

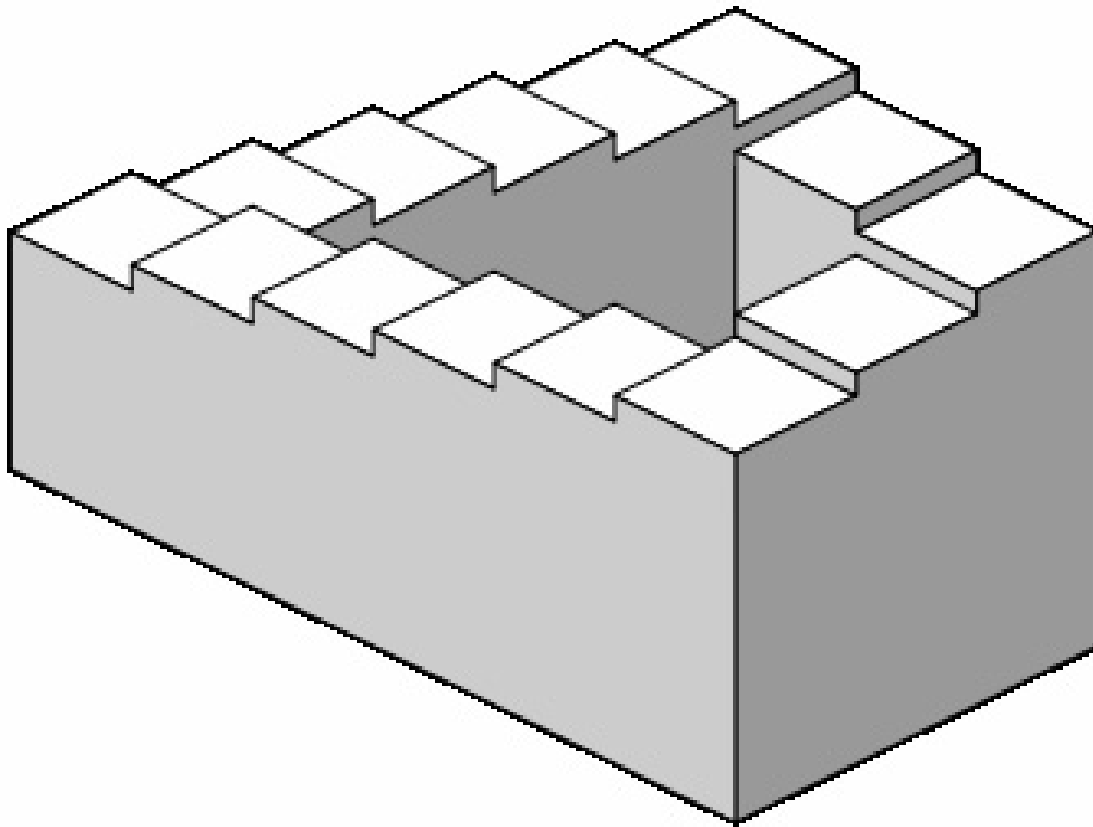


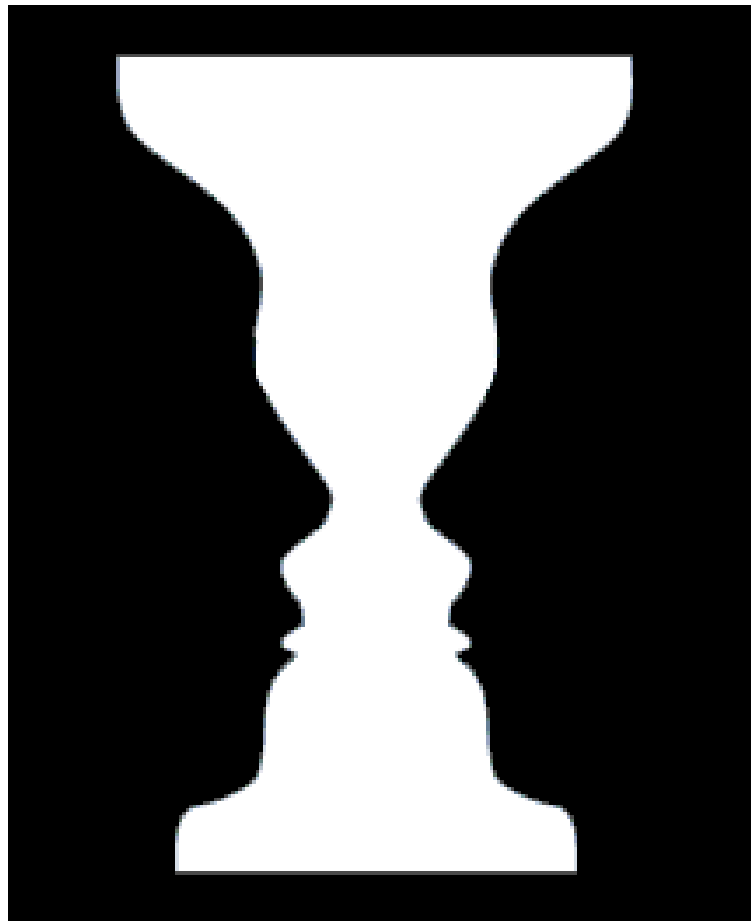
# BRANDING REGULATION:

