



TEXAS MEDICAL BOARD

Ad Hoc Committee on Advertising

April 6, 2011

The meeting was called to order at 3:13 p.m. by the Irvin E. Zeitler, Jr., D.O. Committee members present were Michael Arambula, M.D.; Melinda McMichael, M.D.; Margaret McNeese, M.D.; Paulette Southard; Timothy Webb; George Willeford, M.D. Other board members present were Julie Attebury; Jose Benavides, M.D.; John Ellis, Jr., J.D.; J. Scott Holliday, D.O.; Wynne M. Snoots, M.D.; and George Willeford, M.D. Staff members present were Mari Robinson, J.D., Executive Director; Linda Gage-White, M.D., Medical Director; Nancy Leshikar, General Counsel; Jaime Garanfio, Director of Licensure; and Megan Goode, Public Information and Special Projects Manager; and various staff.

Agenda item #2, Discussion, recommendation, and possible action relating to the process and procedures to apply for approval of recognition of board certification for advertising. Ms. Robinson presented a draft Board Certification Advertising Application Form and requested what documentation the committee needed to make determinations for approval of recognition of board certification for advertising. After discussion, the committee directed staff to have an application form for individuals and another form for certifying organizations. The committee directed staff to update the rule language on the forms and clarify that the individual applicant is responsible for notifying the certifying organization to send the require documentation to the committee.

After discussion, the committee directed staff to prepare a checklist and obtain the following documentation to process applications:

- (1) a copy of the psychometric evaluation for the required exams, the certifying organization's process for examination, the historical results of the exams with the number of test takers and their pass/fail rate, and an overview of the subject matter.
- (2) written proof that the certifying board is tax exempt pursuant to IRS Code Section 501(c);
- (3) documentation of permanent headquarters location and date of creation from the local Secretary of State;
- (4) membership list from the organization on an Excel format to verify location and number of members;
- (5) list of all ACGME, AOA, and Maxillofacial residencies accepted for certification and guidelines for the residency with description of the training requirements for all members;
- (6) the website link that provides for verification; and
- (7) the peer review processes of the organization.

Agenda item #3, Adjourn. There being no further agenda items, the meeting adjourned at 4:00 p.m.