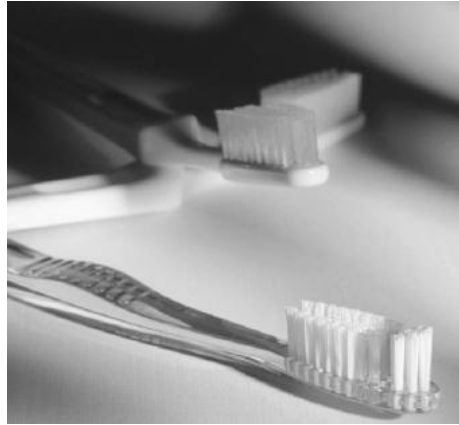


DENTAL BOARD OF CALIFORNIA

2013-2015



strategic plan

Adopted December 3, 2012



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ABOUT THE DENTAL BOARD OF CALIFORNIA

The Dental Board of California licenses and regulates dentists, registered dental assistants, and registered dental assistants in extended functions. The Board assures the initial and continued competence of its licensees through licensure, investigation of complaints against its licensees, and discipline of those found in violation of the Dental Practice Act (Business and Professions Code Sections 1600 et seq.), monitoring licensees whose licenses have been placed on probation, and managing the Diversion Program for licensees whose practice may be impaired due to abuse of dangerous drugs or alcohol.

The Board's objective is to protect and promote the health and safety of consumers in the State of California. To accomplish this objective, the Board must ensure that only those persons possessing the necessary education, examination and experience qualifications receive licenses; all licentiates obtain the required continuing dental education training; consumers are informed of their rights and how complaints may be directed to the Board; consumer complaints against licentiates are promptly, thoroughly and fairly investigated; and appropriate action is taken against licentiates whose care or behavior is outside of acceptable standards.

The composition of the Board is defined in Business & Professions Code Section 1603 to be fifteen (15) members and includes eight dentists, one licensed Registered Dental Hygienist, and one licensed Registered Dental Assistant, all appointed by the Governor; and five public members, three appointed by the Governor, one by the Speaker of the Assembly and one by the Senate President ProTempore. The Board appoints the Executive Officer who oversees a staff of 70. In 2012, the Dental Assisting Council was established as a result of the Board's 2011 Sunset Review (Senate Bill 540, Chapter 385, Statutes of 2011) The Council is comprised of seven members: the Registered Dental Assistant member of the Board, another member of the Board, and five Registered Dental Assistants.

RECENT ACCOMPLISHMENTS

As a part of the strategic planning process the Board evaluated the goals set forth in its previous strategic plan, identifying the objectives they were able to accomplish, and making note of any items that still require attention for carry over into the new plan. The following are the significant Board accomplishments since the last strategic plan was adopted in 2010:

- Development of a new licensure examination system (Portfolio Examination).
- Development and dissemination of an annual newsletter to inform Board stakeholders of significant Board decisions and activities.
- Update of the Board's website to improve ease-of-use.
- Creation of an outreach program for students in dental education programs.
- Establishment of local dental society contacts to facilitate dissemination of Board programs and services.
- Successful completion of the Legislative Sunset Review process.
- Improvement of enforcement case reporting and tracking through the creation of the Enforcement Investigative Analysis unit and implementation of a new investigative activity reporting system.
- Reduction in processing time for enforcement investigations by 7%.
- Successful amendment of statute to resolve legal issues related to specialty advertising.
- Achievement of full staffing levels in the enforcement and diversion programs.
- Facilitated technical amendments to the Dental Practice Act.
- Printed updated copies of the Dental Practice Act annually.
- Renewed approval of the University De La Salle's Dental Program.
- Establishment and appointment of the Dental Assisting Council.
- Hired additional Subject Matter Experts (SMEs) to assist staff in the review of dental assisting educational programs and courses.
- Adopted regulations regarding notice to consumers that dentists are licensed by the Dental Board of California.
- Adopted regulations for sponsored free healthcare events that allow participation by dentists with licenses from other states.
- Release of statement for the Board's website regarding use of Botox and dermal filler by dentists.
- All sworn investigative staff at the Board are compliant with the Peace Officer Standards and Training requirements.

OUR MISSION

The Dental Board of California's mission is to protect and promote the oral health and safety of California consumers by ensuring the quality of dental health care within the State.

OUR VISION

The Dental Board of California will be a recognized leader in public protection, promotion of oral health, and access to quality care.

OUR VALUES

Consumer Protection – We make effective and informed decisions in the best interest and for the safety of Californians.

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.

Professionalism – We strive to maintain qualified, proficient and skilled staff to provide services to the state of California.

Efficiency – We diligently identify the best ways to deliver high-quality services with the most efficient use of our resources.

Fairness – We apply all rules and make all decisions in a consistent and unbiased manner.

Diversity – We draw strength from our organizational diversity as well as California’s ever-changing cultural and economic diversity.

GOAL 1: LICENSING

Provide a licensing process that permits applicants timely access to the workforce without compromising consumer protection.

