account with Youtube would allow the Board to present how to videos, videos regarding changes to regulations, or videos about any other message the Board would like public to know. One highlighted advantage that Youtube would offer is a "face," a personality, or experience that viewers could associate with the Board, possibly increasing positive public relations.

The Board is considering all methods that will increase our connection with the public but because through communication we can strengthen our relationship with our consumers, practitioners, and the general public. Moreover, by using progressive and successful measures of communication, the Board can secure the public that seeks to achieve it vision: California's physical therapy consumers and practitioners enjoy a safe, fair and competitive marketplace.

Action Requested:

In preparation for the Physical Therapy Board's newsletter staff is requesting that Board members submit articles or suggest article topics to include in the next issue.
