



OREGON HEALTH LICENSING AGENCY

Ways and Means Subcommittee
Budget Presentation 2013

Mission Statement: The Oregon Health Licensing Agency (OHLA) protects the health, safety and rights of Oregon consumers by ensuring only qualified applicants are authorized to practice. OHLA establishes, communicates and ensures compliance of regulatory standards for multiple health and related professions. *For a complete agency overview, see Appendix A on page 14.*

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1. Summary:

Total number of authorizations: 70,969
 Number of authorizations by license type (*as of January 23, 2013*):

Athletic Trainers, Board of
 Athletic Trainers..... 284

Body Art Practitioners, Board of
 Body Piercers..... 422
 Tattoo Artists 898
 Electrologists 79
 Facilities 531

Cosmetology, Board of
 Barbers 4,004
 Hair Designers 21,656
 Estheticians 13,715
 Nail Technologists..... 13,432
 Facilities 4,524
 Independent Contractors 7,094
 Freelance 486

Denture Technology, Board of
 Denturists 110

Direct Entry Midwifery, Board of
 Direct Entry Midwives..... 81

Environmental Health Registration Board
 Environmental Health Specialists 246
 Waste Water Specialists 9

Hearing Aids, Advisory Council on
 Hearing Aid Specialists 297

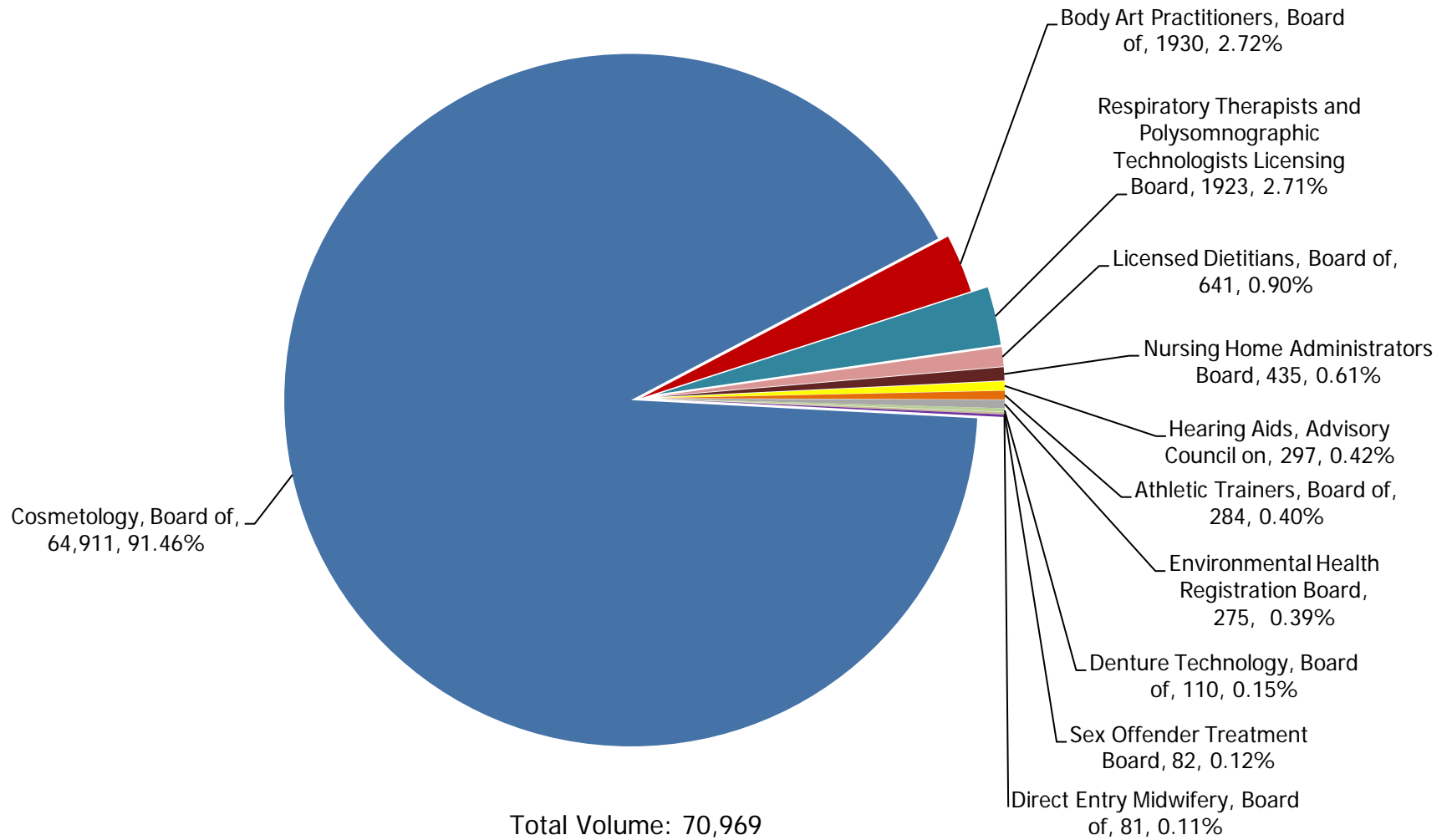
License Dietitians, Board of
 Dietitians..... 641

Nursing Home Administrators Board
 Nursing Home Administrators 435

Respiratory Therapists and Polysomnographic Technologists Licensing Board
 Respiratory Therapists 1,692
 Polysomnographic Technologists 231

Sex Offender Treatment Board
 Clinical Sex Offender Therapists 70
 Associate Sex Offender Therapists 12

Authorization Volume as of January 23, 2013



2. Key Agency-wide Statistics

Statistics Category	FY 2010	FY 2011	FY 2012
Total number of new authorizations issued	5,593	6,019	6,051
Total number of authorization renewals processed	27,765	33,364	33,705
Total number of inspections conducted	5,658	8,250	7,187
Total number of examinations conducted	5,284	6,714	7,047
Total number of consumer complaints received and investigated	312	410	416
Total number of final orders issued	481	161	476

3. Number of Agency FTE

Budget Cycle	Positions	FTE
2007-2009	33	32.11
2009-2011	33	33.00
2011-2013	33	33.00
2013-2015	35	35.00

4. Agency Key Performance Measures *(complete report on page 20, Appendix D)*

Status	KPM Title	Description	Target	FY 2010	FY 2011	FY 2012
Delete	Critical Status Complaints	Percent of critical status complaints investigated within 7 days	97%	99%	N/A	N/A
Establish	High Risk Health Complaints	Percent of high risk health complaints with an investigation initiated within 2 days	96%	N/A	N/A	N/A
No Change	Online Renewals	Percent of renewals processed online	38%	44%	46%	49%
No Change	Customer Service Survey	Rating overall service as service good or excellent	90%	89%	89%	93%
		Rating information accuracy as good or excellent	90%	88%	89%	94%
		Rating availability of information as good or excellent	90%	85%	88%	95%
		Rating staff expertise as good or excellent	90%	87%	90%	92%
		Rating helpfulness as good or excellent	90%	86%	90%	93%
		Rating timeliness as good or excellent	90%	75%	90%	95%