1.1 Reduce the processing time for initial licensure.*

1.2 Reduce the processing time for license renewal.

1.3 Develop an outreach strategy to educate potential applicants on the Board's licensure process, including information on the circumstances that could result in licensure delays and possible denials.

1.4 Develop and implement an outreach plan to educate licensees and consumers on the new web access tools that will be available as part of the Breeze system.

1.5 Revise the Board's regulatory requirements regarding the abandonment of applications to clearly specify that any applicant for a license who fails to complete application requirements within a specified amount of time shall be deemed abandoned and will be required to file a new application.

**Objectives are listed in priority order within each established goal.*

GOAL 2: EXAMINATIONS

Administer fair, valid, timely, comprehensive, and relevant licensing examinations.

2.1 Complete the Portfolio Examination Requirements regulatory package and implement the program.

2.2 Review the existing dental assisting program written examinations and make modifications as necessary to maintain relevant and comprehensive examinations.

2.3 Review the content of the law and ethics examination and make modifications, if necessary, to ensure the examination is valid and legally defensible.

2.4 Complete a feasibility study on the benefits of the Board's participation in additional regional clinical examinations for dental licensure.

GOAL 3: COMMUNICATION AND EDUCATION

Provide the most current information to the Board's stakeholders; set standards to ensure high quality educational services and programs.

3.1 Establish and foster relationships with our external partners, including the Legislature, to increase understanding of Board processes and needs.

3.2 Explore the use of Public Service Announcements, in partnership with the Department of Consumer Affairs, to broadcast relevant information to consumers and licensees.

3.3 Improve our working relationship with the Dental Hygiene Committee of California and advocate for dental hygiene representation on the Board.

3.4 Improve communication with dental schools, local organizations and professional societies to educate these stakeholders on current and relevant Board activities, including enforcement trends.

3.5 Increase visits to the Board's website by improving its ease of navigation and layout.

3.6 Develop and distribute an annual newsletter, with information relevant to stakeholders, for posting on the Board's website.

3.7 Evaluate development of a social media outreach plan to increase public awareness of the Board's programs and services.

GOAL 4: CONSUMER PROTECTION AND ENFORCEMENT

Ensure the board's enforcement and diversion programs provide timely and equitable consumer protection.

4.1. Seek additional legislation to enhance the number and degree of the Board's enforcement tools to address administrative violations.

4.2 Reduce cycle times for investigations.

4.3 Recruit and calibrate additional Board Experts to assist with the Board's enforcement efforts.

4.4 Develop an in-house training program to improve employee skills and knowledge in the performance of administrative and criminal investigations.

4.5 Perform random continuing education audits to ensure licensee compliance throughout the State.

4.6 Recruit and maintain fully staffed Northern and Southern California Diversion Evaluation Committees.

GOAL 5: LEGISLATION AND REGULATION

Advocate legislation and promulgate regulations that advance the vision and mission of the Dental Board of California.

5.1 Establish a process to identify necessary regulatory changes and set regulatory priorities for each fiscal year.

5.2 Identify and actively monitor legislation that may impact the Dental profession and/or the Board and respond in a timely manner.

5.3 Create an annual review process to identify and make non-controversial and technical changes to the Dental Practice Act (DCA Omnibus Bill).

5.4 Review the educational standards required to obtain Board approval of a dental school and update if necessary.

GOAL 6: SERVICE

Provide quality customer service to consumers and licensees.

6.1 Research and implement a telephone system to reduce call wait times and improve customer service.

6.2 Create a Board communication standards policy and conduct staff training to ensure implementation.

6.3 Explore alternative hiring solutions to augment staffing needs.

6.4 Foster stakeholder relationships and enhance regular exchange of information.

6.5 Develop a workforce and succession plan to address key position retirements.

GOAL 7: DENTAL WORKFORCE

Maintain awareness of the changes and challenges within the Dental community and serve as a resource to the Dental workforce.

7.1 Identify areas where the Board can assist with workforce development, including the dental loan repayment program, and publicizing such programs to help underserved populations.

7.2 Explore methods for promoting diversity within the dental community.

7.3 Conduct surveys and collect workforce data to inform the Board as to existing workforce capacity (Office of Statewide Health Planning and Development (OSPHD), Assembly Bill 269, Chapter 262, Statutes of 2007).

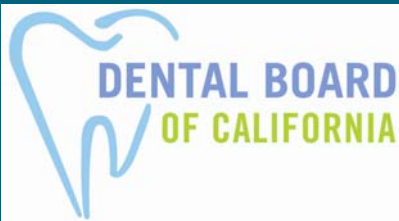
GOAL 8: DENTAL ASSISTING

Ensure licensed dental assistants in California practice with integrity, professionalism and proficiency.

8.1 The Dental Assisting Council will review existing laws and regulations that govern dental assisting and provide recommendations to the Board on necessary updates and changes.

8.2 Examine the dental assisting written exam, with the assistance of the Dental Assisting Council, to determine factors that may influence pass/fail rates and make adjustments if necessary to ensure fair and valid testing.





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