## Perception or Reality?

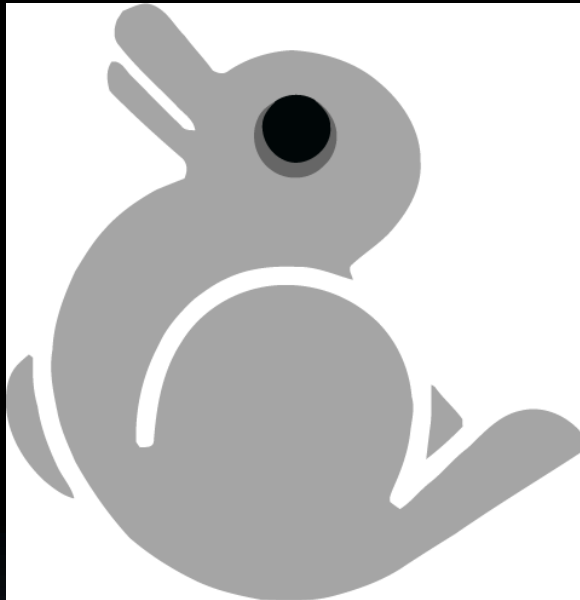
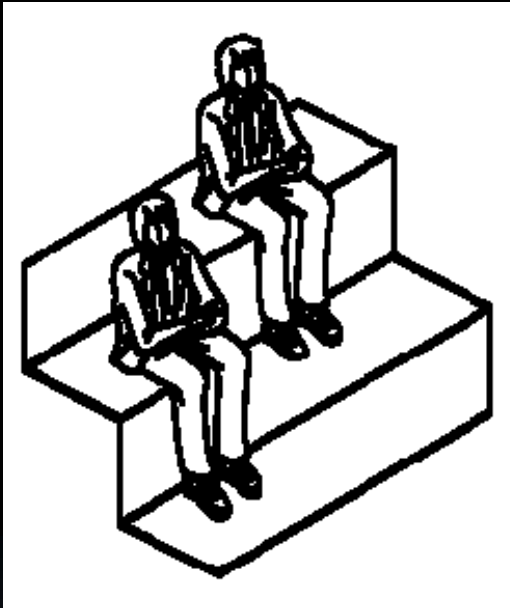
Donna M. Liewer  
FCLB Executive Director  
FARB President

# Perception or reality?





# Perception or reality?



Regulation:  
under siege, under-resourced



# Recent headlines

- **Florida - Legislative session renews debate on jobs – 1/14/2012**
  - Governor Rick Scott: **taxes & regulation** are the “**great destroyers** of capital and time for small businesses”
  - “The **3 primary obstacles** to economic expansion and job growth are typically **taxation, litigation and regulation**”

# Recent headlines

- **Indiana - House bill would cut barber licensing requirement – 1/19/2012**
  - ▣ “Regulations are killing small business”

# Media perception

Chiropractor charged for allegedly bilking Utah elderly  
April 25, 2012

**The allegations of elderly abuse started in 2010**

[Name] has retained his chiropractor's license, though it expires May 31. The Division of Professional and Occupational Licensing has declined to explain why it has not or cannot revoke that license.

A DOPL spokeswoman said the office is reviewing its options.

The District Attorney's office and DOPL have taken 45 calls from other potential victims...



April 30, 2012

## **Chiropractor again accused of inappropriate touching**

...state license suspended briefly in 2005 after accused of inappropriately touching the breasts of two female patients has been accused of doing a similar thing to a third woman

Ordered to have female chaperone

Executive director of Iowa Coalition Against Sexual Assault:

Chiropractic board should have taken stronger action against [name] over the new allegation.

“It’s ridiculous they’re not suspending him,” she said. She said that because he runs his practice, any female chaperone would be a subordinate employee.

- There is a popular opinion that, somehow, licensing improves the professional skills and behavior of the person being licensed
- I wonder - should we license legislators?

- Thomas Michael Kelley, Newbury Park

# Licensee perception



WBI FORUM » WORKPLACE OR CAREER SABOTAGE

[HTTP://WWW.WORKPLACEBULLYING.ORG/WBIFORUM/Topic.php?ID=530](http://www.workplacebullying.org/WBIFORUM/Topic.php?ID=530)

## Bullying by professional licensing boards

- State licensing boards are **not required to provide due process** rights to licensees and many professionals have been **harassed and harmed** greatly.

