



Florida Department of Health

Division of Medical Quality Assurance Strategic Plan 2016-2018









Rick Scott
GOVERNOR



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State Surgeon General
and Secretary

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Executive Summary

The Florida Department of Health conducted a strategic planning process during the summer of 2015 to define the direction and course of the agency for consumers, employees, administrators and legislators for the next three years. This strategic plan will position the Department to operate as a sustainable integrated public health system under the current economic environment and to provide our residents and visitors with high quality public health services. This is a living document that we will evaluate and update regularly to address new challenges posed by the changing environment of public health in Florida.

After executive leadership approved the Agency Strategic Plan strategic priorities, goals and objectives, each objective was assigned to a division to implement and monitor. In turn, each division created their own strategic plan that contains their objectives from the Agency Strategic Plan plus other goals, strategies and objectives that emerged as supporting the Department's strategic priorities from their environmental scan and SWOT analysis.

Mission - Why do we exist?

To protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Vision - What do we want to achieve?

To be the Healthiest State in the Nation.

Values - What do we use to achieve our mission and vision?

I nnovation: We search for creative solutions and manage resources wisely.

C ollaboration: We use teamwork to achieve common goals & solve problems.

A ccountability: We perform with integrity & respect.

R esponsiveness: We achieve our mission by serving our customers & engaging our partners.

E xcellence: We promote quality outcomes through learning & continuous performance improvement.

The Division of Medical Quality Assurance (MQA) is dedicated to the mission, vision and values of the Department. Working in conjunction with 22 boards and six councils, MQA established the strategic priorities set forth in this plan. Over the next three years, MQA will work diligently to accomplish these goals and further contribute to the Department's vision to be the healthiest state in the nation.

STRATEGY MAP

STRATEGIC PRIORITY AREAS

STRATEGIES

OBJECTIVES

LONG, HEALTHY LIFE

GOAL: Increase healthy life expectancy

- Increase the healthy weight of children and adults.
- By December 31, 2018, increase the division's number of Healthiest Weight Activities from 34 (2015) to 37.

READINESS FOR EMERGING HEALTH THREATS

GOAL: Demonstrate readiness for emerging health threats

- Improve efficiency of process for disseminating information on emerging health threats to licensees and other interested parties.
- By December 31, 2016, reduce the time to disseminate information on emerging health threats from 8 hours (2015) to 4 hours.

PROCESSES

GOAL: Establish a sustainable infrastructure, which includes a competent workforce, sustainable processes and effective use of technology, which supports all of the Department's core business functions

- Increase the number of communications products (e.g. press releases, infographics, and social media).
- Increase the percentage of employees with complete Individual Development Plan (vs. completion of Learning Management System activities).
- By June 30, 2018, increase the number of communication products from 198 (2015) to 218.
- By December 31, 2018, increase the number of MQA employees who participated in one or more professional development opportunities from 98 (2015) to 147.

REGULATORY EFFICIENCY

GOAL: Establish a regulatory structure that supports the state's strategic priorities related to global competitiveness and economic growth

- Increase percentage of licensed health professionals
- Standardize department regulatory systems.
- by December 31, 2018, reduce the average time to issue a license from 65 days (2015) to 49 days.
- By December 31, 2018, reduce the average time to issue a facility license from 60 days (2015) to 45 days.
- By December 31, 2018, increase the number of applications approved for health care licensure of military spouses and honorably-discharged veterans from 137 (2015) to 206.
- By December 31, 2017, establish enterprise solutions for all department regulatory functions.

NOTE: Priority 1. Healthy Moms and Babies is not applicable.

Strategic Priorities

Priority 1: Healthy Moms and Babies: Not applicable

Priority 2: Long, Healthy Life

Goal 2.1: Increase healthy life expectancy

Strategy	Objective		
2.1.1 Increase the healthy weight of children and adults.	A By December 31, 2018, increase the division's number of Healthiest Weight Activities from 34 (2015) to 37.		

