

TEXAS MEDICAL BOARD
PUBLIC INFORMATION/PROFILE COMMITTEE MEETING MINUTES
August 20, 2009

The meeting was called to order at 10:33 a.m. by the chair, Ms. Paulette Southard. Committee members present were Michael Arambula, M.D., Mr. John D. Ellis Jr., Melinda McMichael, M.D., and Allan Shulkin, M.D. Also present were Jill Wiggins, Jane McFarland, Jaime Garanflo and other board members and staff.

Agenda item #2, media update. Ms. Wiggins reported on an extraordinarily large amount of media activities and coverage since the last board meeting.

Agenda item #3, report on changes in publication of the newsletter: Ms. McFarland reported that because printing and mailing the newsletter costs about \$100,000 per year, the publication would henceforth be posted on the agency web site rather than being printed and mailed. She noted advantages, including more frequent publication and no limits on amount of content. The committee discussed methods of notifying licensees of the change, including asking for cooperation from the Texas Medical Association, Texas Osteopathic Medical Association and county medical societies. In addition, an option for physicians providing their e-mail addresses to receive notices of postings will be considered, as well as other methods for informing licensees of the change.

Agenda item #4, discussion, recommendation and possible action regarding proposed amendments to 22 T.A.C. 173, Profiles: Ms. Kaufman explained the rule revisions. **Dr. McMichael moved and Ms. Blackwell seconded the motion to publish the rules for public comment. The motion carried.**

Agenda item #5, report on outreach plan: Ms. McFarland reported that after last summers listening tour, the upcoming outreach meetings would be aimed at also providing information and education, beginning with a program in El Paso in September and continuing with monthly programs. Licensees will have the opportunity to earn ethics CME credits for attending.

Agenda item #6, the meeting adjourned at 10:48 a.m.