1/20/2012

# Licensee preception

- a massive overhaul of our medical licensure system
- requiring health providers to obtain multiple state licenses and **adhere to diverse and sometimes conflicting state medical practice rules**, is a barrier to progress, quality, competition and economy



★ Home    ★ Sign the Petition    ★ View Signatories    ★ Latest Updates    ★ FAQs

**BREAKING NEWS >>>** View the archived recording of ATA's [Capitol Hill Briefing](#) on Licensure Barriers (1/31/2012)

**Removing Medical Licensure Barriers:**  
increasing consumer choice, improving safety and  
cutting costs for patients across America.

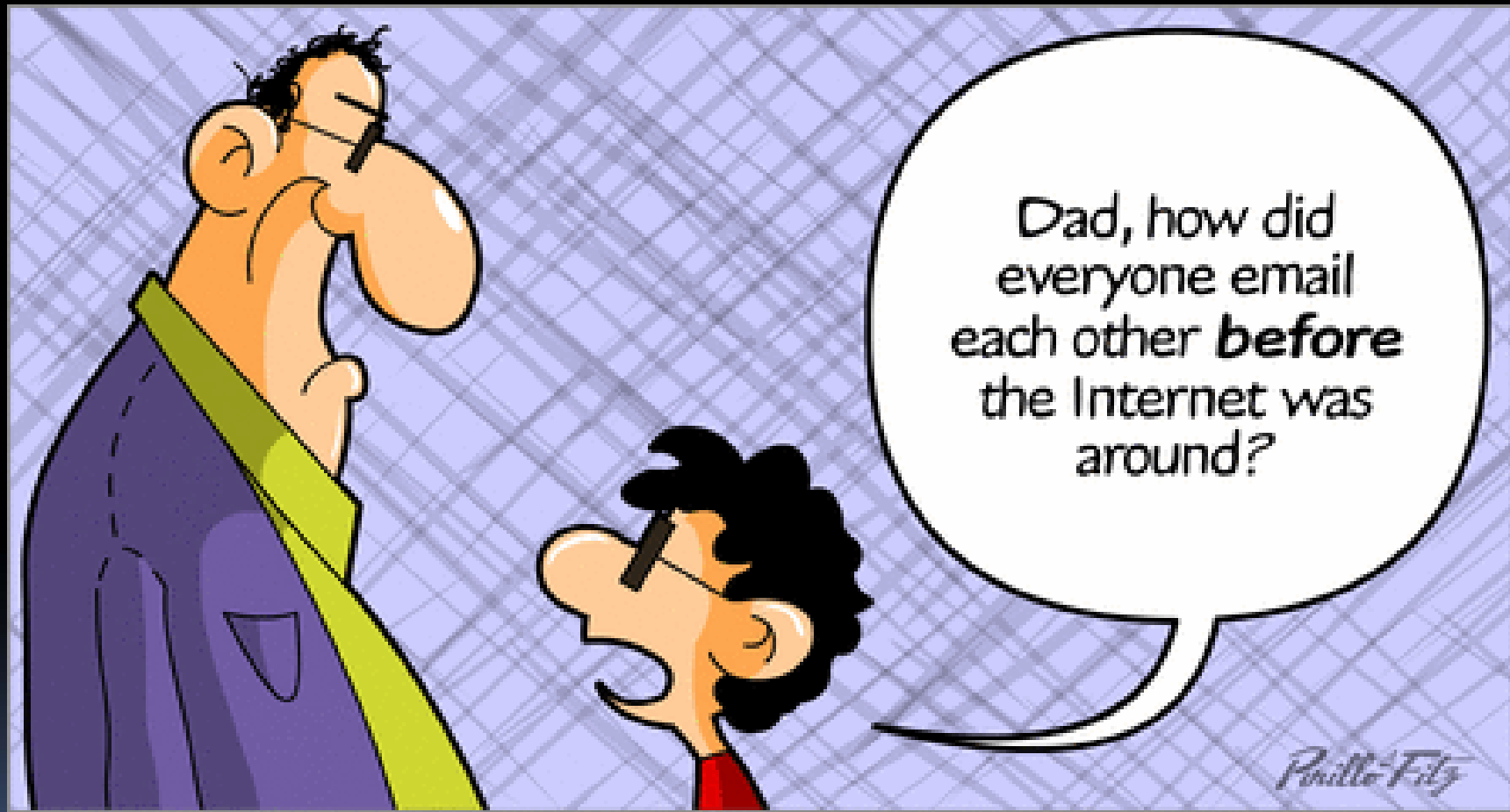
# Legislative perception

- Georgia bill SB 445 to create central licensing czar / superboard
- Would reduce existing boards to advisory status
- All decisions about licensing requirements and discipline to be made by one person
- Rationale: speed up licensing process, get people to work

