

California Department of Consumer Affairs

VETERINARY MEDICAL BOARD



2012-2014

Strategic Plan

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About the Board

THE VETERINARY MEDICAL BOARD (VMB) PROTECTS CONSUMERS AND ANIMALS THROUGH THE DEVELOPMENT AND MAINTENANCE OF PROFESSIONAL STANDARDS; THE LICENSING OF VETERINARIANS, REGISTERED VETERINARY TECHNICIANS, AND VETERINARY PREMISES; AND THROUGH DILIGENT ENFORCEMENT OF THE CALIFORNIA VETERINARY MEDICINE PRACTICE ACT.

Our Mission

TO PROTECT CONSUMERS AND ANIMALS BY REGULATING LICENSEES, PROMOTING PROFESSIONAL STANDARDS AND DILIGENT ENFORCEMENT OF THE PRACTICE OF VETERINARY MEDICINE.

Our Vision

ALL ANIMALS RECEIVE PROFESSIONAL AND HIGH QUALITY VETERINARY HEALTHCARE.

Our Values

Professionalism – We ensure that qualified, proficient and skilled staff provides services to the state of California.

Respect – We will be responsive, considerate, and courteous to all, both within and outside the organization.

Compassion - We sympathize with and care about all of our stakeholders, both human and animal, and harbor a strong desire to provide them with support through difficult times.

Integrity – We are honest, fair, and respectful in our treatment of everyone.

Collaboration – We foster the public’s trust through open communication and work in a cooperative, respectful, and courteous manner.

Accountability – We are accountable to the people of California and each other as stakeholders. We operate transparently and encourage public participation in our decision-making whenever possible.

Recent Accomplishments

- The Board developed and implemented new Disciplinary Guidelines
- New collaborative efforts have led to stronger relationships between the board and industry associations, professional groups, and the public
- The Board achieved limited term eligibility for the RVT license type
- The Board established the new Multidisciplinary Advisory Committee
- A Registered Veterinary Technician has been appointed to the Board for the first time
- The Board developed the Hospital Inspection Checklist for consumer and licensee awareness
- Updated and revamped the Board's Web site to be more user-friendly and effective
- Resumed the publication of "News and Views", the VMBC Newsletter.

Trends, Challenges, and Opportunities

The development of this strategic plan was preceded by an environmental scan of the industry. The scan identified the potential issues and challenges which might affect the Veterinary Medical Board's ability to carry out its mission.

Economics & Politics

- Trending reduction in state government and the current fiscal crisis, including the dissolution of many Boards
- Ongoing executive orders implementing travel and hiring freezes for the State
- Bureaucracy and red-tape is occurring at the Department and Agency level
- Negative influence of Special Interests
- Opportunity to better control unlicensed activity
- Opportunity to work with CPS towards streamlining business processes

Workforce

- Staff shortages are being offset by the high quality of current staff, but there is still a potential for them being overwhelmed
- Existing positions which cannot be filled due to the hiring freeze allows for staff to be cross-trained in other operational areas of the Board
- Slower processing times due to increased workload. Increasing numbers of licensees as well as complaints
- New requirements for retroactive fingerprinting (LiveScan) and the consequences of prior criminal findings

Trends, Challenges, and Opportunities (continued)

Industry & Profession

- Our profession, like so many others has been adversely affected by the recession
- Fewer new jobs exist for graduating students who are already impacted with sizable student debt
- Increases in tuition costs are coupled with increases in student populations and larger classroom sizes
- Reduction in new clients due to fees
- Growth in specialty medicine has also led to an increase in complaints
- The new and evolving practice of Telemedicine within the industry



GOAL 1 – ENFORCEMENT

The rights of consumers and the health and safety of their animals are protected from the illegal, negligent, incompetent and unprofessional practice of veterinary medicine.

Objectives

- 1.1 - Inspect existing hospitals every five years, and inspect new hospitals within one year of licensure.
- 1.2 - Enhance the quality and training of the Expert Reviewer/Witness Program.
- 1.3 - Work with DCA to reduce the amount of unlicensed activity occurring in the marketplace.
- 1.4 - Decrease current enforcement cycle times to achieve targets set by the Board.
- 1.5 - Enhance the quality and training of Hospital Inspectors.
- 1.6 - Update and implement Disciplinary Guidelines. **(High priority)**
- 1.7 - Upgrade Enforcement Manager position to Staff Services Manager 1 classification.
- 1.8 - Increase the extent of monitoring of probationers by holding on-site meetings.
- 1.9 - Physical therapy regulations need to be developed in conjunction with the Multidisciplinary Committee.
- 1.10 - Update the Cite and Fine program, in conjunction with Multidisciplinary Committee.
- 1.11 - Revisit “owned animal” exemptions and lay ownership of veterinary hospitals.