Priority 3: Readiness for Emerging Health Threats

Goal 3.1: Demonstrate readiness for emerging health threats

Strategy	Objective
3.1.1 Improve efficiency of process for disseminating information on emerging health threats to licensees and other interested parties.	A By December 31, 2016, reduce the time to disseminate information on emerging health threats from 8 hours (2015) to 4 hours.

Priority 4: Effective Agency Processes

Goal 4.1: Establish a sustainable infrastructure, which includes a competent workforce, sustainable process and Effective use of technology, which supports all of the Department's core business functions

Strategy	Obj	ective
4.1.1 Increase the number of communications products (e.g. press releases, infographics, and social media).	A	By June 30, 2018, increase the number of communication products from 198 (2015) to 218.
4.1.2 Increase the percentage of employees with complete Individual Development Plan (vs. completion of Learning Management System activities)	A	By December 31, 2018, increase the number of MQA employees who participated in one or more professional development opportunities from 98 (2015) to 147.

Strategic Priority 5: Regulatory Efficiency

Goal 5.1: Establish a regulatory structure that supports the state's strategic priorities related to global competiveness and economic growth

Strategy	Objective
5.1.2 Increase	A By December 31, 2018, reduce the average time to issue a license from 65 days (2015) to 49 days.
percentage E of licensed	By December 31, 2018, reduce the average time to issue a facility license from 60 days (2015) to 45 days.
health professionals	C By December 31, 2018, increase the number of applications approved for health care licensure of military spouses and honorably-discharged veterans from 137 (2015) to 206.
5.1.3 Standardize department regulatory systems.	A By December 31, 2017, establish enterprise solutions for all department regulatory functions.

Appendix A

Division of Medical Quality Assurance Strategic Planning Participants

The following list features all attendees of the division's strategic planning process meetings, including the MQA Strategic Planning Retreat held in July 2015 and the Healthiest Weight Liaisons and Board Chairs/Vice Chairs Annual Long-range Planning Meetings held in September 2015. Although not included individually in the list, all MQA employees, management and board/council members participated in a Strengths, Weaknesses, Opportunities and Threats (SWOT) survey in 2015.

MQA Executive Leadership

Lucy C. Gee, MS Director, Division of Medical Quality Assurance

Lola Pouncey Chief, Bureau of Operations

Adrienne Rodgers, JD, BSN Chief, Bureau of Health Care Practitioner Regulation

Mark Whitten Chief, Bureau of Enforcement

DOH Executive Leadership

Celeste Philip, MD, MPH Deputy Secretary for Health Deputy State Health Officer for CMS

Nichole Geary General Counsel

J. Martin Stubblefield Deputy Secretary for Administration

MQA Management

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Sylvia Sanders Operations and Management Consultant II

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Gwendolyn Bailey Operations and Management Consultant Manager Diane Dennin Senior Management Analyst Supervisor

Debora Hall Senior Management Analyst Supervisor

Anthony Jusevitch Investigation Manager

Christopher Ferguson Assistant Chief of Investigative Services

Thomas Doughty Manager, MQA Applications, Information Technology

Jennifer Wenhold, MSW
Executive Director, Boards of
Dentistry, Athletic Training, Hearing
Aid Specialists, Clinical Social
Work, Marriage and Family
Therapy, and Mental Health
Counseling, and Opticianry

Joe Baker, Jr. Executive Director, Board of Nursing and Council on Certified Nursing Assistants

Allison Dudley, JD Executive Director, Board of Pharmacy

Claudia J. Kemp, JD Executive Director, Boards of Osteopathic Medicine, Speech-Language Pathology and Audiology, Massage Therapy, Acupuncture and the Council of Licensed Midwifery Allen Hall

Executive Director, Boards of Occupational Therapy, Physical Therapy, Psychology, Respiratory Care, and Councils of Dietetics and Nutrition and Electrolysis

Anthony B. Spivey, DBA
Executive Director, Boards of
Chiropractic Medicine, Clinical
Laboratory Personnel, Nursing
Home Administrators, Optometry,
Orthotists and Prosthetists,
Podiatric Medicine, and Advisory
Council of Medical Physicists