# Doing more with less...

- Minnesota – Chiropractic licensing fees have **not been raised** since 1993 – Sunset testimony 12/12/2011
- 2012 Fiscal Year – 35 states propose to **spend 9.4% less than 2008** (after inflation) even though costs of providing services will be higher – Center on Budget & Policy Priorities 3/21/2011
  - Since 2008, State and local governments have eliminated 450,000 jobs
- Mandatory **unpaid furloughs**

# The “Good Old Days”





# The “Good Old Days”

- Regulatory boards toiled away quietly



# The “Good Old Days”

- Complaint driven, **if someone could find the board**
- Funded by the professions, so not on the budget radar
- Taken for granted

# Today: Perceptions...

- Too much government anyway
- Regulation impedes business
- Complying with regulations is burdensome and costly
- Regulatory boards are filthy rich
- Government employees are lazy
- Conferences are all play and no work



**JUST SAY NO**

to regulation

Regulators have a different  
perception



# Today: Our perception

- By design, government **works together** to benefit its citizens
  - **We protect the public**
- Government **employees work hard** to stretch declining resources to meet increasing needs
- **Unfair** that many boards can only keep a portion of the funds paid by professionals

# We all need to revisit perceptions



**HOW I THINK I LOOK ON  
WINDY DAYS**



**HOW I ACTUALLY LOOK ON  
WINDY DAYS**

# How we see the world

- **Looks Can Deceive: Why Perception and Reality Don't Always Match Up**

-- Scientific American: August 9, 2010

- Stood on skateboard or box, estimated grade of hill
- Fearful: hill was steeper





# Conclusion:

- Perception is not fixed, it's flexible, reflecting a person's psychological state
- If you are **tired, frail, scared, or carrying a load**, your assessment of the hill will differ from what you see.

# Bridging the gap



Boards working to change public  
perception of regulation

Media, public awareness

April 17, 2012

## PA Department of State Announces Disciplinary Actions Taken Against 120 Licensed, Commissioned Professionals, Organizations

Anyone who suspects unlicensed activity...or who has been a victim of unethical treatment, can file a complaint either online or through the bureau's hotline at 1-800-822-2113.

The bureau's 29 boards and commissions license and oversee more than 900,000 active professionals and businesses, including a range of occupations in health and business-related fields.

## **State Disciplines Health Care Providers**

The Washington State Department of Health has taken disciplinary actions or withdrawn charges against health care providers in our state.

The department's Health Systems Quality Assurance Division works with boards, commissions, and advisory committees to set licensing standards for more than 70 health care professions (e.g., medical doctors, nurses, counselors).

May 1, 2012

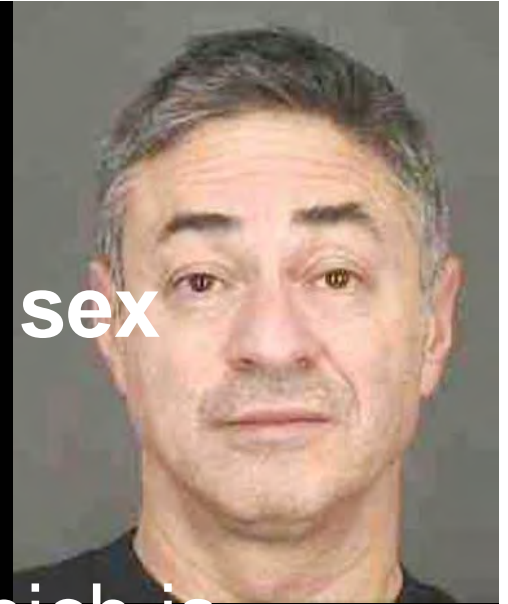
## **Resident appointed to state regulatory board**

Lancaster resident [name] has been appointed to the **State of Wisconsin Barber and Cosmetology Examining Board** to serve a term ending July 1, 2015.

**The board develops and regulates legislation** for the barbering and cosmetology industry, including: curriculum content; continuing education; apprenticeship standards; examination topics; licensing requirements and renewals; professional conduct expectations; establishment and inspection requirements; and sanitation and safety regulations.

**April 26, 2012**

## **Health board: Ex-doc convicted of sex crime can't practice in NY**



“...is no longer entitled to the trust which is required of those who practice the medical profession” [New York State Dept. of Health]

[Connecticut law] ...authorizes the department to deny a license to any applicant who is subject to pending disciplinary action or unresolved complaint before the licensing authority in another jurisdiction

April 17, 2012

## **Criminal complaint filed against Morehead chiropractor**

...KBCE would perform its own investigation into the matter for which they had not yet received a patient complaint.