**Oregon Health Licensing Agency
2013-15 Governor's Balanced Budget Summary**

Summary	Operations of Other Funds	Pos.	FTE	% of Change	Comments
Revenues					
Beginning Balance	1,752,200				5 month balance
Fees Revenue	7,136,533				
Fines and Forfeitures	105,105				
Transfers In - Department of Education	8,400				
2013-2015 Total Available Revenues	9,002,238				
Budgets					
2011-13 Leg. Adopted Budget	6,612,566	33	33.00		
2011-13 Leg. Approved Budget (as of April 2012)	6,591,815	33	33.00		Budget adjustment due to decreased fees.
2011-13 Current Leg. Approved Budget (as of Sep. 2012)	6,607,687	33	33.00		Budget adjustment due to OHLA assistance w/CIRC
Budget Development					
2011-13 Legislatively Approved Budget	6,591,815	33	33.00		
Base Budget Adjustment	485,044				DAS-CFO implemented PERS Adjustment
2013-15 Base Budget	7,076,859	33	33.00	7.10%	Increase from Current Leg. Approved
Essential Packages					
010 Vacancy Factor and Non-PICS	34,374	-	-		
030 Standard Inflation	82,382	-	-		
State Government Service Charges	331,122	-	-		Significant increases in Risk Management Charges
Total Essential Packages	447,878	-	-		
2013-15 Current Service Level	7,524,737	33	33.00	6.33%	Increase from Base Budget
Policy Packages					
091 Statewide Administrative Savings	(73,984)	-	-		Pkg. by Chief Financial Office (CFO)
092 PERS Taxation Policy	(13,531)	-	-		Pkg. by CFO
093 Other PERS Adjustments	(108,117)	-	-		Pkg. by CFO
101 Personnel Adjustments	287,005	2	2.00		Pkg. by HLA Reclasses 6 positions/est. 2 positions
102 Board of Body Art Practitioners	41,608	-	-		Pkg. by HLA Abolishes 1 position/est. 1 position
Total Policy Packages	132,981	2	2.00		
2013-15 Governor's Balanced Budget	7,657,718	35	35.00	15.81%	Increase from 2011-13 Leg. Adopted
2013-15 Ending Balance	1,344,520			-23.27%	Decrease, 4 month ending balance.

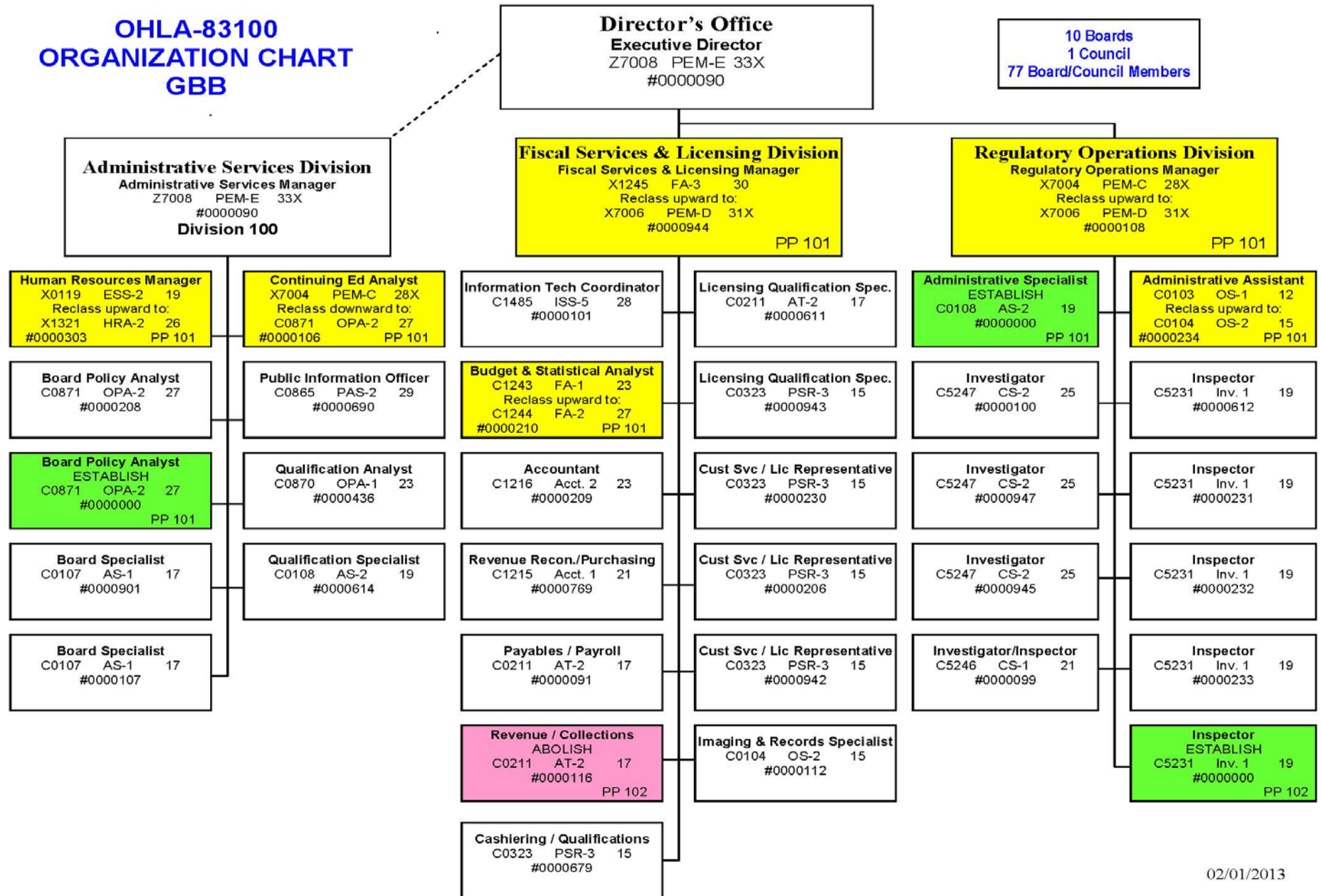
Pkg. 101 – Personnel Adjustments

- Establish an Operations and Policy Analyst 2
- Reclassification upward of an Executive Support Specialist 2 to a Human Resource Analyst 2
- Reclassification downward of a Principal Executive Manager C to an Operations and Policy Analyst 2
- Reclassification upward of a Fiscal Analyst 1 to a Fiscal Analyst 2
- Reclassification upward of a Fiscal Analyst 3 to a Principal Executive Manager D
- Reclassification upward of a Principal Executive Manager C to a Principal Executive Manager D
- Reclassification upward of an Office Specialist 1 to an Office Specialist 2
- Establish an Administrative Specialist 2

Pkg. 102 – Body Art Practitioners' Inspector

- Abolish Accounting Tech 2
- Establish an Investigator 1

**OHLA-83100
ORGANIZATION CHART
GBB**



02/01/2013

Oregon Health Licensing Agency
Budget Detail Comparison
11-13 Legislatively Approved, 13-15 Current Service Level, Governor's Balanced Budget 13-15

