

**BOARD OF PODIATRIC MEDICAL EXAMINERS  
OPEN SESSION MEETING  
MINUTES**

**November 8, 2012  
Room 110**

The Open Session meeting of the Maryland Board of Podiatric Medical Examiners (Board) was held on Thursday, November 8, 2012, in Room 110, 4201 Patterson Avenue. The meeting was called to order at 1:08 P.M., by Board President Dr. Tanya Sellers-Hannibal.

Additionally, Board members present included: Drs. Jay LeBow, Craig Friedman, Zachary Chatter, and Todd Harrison. Public member of the Board present was Jay Boyar, EdS. Public Member Barbara Crosby, RN, BSN, was not present.

Staff present: Richard Bloom, AAG, Board Counsel, Eva Schwartz, Executive Director, Sheri Henderson, Administrative Officer and Elizabeth Amspacher, Licensing Coordinator.

Guests present: Lynda McGinnis, D.P.M., Maryland Podiatric Medical Association (MPMA), Kristen Neville, Boards and Commission, Paula Hollinger, DHMH, and Harold Glazer, D.P.M., visiting Maryland licensed podiatrist.

**A. MINUTES:**

**1. Approval of minutes from October 11, 2012, Meeting.**

The minutes of the October 11, 2012 meeting were approved as submitted.

**B. OLD BUSINESS:**

**1. None.**

**C. NEW BUSINESS:**

**1. Proposed legislation regarding emailing renewal notices and renewal applications**

Eva Schwartz, Executive Director, informed the Board that legislation is being proposed across the Boards for allowing license renewal notices to go out via email, not just postal mail. Upon passage of the legislation, regulations will be promulgated requiring that email addresses be kept updated just like postal mail addresses. Licensees not complying with keeping the Board updated with current email addresses, as well as mail addresses, will incur the same penalty of \$250 for each violation. The Board voted unanimously that updating email addresses would be held at the same standards as updating postal mailing addresses, and failure to do so will result in the same penalty.

## **2. NBPME- Report**

The Board was made aware that the PMLexis Examination given by the National Board of Podiatric Medical Examiners (NBPME) was breached. The NBPME is aware of the situation and working hard to correct the issue and prevent further occurrences. Lynda McGinnis, D.P.M. will inform the Maryland Podiatric Medical Association (MPMA) of the situation as well. Candidates for licensure in Maryland sitting for the exam in Maryland were not involved.

## **3. FYI- Topics Quarterly Newsletter Volume 27/No. 3 Fall 2012 from Gordon, Feinblatt, Rothman, Hoffberger & Hollander, LLC**

The Board received the Topics Quarterly Newsletter Volume 27/No. 3 Fall 2012 from Gordon, Feinblatt, Rothman, Hoffberger & Hollander, LLC for informational purposes.

### **D. OTHER:**

#### **1. Groupon Update**

Vice President, Jay LeBow, D.P.M informed the Board that in the states of Florida and New York there has been rulings regarding the use of Groupons for medical specialists advertising, especially procedures that can be covered under insurance policies. Social media advertising being different than traditional advertising in that each service is bought from both the advertiser and the physician providing the service, essentially sharing the revenue received for that service. A request was made for interpretation on the use of Groupons or other social medial advertising for medical services from the Attorney General. After a discussion, the Board voted and agreed to seek advice from the Board counsel regarding the validity of social media advertising including Groupon. Richard Bloom, A.A.G, will research and update the Board at the next meeting. The Board will also pursue the possibility of coordinating with other Health Care Boards to implement the same policy regarding social advertisements including Groupon for medical care across the Maryland Boards. Discussion was tabled until the December 13, 2012 meeting.

**With no further business, the meeting was adjourned at 1:36 p.m.**

CLOSED SESSION: Pursuant to Maryland State Government Annotated "10-501 et seq." the Board unanimously approved a motion to close its meeting at 1:36 p.m., in room 110 for the purpose of complying with the Maryland Medical Practice Act that prevents public disclosures about particular proceedings or matters.

Respectfully submitted,

Jay H. Boyar, Secretary/Treasurer