Sue Foster
Executive Director, Boards of
Dentistry, Athletic Training, Hearing
Aid Specialists, Clinical Social
Work, Marriage and Family
Therapy, and Mental Health
Counseling, and Opticianry

Andre Ourso, JD, MPH Executive Director, Board of Medicine and Council on Physician Assistants

Board Legal Counsel

Ed Tellechea Chief Assistant Attorney General

David Flynn Assistant Attorney General

Donna McNulty Senior Assistant Attorney General

Board and Council Members

Nicholas Pappas, ATC, LAT Chair, Board of Athletic Training

Billy 'Bo' McDougal, ATC, LAT Vice Chair, Board of Athletic Training

Jamie Buller, LCSW Chair, Board of Clinical Social Work, Marriage & Family Therapy and Mental Health Counseling

Susan Gillespy, LMFT Vice Chair, Board of Clinical Social Work, Marriage & Family Therapy and Mental Health Counseling

Leonard Britten, DDS Vice Chair, Board of Dentistry

William Kochenour, DDS Chair, Board of Dentistry

Catherine Cabanzon, RDH Member, Board of Dentistry

Douglas Moore, HAS Member, Board of Hearing Aid Specialists

Byron D. Shannon, OD Chair, Board of Opticianry

John B. Girdler, III Vice Chair, Board of Opticianry

Kathryn L. Whitson MSN, RN Vice Chair, Board of Nursing

Lori Desmond, MSN, RN, NE-BC Member, Board of Nursing

Debra Glass, BPharm Vice Chair, Board of Pharmacy

Joylynn M. Greenhalgh, DNP, ARNP Chair, Electrolysis Council

Jackie Shank, MS, RD, LDN Vice Chair, Dietetics and Nutrition Practice Council

Sheah Rarback, MS, RD, LDN Member, Dietetics and Nutrition Practice Council

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Heidi Roeck-Simmons, DOT/OTR Member, Board of Occupational Therapy

Christina L. Pettie, PT, MHA Vice Chair, Board of Physical Therapy

Steven Chenoweth, PT Member, Board of Physical Therapy

Dean Aufderheide, PhD Chair, Board of Psychology

Andrew S. Rubin, PhD Vice Chair, Board of Psychology

J. Drake Miller, PsyD Member, Board of Psychology

Roberto Garcia, RRT Member, Board of Respiratory Care

Raymond J. Hulley, PA Chair, Council on Physician Assistants

Bernardo Fernandez, MD Chair, Board of Medicine

Sarvam TerKonda, MD Vice Chair, Board of Medicine

Kevin Fogarty, DC, FICA Chair, Board of Chiropractic Medicine

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Linda Valdes, MS, MT (ASCP) Vice Chair, Board of Clinical Laboratory Personnel

Carleen P. Van Siclen, MS, MLS Chair, Board of Clinical Laboratory Personnel

Henry Gerrity, III, NHA Chair, Board of Nursing Home Administrators

Scott Lipman, MHSA, NHA Vice Chair, Board of Nursing Home Administrators Christine Hankerson, MSN, MS/P, PhD, RN Member, Board of Nursing Home Administrators

Timothy Underhill, OD Chair, Board of Optometry

Stuart Kaplan, OD Vice Chair, Board of Optometry

Tommy Chmielewski, LPO Chair, Board of Orthotists and Prosthetists

Ruphlal R. Gooljar, CPO, MA Member, Board of Orthotists and Prosthetists

Chet Evans, MS, DPM Chair, Board of Podiatric Medicine

Katherine Teisinger, AP, DOM Chair, Board of Acupuncture

Bridget K. Burke-Wammack, LMT, CLT Chair, Board of Massage Therapy

Lydia Nixon, LMT Vice Chair, Board of Massage Therapy

Jonathan E. Walker, LM Member, Board of Massage Therapy

Anna Hayden, DO Chair, Board of Osteopathic Medicine

Bridget Bellingar, DO Vice Chair, Board of Osteopathic Medicine

Frederick Rahe, AuD Member, Board of Speech-Language Pathology and Audiology

Melissa Conord-Morrow, LM, RN Chair, Council of Licensed Midwifery

Prosecution Services Staff

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Sidronio Casas Government Analyst I