		2011-13 Legislatively Approved Budget (as of September 2012)	2013-15 Current Service Level (CSL)	2013-15 Governor's Balanced Budget (GBB)	% of Budget	Variance Between 2011-13 LAB and 2013-15 GBB	Variance Between 2013-15 CSL and 2013-15 GBB
Revenues							
Beginning Balance	0025	1,739,229	1,674,432	1,674,432	18.600%	(64,797)	-
Beginning Balance Adjustment	0030	(460,251)	77,768	77,768	0.864%	538,019	-
Business License and Fees	0205	5,262,067	5,637,259	5,637,259	62.621%	375,192	-
Non-business License and Fees	0210	1,466,557	1,496,412	1,496,412	16.623%	29,855	-
Charges for Services	0410	1,725	2,109	2,109	0.023%	384	-
Fines and Forfeitures	0505	98,269	105,105	105,105	1.168%	6,836	-
Interest Income	0605	-	-	-	0.000%	-	-
Sales Income	0705	2,253	401	401	0.004%	(1,852)	-
Other Revenues	0975	-	352	352	0.004%	352	-
Transfer from Agy-Res Equity	1030	147,998	-	-	0.000%	(147,998)	-
Transfer from Edu, Dept of	1581	8,400	8,400	8,400	0.093%	-	-
Total Revenues		\$ 8,266,247	\$ 9,002,238	\$ 9,002,238	100.00%	735,991	-
Personal Services							
Salaries	3110	3,015,269	3,063,750	3,299,238	43.084%	283,969	235,488
Temporary Appt.	3160	11,282	11,553	11,553	0.151%	271	-
Overtime	3170	1,638	1,677	1,677	0.022%	39	-
Shift Diff	3180	-	-	-	0.000%	-	-
All Other Diff	3190	6,915	6,844	6,844	0.089%	(71)	-
ERB	3210	1,355	1,320	1,400	0.018%	45	80
PERS	3220	430,874	579,447	624,355	8.153%	193,481	44,908
PERS Debt Service	3221	151,361	189,766	189,766	2.478%	38,405	-
SS	3230	232,170	235,906	253,922	3.316%	21,752	18,016
Unemp	3240	-	-	-	0.000%	-	-
WC	3250	1,950	1,947	2,065	0.027%	115	118
Mass Trans	3260	18,229	18,503	19,674	0.257%	1,445	1,171
Flex Ben	3270	994,979	1,007,424	1,068,480	13.953%	73,501	61,056
Vacancy Savings	3455	(13,349)	(18,200)	(18,200)	-0.238%	(4,851)	-
Reconciliation	3465	(267,059)	(3,087)	(3,087)	-0.040%	263,972	-
Undistributed Recon Account	3470	-	-	(50,309)	-0.657%	(50,309)	(50,309)
PERS Policy Adjustment Account	3991	-	-	(121,648)	-1.589%	(121,648)	(121,648)
Total Personal Services		\$ 4,585,614	\$ 5,096,850	\$ 5,285,730	69.02%	\$ 700,116	\$ 188,880

Oregon Health Licensing Agency
 Budget Detail Comparison
 11-13 Legislatively Approved, 13-15 Current Service Level, Governor's Balanced Budget 13-15

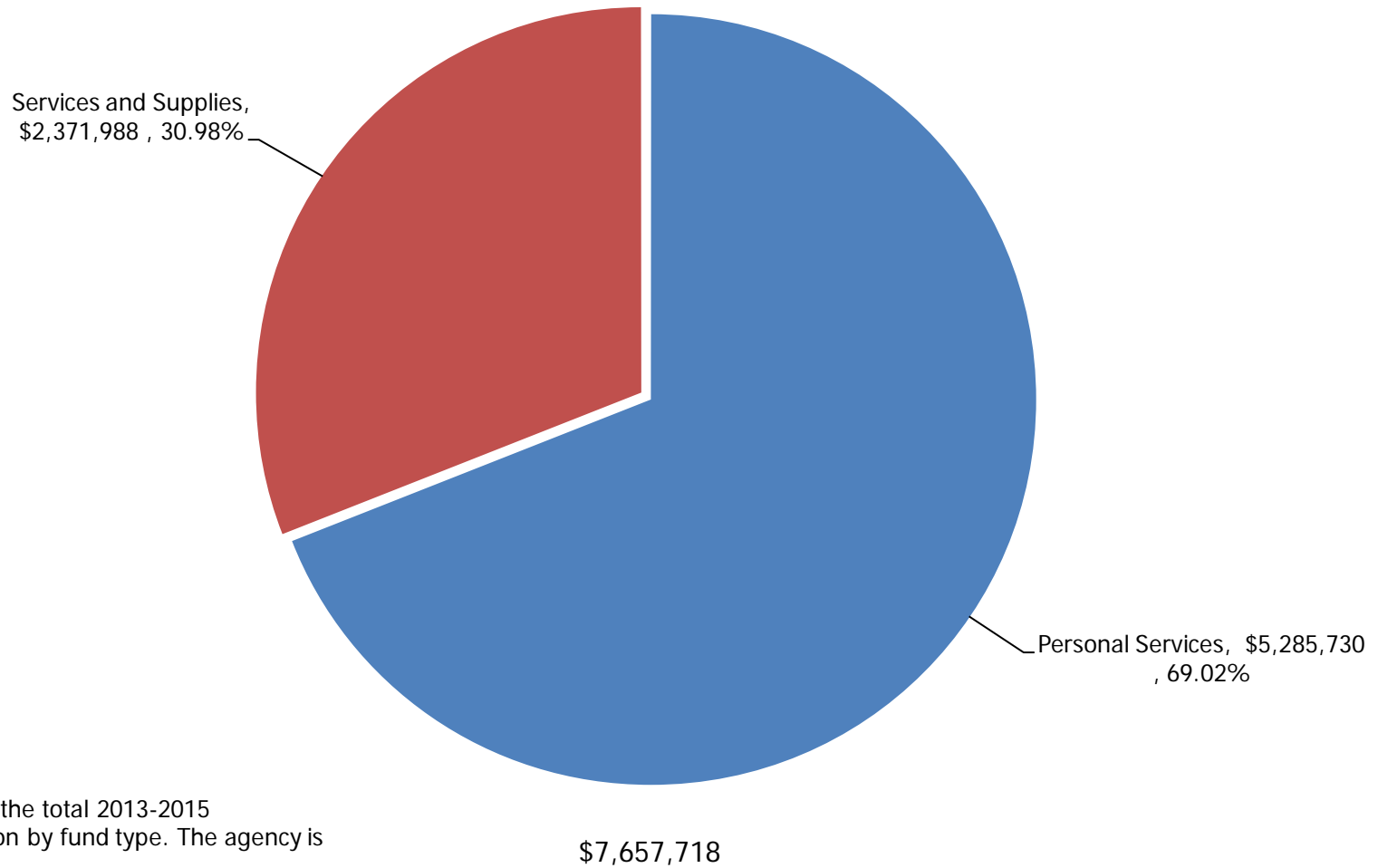
		2011-13 Legislatively Approved Budget (as of September 2012)	2013-15 Current Service Level (CSL)	2013-15 Governor's Balanced Budget (GBB)	% of Budget	Variance Between 2011-13 LAB and 2013-15 GBB	Variance Between 2013-15 CSL and 2013-15 GBB
Services and Supplies							
Instate TVL	4100	154,802	206,740	239,440	3.127%	84,638	32,700
Outstate TVL	4125	-	-	-	0.000%	-	-
Emp Trng	4150	36,185	18,526	18,526	0.242%	(17,659)	-
Off Exp	4175	149,382	149,377	149,377	1.951%	(5)	-
Telecom	4200	153,132	62,029	63,972	0.835%	(89,160)	1,943
State Govt Svc Chgs	4225	127,043	458,165	458,165	5.983%	331,122	-
Data Processing	4250	27,808	104,687	104,687	1.367%	76,879	-
Publicity and Publication	4275	37,875	31,564	31,564	0.412%	(6,311)	-
Prof Serv	4300	235,707	242,307	242,307	3.164%	6,600	-
Prof Serv IT	4315	241,749	248,518	248,518	3.245%	6,769	-
Attorney General	4325	229,411	263,593	263,593	3.442%	34,182	-
Emp Rec	4375	970	993	993	0.013%	23	-
Dues	4400	2,098	2,148	2,148	0.028%	50	-
Fac Rental/Taxes	4425	325,000	339,300	339,300	4.431%	14,300	-
Fac Maint	4475	2,822	1,866	1,866	0.024%	(956)	-
Agency Program S&S	4575	238,842	-	-	0.000%	(238,842)	-
Other S&S	4650	86	278,453	211,586	2.763%	211,500	(66,867)
Undistributed Recon Account	4670	-	-	(23,675)	-0.309%	(23,675)	(23,675)
Exp Prop 250-5000	4700	9,912	5,030	5,030	0.066%	(4,882)	-
Exp Prop IT	4715	49,249	14,591	14,591	0.191%	(34,658)	-
Total Supplies & Services		\$ 2,022,073	\$ 2,427,887	\$ 2,371,988	30.975%	\$ 349,915.00	(55,899)
Total Budget		\$ 6,607,687	\$ 7,524,737	\$ 7,657,718	100.00%	\$ 1,050,031	\$ 132,981
Positions		33	33	35		2	2
FTE		33.00	33.00	35.00		2.00	2.00
Balance		\$ 1,658,560	\$ 1,477,501	\$ 1,344,520		\$ (314,040)	\$ (132,981)