“The board **can initiate an investigation based on a criminal complaint**...We do not have to have a complaint directly from an individual.”

[Discussed hearing process]

“The KBCE is very pro-active in regard to its cases. We hold a hearing regardless of the court’s decision.”





Posted: 10:44 AM Jan 20, 2012

# **DBPR Launches Customer Assistance Days at the Florida Capitol**

**Florida Department of Business and  
Professional Regulation Release**



# Florida Dept Bus & Prof Regulation

- Unveils “CustomerAssist program”
- Help desk at Florida Capitol
  - apply for a license
- 9 days during 2012 Legislative Session
  - ▣ Construction, cosmetology, hotels & restaurants, real estate
  - ▣ General info: enforcement, unlicensed activity

Tallahassee.com

April 6, 2012

## **DBPR reduces license approval time**

...average approval time of **less than two days** to get a state license.

2008 – 41 days

2009 – 12 days

“We used technology to drive down the numbers, to make things more efficient...” ...helps businesses comply while still protecting consumers.

# Florida: Unlicensed Activity Campaign



# Hire A Licensed Professional



LICENSED.  
TESTED.  
TRUSTED.



## Unlicensed Activity is Against the Law.

Florida Department of  
Business &  
Professional  
Regulation



[www.MYFLORIDALICENSE.com](http://www.MYFLORIDALICENSE.com)

# Hire A Licensed CPA

LICENSED • TESTED • TRUSTED

Florida Department of  
Business &  
Professional  
Regulation

## Unlicensed Activity is Against the Law.



[www.MYFLORIDALICENSE.com](http://www.MYFLORIDALICENSE.com)



# Non-English speaking public

**El Sueño Americano**  
no se logra comprando  
una propiedad que  
no existe.



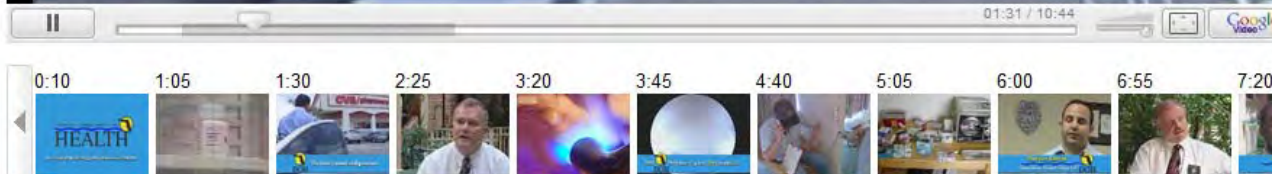
Visite  
**MyFloridaLicense.com**  
o llame hoy al **850.487.1395**  
e infórmese.





# Law enforcement training video

Short – just 10 min



## Florida Department of Health MQA Unlicensed Activity Training Video

10:44 - 5 years ago

The Florida Department of Health, Division of Medical Quality Assurance, presents this Training Video for Law Enforcement and Prosecution, about Unlicensed Medical Activity in the State of Florida.

[+ Embed video](#)

[Report problem](#)

Technology



# There's an app for that...

## Use free app to check roofer, contractor licenses on your iPhone or Android

by: Daniel Vasquez

January 11th, 2012 | 9:08 AM

The next time an unlicensed roofer or plumber knocks on your door, reach into your pocket and grab a smartphone instead of your wallet.

Lots of people are looking for a bargain at your doorstep offering a bargain. It's a convenience and health risk – to hire someone without a license. The Department of Business and Professional Regulation, including construction, cosmetologists and more.

Fortunately you can use the free app to check licenses on Apple iPhones and Android devices. Just enter the license number.

Florida:  
Grab a smartphone...  
Free mobile app for  
iPhones & Androids

# Utah Professional License Lookup

By NICUSA

Open iTunes to buy and download apps.



[View In iTunes](#)

**Free**

Category: [Reference](#)

Updated: Apr 22, 2010

Version: 1.10

Size: 0.4 MB

Language: English

Seller: NICUSA LLC

© Utah.gov

[Rated 4+](#)

**Requirements:** Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.0 or later

## Customer Ratings

Current Version:

★★ 35 Ratings

[View More By This Developer](#)

## Description

Utah Professional License Lookup for the iPhone allows a quick and convenient way to check on the professional license status of doctors, nurses, contractors, accountants, and any other professional offering services that require state licensure.