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Janet Doke, BSN, RN Registered Nursing Education Consultant

William Spooner Program Operations Administrator Tihara Rozier

Program Operations Administrator

Brad Dalton Deputy Press Secretary

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<u>Healthiest Weight Florida</u> Program Staff

Shannon Hughes Director, Division of Community Health Promotion

Catherine Howard, PhD, MSPH Director, Healthiest Weight Florida

Kathryn Williams, MPH Coordinator, Healthiest Weight Florida

Geoffrey Kneen Program Specialist, Healthiest Weight Florida

Ernest Bradley Program Specialist, Healthiest Weight Florida

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M. R. Street, MPH Medical/Health Care Program Analyst, Bureau of Chronic Disease Prevention

<u>Association and Community</u> <u>Representatives</u>

Larry Barlow, PhD, LMFT Executive Director, Florida Association for Marriage and Family Therapy

Liz Brady Chief, Multistate Antitrust Enforcement, Office of Attorney General

Janet DuBois, ARNP President, Florida Nurse Practitioner Network William Hightower Director of Governmental Relations, Florida Osteopathic Medical Association

Karin Kazimi Project Director, Florida Healthcare Workforce Initiative

Jo Anne Koch Owens Government Affairs Representative, Florida Society for Clinical Laboratory Science

Alisa LaPolt Lobbyist, Florida Nurses Association

Marcia Mann State Contract Manager, CE Broker

Mandy O'Callaghan Attorney, Florida Senate

Christine Stapell, MS, RD, LDN Executive Director, Florida Academy of Nutrition and Dietetics

Casey Stoutemire Lobbyist, Florida Dental Association

Glenn Thomas Attorney, Lewis, Longman and Walker, PA

Mary Thomas, Esq. Assistant General Counsel, Florida Medical Association

Dennis Willerth Executive Director, Florida Society for Respiratory Care

Lynn Thames Dean of Oriental Medicine, Florida College of Integrative Medicine

Bob MacDonald Executive Director, PDMP Foundation, Inc.

Carolyn Stimel, PhD, ABPP Florida Psychological Association

Lee Ann Griffin Director of Quality and Regulatory Services, Florida Health Care Association

Kay Fergason American Medical Technologists, Florida Chapter

Leslie Dughi Director of Government Law and Policy, Greenberg Traurig, LLP

Corinne Mixon Lobbyist, Mixon and Associates

Ashley Kalifeh Attorney, Capital City Consulting

Joy Ryan Regulatory Attorney, Meenan P.A.

Appendix B

Planning Summary

The Division of Medical Quality Assurance (MQA) management team, made up of the division director, bureau chiefs and other key staff, oversaw the development of this strategic plan. Prior to its first strategic planning meeting, a SWOT analysis (Appendix C) was sent out to MQA executive management and employees. The results were analyzed to determine the similarities and differences. Gaps were identified and addressed during a strategic planning retreat in which MQA management met with the division's Strategic Planning Unit to discuss best practices and solutions. The meeting was the first of many in-depth discussions to develop a strategic plan that promoted MQA's dedication to making Florida the healthiest state to live, work, practice and retire.

Another SWOT was developed and designed for MQA's executive management and board members to determine if the division's strategies and mission aligned with those of its health care boards. The division director presented the results of the survey at the Annual Board Chairs/Vice Chairs Long-range Planning meeting to executive management and board members. Meeting attendees took part in a facilitated discussion that included information management, communications, programs and services, budget (financial sustainability), and workforce development. Leadership staff conducted an environmental scan of the agency (sources listed in Appendix E). Results were reviewed and the progress of the current *Department of Health Strategic Plan* was analyzed to formulate additional strategies and objectives for each priority area. The revised proposal was then routed back to executive leadership for comment and approval.