Ending Balance Report by Board / Council

Actual (as of December 2012)

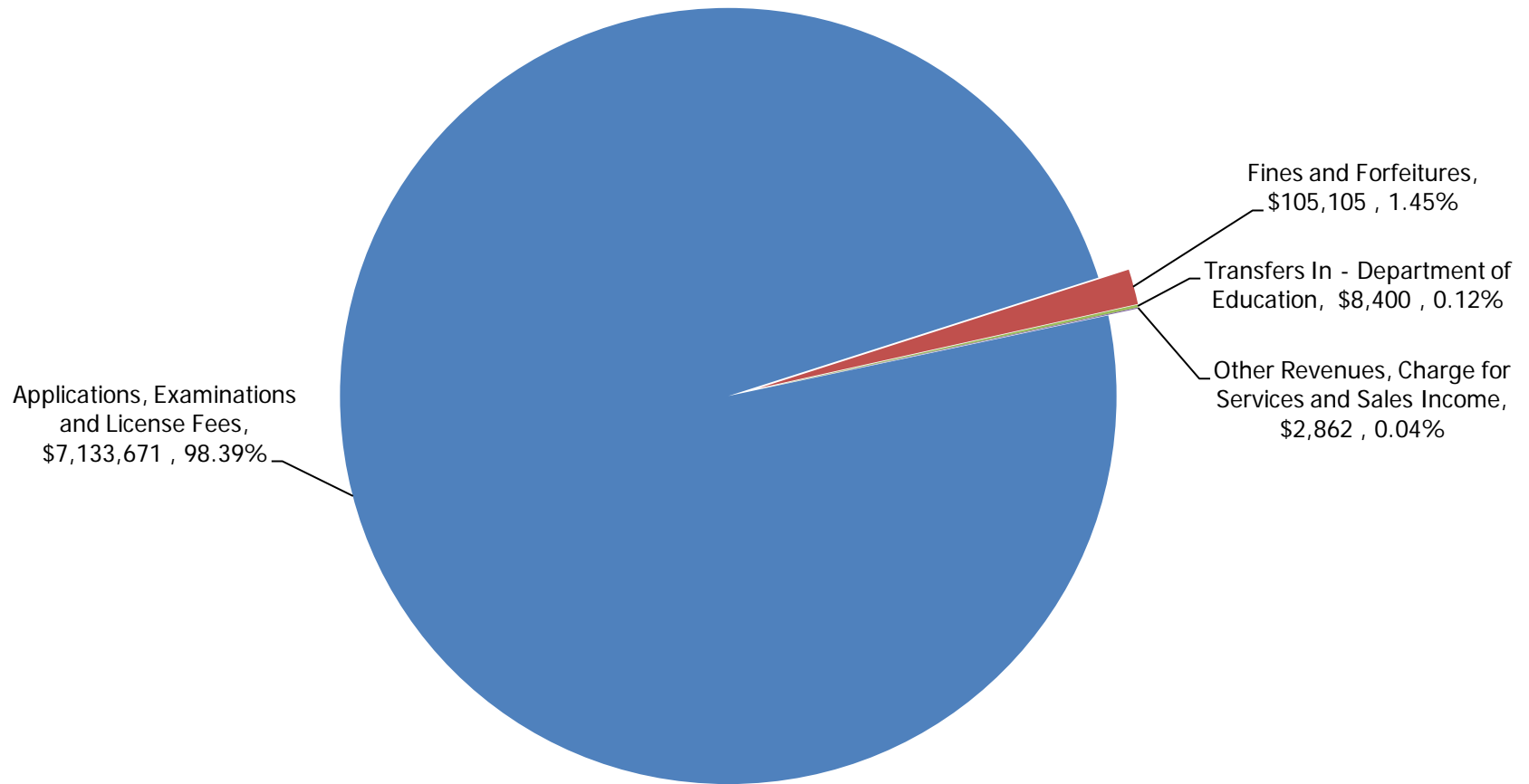
Board / Council	Ending Balance as of December 31, 2012
Athletic Trainers, Board of	\$119,434.28
Cosmetology, Board of	\$957,047.08
Denture Technology, Board of	\$29,861.54
Respiratory Therapist and Polysomnographic Technologist Licensing Board	\$244,701.83
Environmental Health Registration Board	(\$19,262.19)
Hearing Aids, Advisory Council on	\$174,929.60
Direct Entry Midwifery, Board of	(\$34,413.94)
Sex Offender Treatment Board	(\$86,002.58)
Nursing Home Administrators Board	\$91,712.80
Licensed Dietitians, Board of	\$141,399.51
Body Art Practitioners, Board of	\$372,656.19

Governor's Balanced Budget Expenditure Limitation 2013-2015



This graph displays the total 2013-2015 expenditure limitation by fund type. The agency is 100% other funded.

Governor's Balanced Budget Revenues 2013-2015



This graph displays the total projected 2013-2015 Revenues. The agency is 100% other funded.

\$7,250,038

Appendices

A: Agency Overview – Page 14

B: OHLA Major Agency Changes – Page 15

C: OHLA Proposed Legislation 2013 – Page 17

D: Annual Performance Progress Report – Page 20

A: Agency Overview

The Oregon Health Licensing Agency (OHLA) is unique in structure compared to other state regulatory bodies, incorporating a central agency model and director rather than a single board of directors from one profession.

Volunteer citizen boards represent OHLA-regulated professions and related professions as well as consumer and public protection interests.

OHLA boards provide profession-specific expertise and consultation as well as consumer and public protection viewpoints but are not directly responsible for nor have authority over agency operations, planning and performance.

In general, OHLA boards provide consultation in the following areas:

- Training and education
- Qualifying examinations
- Practice standards
- Code of conduct
- Advising the agency

OHLA provides the following licensing and regulatory services and oversight for all boards/professions under its jurisdiction:

- Issues authorizations to practice for all professions
- Administers qualifying examinations and audits continuing education for ongoing practitioner competence
- Responds to and resolves consumer complaints
- Conducts inspections of cosmetology and body art facilities statewide

- Administers and provides oversight to 11 volunteer citizen boards and multiple health and related professions
- Conducts administrative rulemaking and legislative activities

Agency Short-Term and Long-Term Goals

OHLA's short-term and long-term goals are aligned in three key areas:

- Protect the health and safety of consumers
- Promote a positive business environment
- Provide excellent customer service

OHLA continues to find efficiencies in how it licenses and regulates to maximize the central agency model's effectiveness. One key strategy driving increased efficiencies is finding and implementing initiatives to make overarching licensing and regulatory requirements for all professions more consistent.

One major example of an overarching initiative to make the investigative process more consistent among all OHLA-regulated professions in the last biennium is the agency's Investigative Protocol. The step-by-step process provides a "regulatory roadmap" for OHLA regulatory staff and for licensees under investigation.

Continuing to find efficiencies in the central agency model is imperative as the agency continues to take on new volunteer citizen boards and regulated professions, as well as provide administrative functions and oversight for other government bodies such as the Citizens' Initiative Review Commission (*please see Appendix B on page 15*).

B: OHLA - Major Agency Changes

The Oregon State Legislature established the Oregon Health Licensing Agency (OHLA) in 1999. In recent years, OHLA has taken on licensing and regulatory oversight of additional volunteer citizen boards as well as administrative oversight of other state government bodies such as the Citizens' Initiative Review Commission.