GOAL 2 – CUSTOMER SERVICE & ADMINISTRATION

Consumers, licensees, schools and all other stakeholders receive service in a prompt, courteous, accurate and cost-effective manner.

Objectives

- 2.1** - Develop newsletter articles recommending use of identification badges for all veterinary hospital staff.
- 2.2** - Complete and deliver the Sunset Review Packet. **(High priority)**
- 2.3** - Review 1st year licensure as a temporary license, working under the supervision of a currently licensed Veterinarian.
- 2.4** - Implement the BREEZE system for the Board. Estimated release schedule of February 2013.
- 2.5** - Develop a Succession Plan and desk manuals for Board staff. Propose collaboration with an outside vendor (CPS) to complete these projects. **(High priority)**



GOAL 3 – EDUCATION

Consumers and licensees are able to make informed decisions regarding the purchase and provision of veterinary medical services.

Objectives

- 3.1 - Continue to enhance and improve the Board's outreach methods.
- 3.2 - Investigate developing outreach for the diversion program.
- 3.3 - Continue to publish the Veterinary Medical Board newsletter 2 times per year.
- 3.4 - Post the Hospital Inspection Checklist to the Board's Web site.
- 3.5 - Review the feasibility of requiring written estimates for fees and implementation of Euthanasia forms in conjunction with the Multidisciplinary Committee.
- 3.6 - Continue to develop the PACE program.
- 3.7 - Notify registered veterinary technicians of mandatory Continuing Education requirements that are going into effect. **(High priority)**
- 3.8 - Develop and disseminate PowerPoint slides, an online brochure and other content for volunteer speakers to use when discussing record keeping requirements for licensees.

GOAL 4 – REGULATION AND LEGISLATION

Monitor and uphold the law and participate in the regulatory and legislative processes.

Objectives

- 4.1** - Pursue legislation to strengthen the Board's authority over unlicensed activity, and monitor any related legislation. (Pursuant to SB 1111)
- 4.2** - Pursue the issue of telemedicine through regulation.
- 4.3** - Strengthen the Registered Veterinary Technician school approval process and reporting requirements.
- 4.4** - Pursue regulation regarding physical therapy, cite and fine and the Registered Veterinary Technician school approval process.
- 4.5**- Pursue regulations to define Registered Veterinary Technician student exemptions.
- 4.6** - Examine the feasibility of implementing an approval program for alternate routes for obtaining Registered Veterinary Technician licensure.
- 4.7** - Examine the current system of licensure exemptions for UC Davis and Western University and determine if legislative options are available to affect change.

GOAL 5 – LICENSING AND EXAMS

Only qualified individuals are licensed as veterinarians or Registered Veterinary Technicians.

Objectives

- 5.1 - Increase pool of Registered Veterinary Techs and Doctors of Veterinary Medicine involved in the examination process.
- 5.2 - Complete the occupational analysis for CSB.
- 5.3 - Write the *jurisprudence* test for the Registered Veterinary Technician exam and complete transition to national RVT exam.
- 5.4 - Discuss NAVMEC proposals and discuss the feasibility of the possibility of a single standard for licensure for all candidates.
- 5.5 - Add English language proficiency as a requirement for licensure.
- 5.6 - Continue investigating avenues of keeping exam costs low for licensees.
- 5.7 - Revisit the provisions for temporary licenses during disaster situations for out-of-state practitioners.
- 5.8 - Implement BREEZE online renewals and licensing in 2013. **(High priority)**
- 5.9 - Increase by 10% the amount of Continuing Education audits which are occurring per year.
- 5.10 - By April 2012, implement retroactive fingerprinting program for licensees who were licensed before 2000.
- 5.11 - Implement Continuing Education for Registered Veterinary Tech's by 2013.
- 5.12 - Discuss responsibility for electronic record keeping and confidentiality requirements for electronic records.
- 5.13 - Pursue "extended duty" for Veterinary Technicians.