[NICUSA Web Site: Utah Professional License Lookup Support](#)

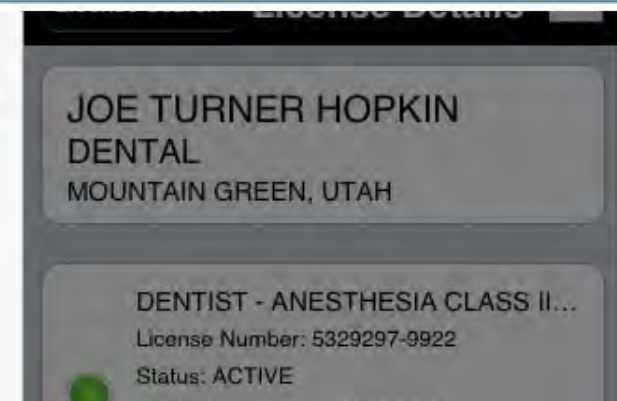
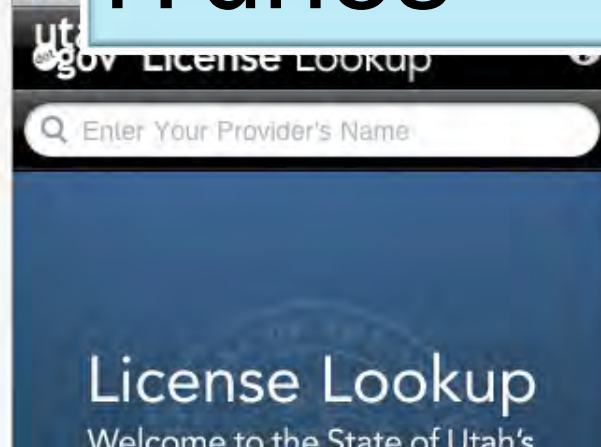
## What's New

This update

Download Utah license lookup software from iTunes

## iPhone

iPod



# iPhone app released for professional license checks

Posted on June 7, 2011 by David P. Willis



Your check on whether the professional you are just about to hire, from healthcare practitioners to home improvement contractors, has a valid state registration or license just got easier.

Yes, there's an app for that. The state Division of Consumer Affairs has released the New Jersey Professional License app for the iPhone, iPad, and iPod Touch. It's free and available on the Apple App Store by searching for "New Jersey Professional License."

It searches the state's database,

"We are giving New Jersey's consumers a new tool to check on the individuals and businesses they hire," said.

The state Division of Consumer Affairs regulates the regulation of 600,000 licensed professionals.

## New Jersey license lookup app for iPhones, iPad, iPod Touch

The app was built without using taxpayer money, a product of a partnership between the state and the New Jersey Information division of NICUSA Inc., which is helping the state web-enable their information services.



Requirements:  
Compatible with iPhone, iPod  
touch, and iPad. Requires iOS  
3.0 or later

## Introducing our new CE Broker iPhone® App

*Your continuing education portfolio in the palm of your hand*

# Florida free iPhone app to track CE compliance

completed your continuing education requirements for the current  
license cycle and search for continuing education courses to meet  
your needs. Now you can finally have peace of mind with one  
streamlined electronic CE portfolio on your iPhone.

Download our FREE app today  
Search "CE Broker" in the App Store



What if you could check your  
license status anytime?  
Anywhere?



Now you can. Say hello to  
**Insurance License Status**

See when your new license issues & know  
when your renewals are processed instantly,  
anytime from anywhere.

- ▶ Never write business in the c
- ▶ Check against the National F
- ▶ View your license type and li
- ▶ Customizable RSS reader, preloaded with  
industry feeds
- ▶ One touch access to America's premiere  
licensing and compliance experts

Learn why we're the best. Visit us at  
[www.ilsainc.com](http://www.ilsainc.com)



Industry app - \$5.99 fee  
iDevices, Blackberry



Available on the iPhone

**App Store**



Get it at the BlackBerry

**AppWorld**





## Health Insurance

Home

Health  
Insurance 101

Premium  
Rate Review

Consumer  
Assistance

Federal  
Healthcare Reform

More...

What's New

Free Webinars & Community Meetings

Additional Links

Additional Info

### Free Webinars & Community Meetings

#### Free Webinars

##### Medicare 101 Webinar

The Colorado Division of Insurance's Senior Health Insurance Assistance Program is offering a Medicare 101 webinar to assist people who may soon be eligible for Medicare. We will cover eligibility, enrollment, what Medicare covers, who needs to enroll, how to compare insurance plans, and what resources are available to assist you further.

##### Medicare 101

Who should attend:	Anyone who is planning to transition to Medicare in the next year or will be helping someone else transition to Medicare.
When:	Wednesday, January 25, 11am to 12:30pm MST
<a href="#">Register</a>	Register for the interactive session.



# Webinars? Teaching Videos?

YouTube



Browse

Movies

## The BBB Eye - How Dora Can Help Protect Consumers - November 2010

BBBSouthernColorado



Subscribe

151 videos



YouTube  
video interview



How Dora Can Help Protect Consumers



0:38 / 5:04



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Facebook helps you connect and share with the people in your life.