Following are highlights of major changes to OHLA since the agency's establishment:

2012

- **Health and Safety Standards Raised for Body Art:** OHLA requires new applicants for body piercing registration to complete 1150 hours of training and education and pass a written and practical examination.
- **OHLA Assists Citizens' Initiative Review Commission:** OHLA provides administrative oversight, including administrative rulemaking, website development and collaboration on two ballot measure reviews with commission members and Healthy Democracy Oregon, the non-profit organization that helped establish the commission.
- **Hearing Aid Specialist Education, Training Standards Raised:** Hearing aid specialist entry-to-practice qualifications increase to 520 hours of practical training and education as well as completion of a comprehensive distance learning program.

2011

- **Board of Body Art Practitioners Established:** OHLA provides the Oregon State Legislature with evidence that emerging body art practices such as “scarification” and “dermal implanting,” as well as ongoing public health and safety concerns with body piercing and tattooing, require a closer regulatory look, resulting in establishment of the new board.
- **Sleep Disorder Treatment Gains Regulatory Oversight:** The growing field of sleep disorder medicine results in the licensing of polysomnographic technologists and establishment of the Respiratory Therapist and Polysomnographic Technologist Licensing Board.
- **Board of Licensed Dietitians Moves to OHLA:** The Legislature transfers licensing and regulatory oversight of this previously stand-alone board to OHLA.

2010

- **Midwifery Practice Gains Greater Regulatory Scrutiny:** OHLA addresses risk factors, informed consent, statistical reporting and how to make what is currently voluntary licensure more palatable to practitioners in a series of administrative rulemaking and outreach meetings culminating in changes to protect mother and baby.

- **Uniform Standards Set for Sex Offender Treatment:** The Sex Offender Treatment Board, in collaboration with OHLA, establishes practice standards for the evaluation, treatment and management of juvenile, adult male and developmentally disabled sex offenders.

2009

- **OHLA Adopts Rules on Applicant Fitness, Fingerprinting:** In an effort to prevent potential fraud and misrepresentation of applicant identification, OHLA adopts new administrative rules to ensure that applicants in all OHLA-regulated professions are screened for their ability to practice with “care and safety” on the public.

2008

- **Board of Nursing Home Administrators Moves to OHLA:** The Legislature transfers licensing and regulatory oversight of this previously stand-alone board to OHLA.

2007

- **Legislation Establishes Sex Offender Treatment Board within OHLA:** Legislation creates this new board to oversee the specialized standards and requirements for therapists who provide treatment to sex offenders.

C: OHLA Proposed Legislation 2013

HB 2100 – Confidentiality and Complaint

Investigation: The proposed change will align Agency program statutes related to investigations and investigatory records and eliminate inconsistent investigative and records statutes among Agency programs. The proposed changes would also separate health programs from beauty and trade programs which include cosmetology, body art and hearing aid sales. The separation of beauty and trade programs will allow the Agency to disclose complainant information to respondent as most consumer complaints in these fields are service complaints. It is necessary in a service complaint to disclose the complainant's information so the respondent can appropriately answer the allegations of the complaint.

HB 2101 – Streamline & Standardize OHLA

Professions: Currently the Agency oversees 11 distinct programs with approximately 21 professions. Each program has different statutory requirements for licensure, renewal, license status, license posting, terminology for license status and continuing education.

The new provisions would standardize authorization status for all Agency programs and define authorization, applying it uniformly throughout Agency statutes. The proposed concept would consolidate all active, inactive, and expired renewals into the Agency statutory definitions. This will allow the Agency to carry out each program renewal process uniformly. The concept also consolidates program fees and continuing

education provisions into Agency statutes. The proposed amendment will also allow the Agency the option to issue provisional licenses for training and education.

HB 2102 – Board of Athletic Trainers: Removes obsolete references to National Athletic Trainers Association and replaces with Board of Certification. New provisions delete reference to National Athletic Trainers Association and replace with Board of Certification.

Revises requirements for reciprocal licensure. Current statutory language is permissive and allows board to create reciprocal and equivalency pathways for licensure, but does not direct such pathways. Clear language directing board to establish reciprocal and equivalency licensure pathways will ensure that athletic trainers who have met licensure requirements in other states will not be required to duplicate licensure requirements in Oregon.

Expands exemption for athletic trainers licensed in other states or countries to work in Oregon for a limited period of time. Current statutory language establishes an exemption for a person "performing athletic training services in this state for purposes of continuing education, consulting or training if the services are performed for no more than 60 days in any calendar year and are performed in association with a registered athletic trainer if the person is: (A) Registered or licensed and in good standing as athletic trainer in another state; or (B) Certified by and in good standing as an athletic trainer with the National Athletic Trainers Association Board of Certification."

The statute does not explicitly include those athletic trainers who accompany sports teams who travel to Oregon for competition or training. The current statute could be interpreted

to require those out-of-state or out-of-country athletic trainers to obtain Oregon licensure before the athletic trainer could offer services to her/his team. With athletic events at all levels, both amateur and professional, occurring in Oregon, it is important to remove this potential obstacle. For example, Oregon hosted the 2012 U.S. Olympic Track and Field Trials at Hayward Field in Eugene.

Elementary and secondary school teachers are not required to obtain Board of Athletic Trainer licensure if they do not hold themselves out to be athletic trainers, even if the teacher has met Board of Certification requirements. This results in individuals who have completed the training necessary to be licensed. New provisions clarify the statutory language to require elementary and secondary teachers who hold Board of Certification licensure, who also offer athletic training services, to be registered by the Board of Athletic Trainers.

HB 2103 – Sex Offender Treatment Board: Current statute provides for the voluntary licensure of sex offender therapists. Statute limits the use of the title "Certified Sex Offender Therapist," "Clinical Sex Offender Therapist," "Certified Associate Sex Offender Therapist," or "Associate Sex Offender Therapist" to those therapists who have chosen to meet the requirements for certification. The statute does not prohibit individuals from offering the services of a Sex Offender Therapist, as long as the individual does not use one of the protected titles. The proposed legislative concept would require all individuals who provide services for the treatment and rehabilitation of sex offenders to meet certification requirements set by the Sex Offender Treatment Board, including minimal education and experience requirements, and to obtain and maintain certification with the SOTB.

Current statute does not guarantee that an individual who holds him or herself out as a sex offender therapist has had specialized, or any, training. As long as the therapist does not call him or herself a "clinical or certified sex offender therapist" the Sex Offender Treatment Board has no authority to establish or enforce educational, professional or practice standards.

SB 107 – OHLA Professions:

(1) Nursing Home Administrators: Currently the statutes allow an individual licensed by endorsement to become licensed as a nursing home administrator in Oregon without taking a board approved examination. The proposed amendment would eliminate the stipulation of "without examination" allowing the Board flexibility to determine if examination is necessary for individuals seeking licensure by endorsement as a nursing home administrator in Oregon.

(2) Polysomnography: Currently the statutes for polysomnography licensure requirements only allow for "education" as a pathway to licensure. The proposal would add training as a requirement to licensure in lieu of education if deemed appropriate by the Board.

(3) Cosmetology: Currently the statute limits esthetics to full body skin care and does not allow for services on the face such as eyelash extensions. In 2005 HB 2105 expanded the scope of practice from facial technology which was limited to any facial services from the seventh vertebrae and up to esthetics which encompasses full body skin care. The amendment adds "face" to the scope of practice of esthetics allowing estheticians to perform services such as eyelash extensions.

(4) Body Art: Currently the statutes for body art do not delineate a separate field of practice for earlobe piercing which

is limited to the lower soft tissue of the earlobe and does not require the education and training necessary to do full body piercing. The new provision adds earlobe piercing as a field of practice in body art.

(5) Advisory Council on Hearing Aids: Currently the statutes do not allow the Agency to provide for temporary licensure for an individual who has received training in hearing aid fitting and sales but is waiting to take required examinations for licensure. The new provisions adds authority for the Agency to issue temporary licenses to individuals seeking hearing aid specialist licensure

Non-OHLA-Sponsored Bills Affecting Agency

HB 2074 – OHLA to Oregon Health Authority:

Changes the name of the Oregon Health Licensing Agency to the Health Licensing Office and the name of the Oregon Health Licensing Agency Account to the Health Licensing Office Account. HB 2074 provides that the office is created within the Oregon Health Authority and provides the Director of the Oregon Health Authority with appointment power over the Director of the Health Licensing Office.

SB 302 – Miscellaneous Boards to OHLA: This bill transfers duties, functions and powers relating to issuance of authorizations and enforcement and certain other duties, functions and powers from the State Board of Psychologist Examiners, Occupational Therapy Licensing Board, State Board of Licensed Social Workers, Oregon Board of Licensed Professional Counselors and Therapists, State Board of Examiners for Speech-Language Pathology and Audiology, State Board of Chiropractic Examiners, Oregon Board of Naturopathic Medicine, Board of Medical Imaging and State

Mortuary and Cemetery Board to the Oregon Health Licensing Agency.

D:

OREGON HEALTH LICENSING AGENCY

Annual Performance Progress Report (APPR) for Fiscal Year (2011-2012)

Original Submission Date: 2012

Finalize Date: 8/27/2012

2011-2012 KPM #	2011-2012 Approved Key Performance Measures (KPMs)
2	Percent of critical status complaints investigated within one week of receipt (unlicensed activity and high risk health issues).
3	Percent of online renewals compared to total renewals processed by agency.
5	Percent of customers rating their satisfaction with the agency's customer service as good or excellent: overall customer service, timeliness, accuracy, helpfulness, expertise and availability of information.

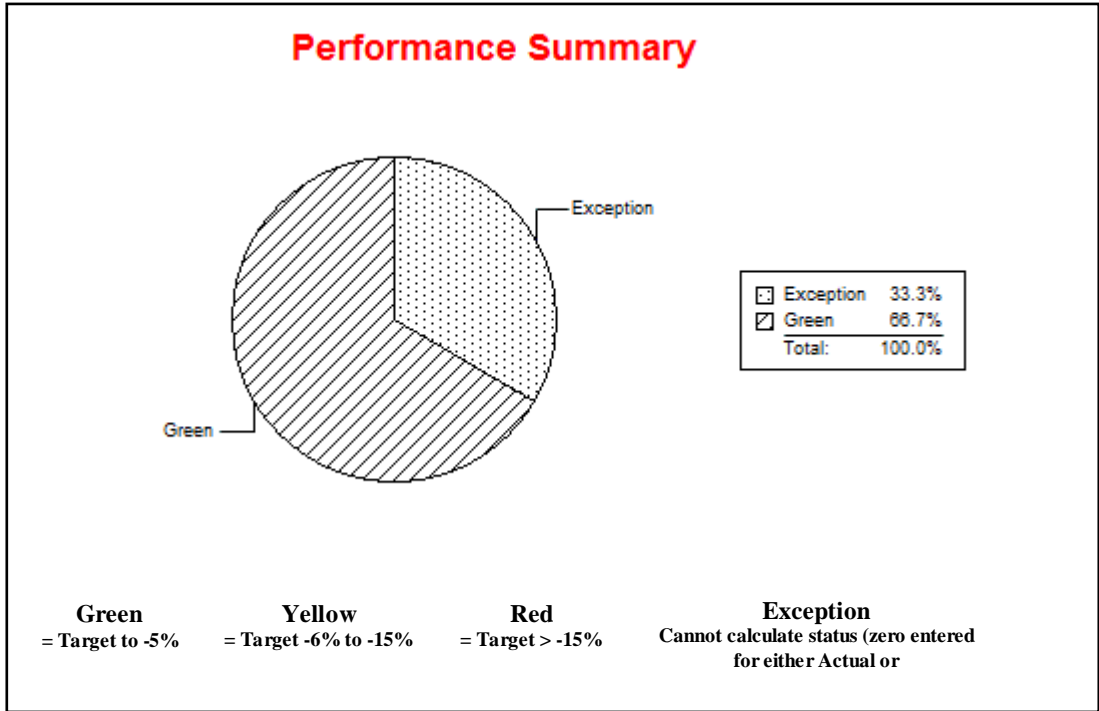
New Delete	Proposed Key Performance Measures (KPM's) for Biennium 2013-2015
NEW	<p>Title: Percent of high risk health complaints with an investigation initiated within two business days of receipt.</p> <p>Rationale: The Critical Complaint KPM was no longer valid or realistic. No complaints received by the agency are investigated within 7 days.</p>
DELETE	<p>Title: Percent of critical status complaints investigated within one week of receipt (unlicensed activity and high risk health issues).</p> <p>Rationale: KPM is no longer valid and is unrealistic. No critical complaints are investigated within 7 days.</p>

OREGON HEALTH LICENSING AGENCY	I. EXECUTIVE SUMMARY
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Agency Mission: The Oregon Health Licensing Agency (OHLA) protects the health, safety and rights of Oregon consumers by ensuring only qualified applicants are authorized to practice. OHLA establishes, communicates and ensures compliance of regulatory standards for multiple health and related professions. In addition, OHLA conducts inspections of licensed facilities, responds to and investigates consumer complaints, and disciplines practitioners found in violation of state law and administrative rule.

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Alternate: Mike Simpson, Budget and Statistics Analyst	Alternate Phone: 503-373-1948
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1. SCOPE OF REPORT

The Oregon Health Licensing Agency's (OHLA) performance measures align with the Agency's mission and goals to actively promote consumer protection through education, compliance and partnerships. The Agency promotes a positive business environment by reducing barriers to professional practice and puts qualified Oregonians to work. The Agency strives to provide excellent customer service to all Agency customers and stakeholders. The Agency currently

oversees more than 70,000 authorizations to practice and provides licensing and regulatory services among multiple health and related professions.

2. THE OREGON CONTEXT

OHLA contributes to the State's health and safety by protecting Oregon consumers through the establishment, training and enforcement of Oregon's laws and rules. The Agency contributes to the economic well being of the State by reducing barriers to practice and supporting a positive business climate. The Agency partners with other Agencies to address contentious scope of practice issues and strives to develop a dialogue to resolve these issues. The Agency partners with law enforcement and public health Agencies to promote the professional and successful response to critical public safety issues, from unlicensed activity to potential infectious outbreaks. The Agency's efforts link to several Oregon benchmarks, including economic diversification, cost of doing business, infant mortality and perceived health status through licensing standards for monitoring of a variety of health and related professions.

3. PERFORMANCE SUMMARY

The latest data shows OHLA's progress has improved in all areas. In customer service related performance there was a 4% increase in overall customer satisfaction. Results showed an increase in all customer satisfaction areas indicating Agency services were good or excellent. The amount of authorization holders renewing online increased by 3% in fiscal year 2012. The Oregon Health Licensing Agency adopted a new investigation protocol. The protocol takes a more cautious approach to investigating complaints to protect the rights of the respondent, the complainant, the investigator and the Agency. The Agency will be proposing to delete the Critical complaint KPM in fiscal year 2013 and is proposing a new KPM that measures the performance of the new protocol.