## DBPR Real Estate Unlicensed Activity Life PSA

[Back to Album](#)



Florida Department of Business and Professional Regulation

Title: DBPR Real Estate Unlicensed Activity Life PSA

Shared with: Public

■ Unlicensed activity PSA



Board websites



**Dora**  
Department of Regulatory Agencies  
Division of Registrations

## COMPLAINT FORM

Board: \_\_\_\_\_ Profession: \_\_\_\_\_  
[Click here for a list of the Boards and Programs](#)

### COMPLAINT FILED AGAINST:

License # \_\_\_\_\_  
Name and Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Phone: Home \_\_\_\_\_ Business \_\_\_\_\_ Cell \_\_\_\_\_  
Email: \_\_\_\_\_

### COMPLAINT FILED BY:

Name and Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Phone: Home \_\_\_\_\_ Business \_\_\_\_\_ Cell \_\_\_\_\_  
Email: \_\_\_\_\_  
Relationship to subject of the complaint: \_\_\_\_\_

### Nature of Complaint (check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> Substandard practice              | <input type="checkbox"/> Poor communication                 |
| <input type="checkbox"/> Mental/physical disability        | <input type="checkbox"/> Failure to release records         |
| <input type="checkbox"/> Non-compliance with Board order   | <input type="checkbox"/> Fraud                              |
| <input type="checkbox"/> Overutilization                   | <input type="checkbox"/> Improper prescriptions             |
| <input type="checkbox"/> Unlicensed practice               | <input type="checkbox"/> Client abandonment                 |
| <input type="checkbox"/> Abuse of client                   | <input type="checkbox"/> Poor record keeping                |
| <input type="checkbox"/> Criminal conviction               | <input type="checkbox"/> Inappropriate care of child client |
| <input type="checkbox"/> Addiction to drugs/alcohol        | <input type="checkbox"/> Billing/fee dispute*               |
| <input type="checkbox"/> Misdiagnosis of condition/problem | <input type="checkbox"/> Other, please describe: _____      |
| <input type="checkbox"/> Sexual contact with client        |   |

1. Provide a chronological statement of your complaint, including dates and type or legibly write your complaint on the complaint form.  
(Please attach a separate sheet of paper for any additional information.)

- Universal complaint form?
- Simplify – use check boxes often



FOR OFFICE USE ONLY
LICENSE NUMBER:
EXPIRATION DATE:
FILE NUMBER:

## COMPLAINT FORM

**NOTE:** The Department cannot guarantee anonymity. By law, all complaints received by the Department are subject to public disclosure once a case is closed. Therefore, if you wish to file a complaint anonymously, please do not submit the complaint electronically. In addition, do not include any personal information on the complaint form or any supplemental documents that reveal your identity. While the Department may accept an anonymous complaint, it will not proceed if it lacks sufficient information to support a regulatory or criminal violation.

### SECTION I – REQUIRED INFORMATION

COMPLAINT FILED BY

Name \_\_\_\_\_  
Company \_\_\_\_\_  
(Your company name if filing on behalf of a company)  
Mailing Address \_\_\_\_\_  
City, State, and Zip \_\_\_\_\_  
Phone Numbers \_\_\_\_\_  
BUSINESS  
E-mail Address \_\_\_\_\_  
Address where problem occurred \_\_\_\_\_  
City/County \_\_\_\_\_  
How did you hear about DPOR?  
☐ Newspaper  
☐ TV  
☐ Radio  
☐ Internet

COMPLAINT AGAINST

Individual Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, and Zip \_\_\_\_\_  
Phone Numbers \_\_\_\_\_  
BUSINESS CELL OTHER  
E-mail Address \_\_\_\_\_  
Type of License and/or License Number \_\_\_\_\_

### SECTION II – SUPPORTING DOCUMENTS

To process a Complaint Form, supporting documents are needed, which may include the following:

ALL BOARDS	Copies of all relevant documentation including, but not limited to: contracts, agreements, invoices, receipts, correspondence, and photographs (all pages – front and back)
CONTRACTOR	Copy of contract, Proof of Payment, Building Official Documentation, Notice of Violation
REAL ESTATE	Purchase Contracts, Listing Agreements, Settlement Statements, Cancelled Checks, Disclosure Statements, Management Agreements, Leases
APPRAISER	Copy of Appraisal
LAND SURVEYOR	Copy of Survey
BARBERS & COSMETOLOGY	Copy of Medical Records/Photos reinjuries

Virginia PDF: fillable  
form – collects data,  
easier for consumer

Posters at schools



It's yours.

Where do you  
want to go?