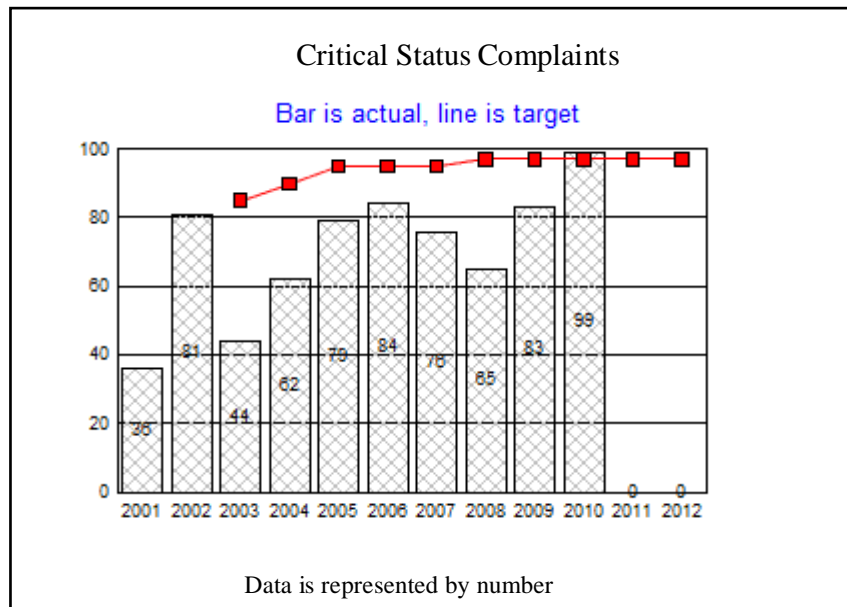
4. CHALLENGES

The primary challenge is continuing to refine the Agency's efforts to achieve even higher performance results. Developing new and creative strategies to maintain and improve performance levels is an essential part of the KPM process.

5. RESOURCES AND EFFICIENCY

The database, an automated survey system and over the counter survey's are utilized to gather the needed statistical information for quantifying OHLA's KPM's. The new survey system and new process for online renewals has proven to be much more effective and efficient. These efficiencies are directly reflected in the reviews provided back to the Agency by OHLA's consumers.

KPM #2	Percent of critical status complaints investigated within one week of receipt (unlicensed activity and high risk health issues).	2001
Goal	Critical Complaints: Actively promote consumer protecting through education, compliance and partnerships.	
Oregon Context	Agency Mission: Goal linked to OHLA Mission Statement.	
Data Source	Regulatory Operations Division written and verbal complaints received that meet critical status criteria.	
Owner	Fiscal Services Division, Mike Simpson, Budget and Statistics Analyst (503) 373-1948	



1. OUR STRATEGY

To respond to and investigate critical status complaints in a timely and effective manner by identifying and prioritizing complaints related to unlicensed activity, infection outbreaks and other high-risk situations.

2. ABOUT THE TARGETS

The Oregon Health Licensing Agency maintains that critical status complaints are the highest of priorities and should preserve a high target goal due to their potential for harming the public.

3. HOW WE ARE DOING

The Oregon Health Licensing Agency (OHLA) saw a decrease in this performance measure due to the reorganization of OHLA's Regulatory Division and the implementation of a new regulatory protocol. The protocol provides a uniform approach in investigating complaints, protecting the rights of the respondent, the complainant, the investigator and the Agency. The Agency will be proposing to delete this KPM in fiscal year 2013 and propose a new KPM that measures the performance of the new protocol.

4. HOW WE COMPARE

Other Agencies with similar measures such as the Oregon Board of Chiropractic Examiners and Board of Licensed Professional Counselors and Therapists were not able to respond to and investigate complaints within 7 days.

5. FACTORS AFFECTING RESULTS

The development of new regulatory protocol and reorganization of the Regulatory Division has affected the amount of time needed to investigate critical complaints. The protocol provides a uniform approach in investigating complaints, protecting the rights of the respondent, the complainant, the investigator and the Agency.

6. WHAT NEEDS TO BE DONE

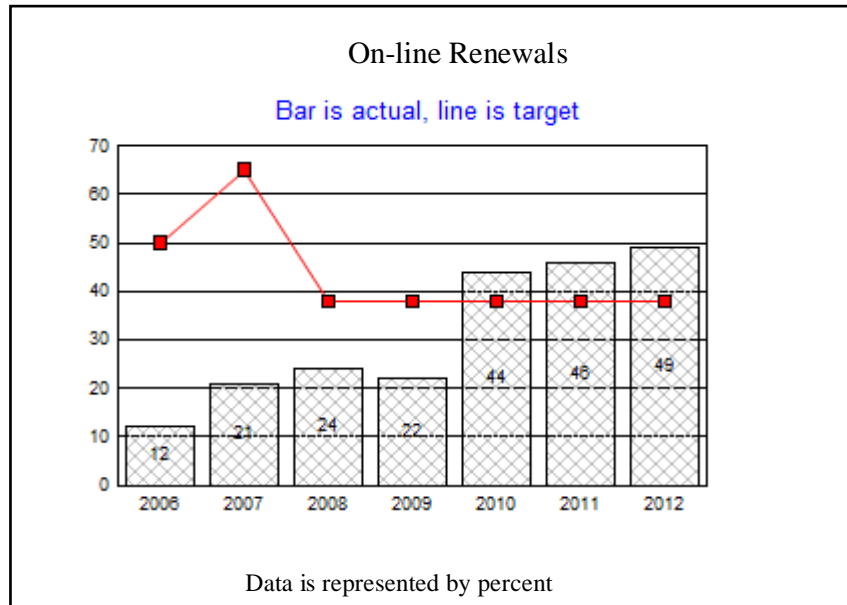
The Oregon Health Licensing Agency's Regulatory Division will continue to emphasize the importance of responding to critical status complaints; however, the Agency will be proposing to delete this KPM in fiscal year 2013 and propose a new KPM that measures the performance of the new protocol.

7. ABOUT THE DATA

The data being reported is for Oregon fiscal year 2012. Trend data for this measure goes back to fiscal year 2001. Since July 1, 2010 after the development of

a new Regulatory protocol and reorganization of the Regulatory Division, 0% of critical complaints have been investigated within 7 days. The data shows the Agency is taking a more cautious approach to fully investigating complaints to protect the rights of the respondent, the complainant, the investigator and the Agency.

KPM #3	Percent of online renewals compared to total renewals processed by agency.	2005
Goal	Customer Service: Provide excellent customer service to agency stakeholders.	
Oregon Context	Agency Mission: Goal is linked to OHLA Mission Statement.	
Data Source	Agency database and electronic records	
Owner	Fiscal Services Division, Mike Simpson, Budget and Statistics Analyst (503) 373-1948	



1. OUR STRATEGY

To provide 24-hour access to Oregon Health Licensing Agency customers via the internet. Customers include licensees, business owners and other stakeholders. In anticipation of an increased demand for convenience of licensing, license renewal and other agency services, the agency continues to expand,

streamline and promote online services.

2. ABOUT THE TARGETS

The Agency proposed to keep the target at 38 percent because the target is practical and reachable in the near future. The target was originally approved during the 2007 Legislative session. The Agency was able to meet the 38 percent target by offering a \$5 discount to Cosmetology practitioners. The Agency will look at increasing the target to 50% during the 2013 Legislative session.

3. HOW WE ARE DOING

The trend shows that the percentage of individuals renewing online has increased by 2% in fiscal year 2011 and by another 3% in fiscal year 2012. The newly discounted online renewal fee for Cosmetology practitioners put this measure above the approved target.

4. HOW WE COMPARE

The Oregon Health Licensing Agency processed 22% of renewals online in fiscal year 2009. The online renewal rate is low when compared to the Real Estate Agency who was able to process over 40% of renewals online. OHLA has since addressed the low online renewal rate by offering a \$5.00 online renewal discount to Cosmetology practitioners in fiscal years 2010 and 2011. OHLA now is processing over 49% of renewals online and projects online renewals will increase to over 50% by offering additional online renewal discounts to the other OHLA regulated professions.

5. FACTORS AFFECTING RESULTS

Currently the Agency is not requiring online renewals but promoting it within renewal notices and by offering discounted fees for online renewals. The wording of the performance measure includes total renewals while the Agency's online system doesn't currently allow for late renewals or renewals by licensees with outstanding disciplinary actions against them.

6. WHAT NEEDS TO BE DONE

The Agency met its target for the first time in fiscal year 2010. The Agency requested target adjustments to meet the actual number of online renewals forecasted for the 2009, 2010, 2011 and 2012 fiscal years. The Agency foresees a continued increase in the amount of online renewals due to a discounted fee for most practitioners who choose to renew online. The Agency plans to expand online renewal services to include late renewals and discounts for the other

professions regulated by the Agency.

7. ABOUT THE DATA

The reporting cycle is for Oregon fiscal year 2012. Data is pulled from the database and compiled into various reports. Data that is reported for this KPM is used as a workload indicator for staff processing renewals. Increased online renewals indicates reduced work load to Agency staff.

KPM #5	Percent of customers rating their satisfaction with the agency’s customer service as good or excellent: overall customer service, timeliness, accuracy, helpfulness, expertise and availability of information.	2005
Goal	Customer Service: Provide excellent customer service to agency stakeholders.	
Oregon Context	Agency Mission: Goal is linked to OHLA Mission Statement.	
Data Source	Online and over-the-counter survey results.	
Owner	Fiscal Services Division, Mike Simpson, Budget and Statistics Analyst (503) 373-1948	



1. OUR STRATEGY

To continue improving customer service efforts and provide opportunities for feedback, interaction and involvement with customers. The Agency uses an online survey and over-the-counter survey process which has proven to be much more efficient and a cost savings to the agency. The new survey replaced the 10 percent cross section mailed survey method. The Agency continues to maintain a transparent relationship with stakeholders including private career school owners, licensees and other government agencies in an effort to keep the lines of communication open and meet the needs of our customers.

2. ABOUT THE TARGETS

Targets are based on the Agency's belief that a high percentage of licensees should have a good or excellent experience when interacting with the Agency.

3. HOW WE ARE DOING

The Agency experienced an increase in all areas of customer service satisfaction during the 2012 fiscal year. The Agency attributes the changes to increasing customer service staff and putting new processes and procedures in place.

4. HOW WE COMPARE

The Oregon Health Licensing Agency's customer satisfaction response percentages are among some of the highest statewide.

5. FACTORS AFFECTING RESULTS

Changes in the Agency's executive team as well as modifications in Agency processes and procedures. All customer service categories experienced an increase. The increase was slightly more than initially projected for the year.

6. WHAT NEEDS TO BE DONE

The Oregon Health Licensing Agency will continue to emphasize customer service standards as one of its three key agency goals. These goals are utilization of the actual data, increasing opportunities and to provide excellent customer service. The agency's online survey has increased customer service feedback, giving more opportunities to improve customer service.

7. ABOUT THE DATA

The Agency conducted the customer service satisfaction survey during the 2012 fiscal year. Strengths in the data include a diverse group of customers surveyed from varying backgrounds and professions. The Agency continues to explore strategies to increase survey responses. According to survey results customers who walked into the office received as good as customer service as those who did business with the Agency online.

OREGON HEALTH LICENSING AGENCY**III. USING PERFORMANCE DATA**

Agency Mission: The Oregon Health Licensing Agency (OHLA) protects the health, safety and rights of Oregon consumers by ensuring only qualified applicants are authorized to practice. OHLA establishes, communicates and ensures compliance of regulatory standards for multiple health and related professions. In addition, OHLA conducts inspections of licensed facilities, responds to and investigates consumer complaints, and disciplines practitioners found in violation of state law and administrative rule.

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Contact Phone: 503-373-1974

Alternate: Mike Simpson, Budget and Statistics Analyst

Alternate Phone: 503-373-1948

The following questions indicate how performance measures and data are used for management and accountability purposes.

1. INCLUSIVITY

* **Staff :** The Oregon Health Licensing Agency (OHLA) is a state consumer protection Agency providing centralized regulatory oversight for multiple health and related professions. The volunteer citizen Boards and Councils under OHLA's administration provides profession specific expertise and consultation. OHLA has administrative oversight for licensing, investigations and disciplinary authority for the professions under its jurisdiction. The Agency was established in 1999 to provide a uniform structure and accountability for the multiple Boards and Councils under its administration. The Agency maintains an open, transparent and inclusive environment for policy formulation and decision-making. For more information on the Agency's model, visit the Agency's Web site at http://www.oregon.gov/OHLA/about_us.shtml. Staff from OHLA's Fiscal Services Division is responsible for the analysis, data sourcing and collection, calculations and criteria used for setting each measure's target ensuring reliability and relevance.

* **Elected Officials:** OHLA proposed one new measure during the 2011 Legislative session. This proposed measure was not approved by the 2011 Legislative Assembly. The Agency looks forward to proposing a new KPM during the 2013 Legislative session. The proposed measure will be formulated to measure the performance of the Agency's new Regulatory protocol.

* **Stakeholders:** The Agency works in partnership with 77 Board and Council members, professional association representatives, practitioners, business owners, the public and other regulatory and government Agencies. Outcomes are reported at regularly scheduled Board and Council meetings. Special outreach events improve essential regulatory functions, business operations and customer service. Information is provided to stakeholders ensuring they have a voice in creating the laws and rules governing the scope of practice standards in their professions.

* **Citizens:** The public, practitioners and other related professional representatives attending Agency public

	<p>has remained an important objective. The public's involvement is clearly tied to the Agency's mission as a consumer protection Agency.</p>
<p>2 MANAGING FOR RESULTS</p>	<p>Performance measures directly link to specific Agency functions and evaluate the Agency's progress. Quantifying the performance measure data pinpoints fluctuations, assists managers with key decisions governing the outcomes of each measures targeted objective. The Agency continued its efforts with regulatory partners to improve Agency administration and regulation during the 2011–2013 biennium. Key performance measures assist Agency managers in budget development, strategic planning, and evaluating outcomes. The Agency's primary objective is public protection corresponding with reducing barriers to professional practice and providing customers with timely, accurate and helpful service. Efficiencies implemented during the 2010–2011 fiscal years continued to improve customer access during the 2012 fiscal year.</p>
<p>3 STAFF TRAINING</p>	<p>The Agency holds routine Division meetings and periodic work sessions that are focused on the attainment of Agency goals and staff training. Tracking mechanisms to pinpoint measure and training outcomes is a key attribute in the process. Agency managers rely on the Department of Administrative Services for advice and direction to ensure sound principles and practices are in place for establishing training practices.</p>
<p>4 COMMUNICATING RESULTS</p>	<p>* Staff : Performance measures are communicated to Agency staff, Board and Council members at scheduled meetings.</p> <p>* Elected Officials: Results are communicated to the Legislatures Ways and Means Committee through the Annual Performance Progress reports presented during Agency budget hearings. Performance measures are reviewed and discussed biannually during budget development and review with the Department of Administrative Services budget analysts and also with the Legislative Fiscal Office's budget analysts.</p> <p>* Stakeholders: The Agency's licensing line is an e-mail newsletter featuring the latest news from the Oregon Health Licensing Agency. The news letter covers news related to the multiple health and related professions the Agency regulates. Elected officials, other agencies, practitioners and stakeholders are among the 2000 subscribers.</p> <p>* Citizens: Results are communicated to the public through the Annual Performance Progress reports being posted to the Agency's web site. Performance measures are reviewed and discussed publicly at Board and Council meetings.</p>

APPENDIX E

OHLA hiring done from July 1, 2011 through February 12, 2013

PEM E (Director)

11/19/12 Step 9 (already a state employee)

Public Service Rep

01/25/11 Step 1

12/19/11 Step 1

01/14/13 Step 1

01/22/13 Step 1

Policy Analyst (limited duration double fill due to workload)

11/21/11 Step 5 (previous state exp and at same step as other emp)

Board Specialist

11/19/12 Step 2 (promoted from Public Service Rep)

PEM D (Regulatory Manager)

12/01/11 Step 7 (already state employee)

Office Specialist

05/07/12 Step 1

Inspector (limited duration double fill due to job rotation)

07/09/12 Step 8 (already state employee)

Investigator

07/01/11 Step 2

01/09/13 Step 6 (limited duration double fill due to emp on extended leave)