**LICENSURE IS AN IMPORTANT STEP TO PRACTICE.  
DON'T WAIT TO GRADUATE  
BEGIN PREPARING YOUR APPLICATION NOW**

The **Federation of Chiropractic Licensing  
Boards** makes licensure accessible with tools to  
help you find the information you need.



Federation  
of Chiropractic  
Licensing Boards

[www.fclb.org](http://www.fclb.org)

Questions answered.

QR codes  
are free





Federation of Chiropractic Licensing Boards

Welcome

About FCLB

About CIN-BAD

PACE

Resources

Boards

# LICENSE SNAPSHOT



*Our Mission: Protecting the public by promoting excellence in chiropractic regulation through service to our member boards*

You know how to get your degree.  
Now how do you get your license?

Step  
1

Check out our [Official Directory](#). Read overviews of the scope of practice in each jurisdiction. Get a quick look at educational requirements, testing, and fees.

Step  
2

Visit the [Chiropractic Board Links](#) where you can quickly jump to each boards' website, statutes, rules and - of course - applications.

Jump to  
state &  
provincial  
board sites:  
applications

# Tips for branding success

- Determine your **stakeholders**, their needs
  - Pre-licensees
  - Licensees
  - Public
- Best avenues to reach them?
- What can you afford (time, money)?

# Tips for branding success

- How can electronic tools and media reduce your workload, costs?
  - Website
  - Broadcast board meetings
  - Edu-briefs – **can people read anymore !?!**
  - Think smart phones, links



# How do people see you?

- Visit **socialmention.com**
- Empanel focus groups
  - Licensees, public, potential applicants
  - Start with 3 people in each group

# Tips for branding success

- **Can they find you?**
  - Primary search engines
- What is their impression of your website?
  - Is the type size big enough?
- Could they look up license, file complaint?
- Could they apply for initial / renewal of licensure?

# Finding the boards

- Licensure links:  
A proposed FARB initiative

**5 million people** are licensed to provide professional services...

**CHECK** the status of your licensed professional

**[www.verifypractice.com](http://www.verifypractice.com)**





Click on the licensed profession  
to check your provider's license

**[www.verifypractice.com](http://www.verifypractice.com)**

**Accountants**

**Architects**

**Chiropractors**

**Contractors**

**Funeral Service Providers**

**Long Term Care Administrators**

**Massage Therapists**

**Occupational Therapists**

**Optometrists**

**Pharmacists**

**Psychologists**

**Social Workers**

**Veterinarians**



*Our Mission: Protecting the public by promoting excellence in chiropractic regulation through service to our member boards*

## Chiropractic Regulatory Boards

## Verification

FCLB Directory	Board Site	Verification			for Licensure
Alabama	AL Home	AL Licenses		AL Licenses	Application
Alaska	AK Home	AK Licenses		AK Licenses	Application Request
Arizona	AZ Home	AZ Licenses		AZ Licenses	Application • Instructions
Arkansas	AR Home	AR Licenses			Application
California	CA Home	CA Licenses			Application
Colorado	CO Home	CO Licenses			Application • Instructions
Connecticut	CT Home	CT Licenses			Application • Requirements
Delaware	DE Home	DE Licenses			Application Packet
<u>Dist of Columbia</u>	DC Home	DC Licenses			Application & Instructions
Florida	FL Home	FL Licenses			Application
Georgia	GA Home	GA Licenses			Application
Hawaii	HI Home	HI Licenses			Application

# AL Licenses

## AK Licenses

## AZ Licenses

## AR Licenses

## CA Licenses

# What is our branding message?

**A**

**B**

**C**

**D**

# We are Government at its Best

## ■ Accessible

- Most boards have license status and complaint forms on-line



# We are Government at its Best

## ■ **B**argain

- No federal or state tax dollars – supported by licensing fees paid by the professionals
- Millions of hours of volunteer time donated annually by professional / public members

# We are Government at its Best

## ■ **C**ompetent

- Boards determine:
  - 1.entrance standards to protect the public;
  - 2.violations of the practice act; and
  - 3.rehabilitation or removal from profession
- Only boards can lock the door

# We are Government at its Best

## ■ **D**angerous if unavailable

- Prepare to tell **scary stories** as well as **facts**
  - All laws started from stories
- Focus on public protection, not profession
  - “You’re using **razors and sharp instruments**, With all the noise about health and safety, it’s crazy that anybody could open a barber shop and disseminate **diseases** throughout the community.”

“Reality is merely an illusion,  
albeit a very persistent one.”

— Albert Einstein

“The trouble with people  
is not so much with their ignorance  
as it is with their knowing  
so many things that are not so.”

— William Alanson White





Go the extra mile.  
It's never crowded.

— Author unknown

If you think you're  
too small  
to be effective,  
  
you have never  
been in bed  
with a mosquito.

— Betty Reese