The following is the strategic plan schedule of meetings:

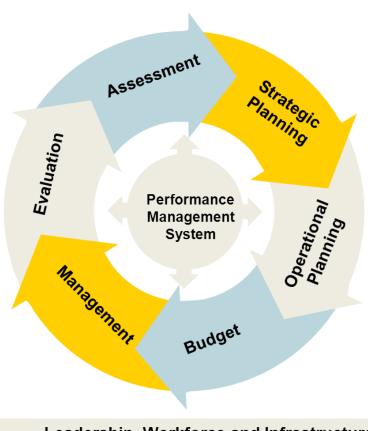
DATE	MEETING TOPIC	ATTENDEES
06/30/15	SWOT sent out to MQA management and employees	MQA management and employees
07/15/15	MQA Employee and management SWOT result analysis	Strategic Planning Services Team
07/23/15	Strategic Planning Retreat: discussed MQA's strategic focus aligned with DOH's strategic plan	Executive Management Team
07/24/15	Strategic plan draft development for five years	Executive Management Team, Strategic Planning Services Team
07/24/15	Strength, weaknesses, opportunities and threats (SWOT) analysis. Developed SWOT surveys	Executive Management Team Strategic Planning Services Team
08/12/15	SWOT survey sent out to MQA management and board members	Executive Management Team, MQA Management, Strategic Planning Services Team, External Partners
09/02/15	External SWOT survey results analysis.	Strategic Planning Services Team
09/23/15	2 nd Annual Healthiest Weight Liaison meeting	Executive Management Team, MQA Management, Strategic Planning Services Team, External Partners
09/24/15	Annual Board Chairs/ Vice Chairs Long-range Planning Meeting	See Appendix A
09/30/15	EMT Strategic Plan Development	Executive Management Team, MQA Management, Strategic Planning Services Team
11/12/15	Discussed new strategic plan format and assigned strategy managers	Executive Management Team, MQA Management, Strategic Planning Services Team

Monitoring Summary

As depicted in the image below, strategic planning is a key component of the larger performance management system. This statewide performance management system is the cornerstone of the Department's organizational culture of accountability and performance excellence.

The Division of Medical Quality Assurance (MQA) leadership team will be responsible for monitoring and reporting progress on the goals and objectives of this strategic plan. The team meets quarterly to discuss recommendations about tools and methods that integrate performance management into sustainable business practices. Annually, MQA's strategic plan progress report will be developed and presented to executive leadership, assessing progress toward reaching goals and objectives, and achievements for the year. The plan will be reviewed and revised by January each year, based on an assessment of availability of resources, data and progress.

In turn, the objectives that come from the Agency Strategic Plan that have been assigned to this division for implementation and quarterly reporting to *Florida Health Performs* will be reviewed by the Agency's SPIL Team on a quarterly basis for progress toward goals, and an annual progress report will also be developed. The SPIL Team will revise the *Agency Strategic Plan* annually, based on their assessment of resources, data and progress.



Leadership, Workforce and Infrastructure

Appendix C

Strengths, Weaknesses, Opportunities and Threats

Strengths

Customer service

Enforcement/public protection

Communication

Teamwork

Leadership

Commitment of board members to the protection of the public

Expertise of board/council members

Attendance at board/council meetings

Consumer member participation in board/council meetings

Licensure requirements for health care practitioners

Standards of practice in statute

Rule-making authority of boards/councils

Board staff

Board legal counsel

Health care practitioner licensure process

Department of Health leadership

Board/council meetings

Impaired practitioner programs: Professionals Recovery Network (PRN)

and Intervention Project for Nurses (IPN)

Expertise of prosecutors

Quality of settlement agreements

Prosecuting attorney staffing

Costs to prosecute

Weaknesses

Technology

Workforce recruitment/retention

Communication/transparency with employees

Non-competitive salaries

Managers who do not know the processes they manage

Public participation in board/council meetings

Cross-disciplinary collaboration

Consumer member participation in board/council meetings

Timely appointments to boards/councils

Legislative change process

Rule-making authority of boards/councils

North Carolina State Board of Dental Examiners v. Federal Trade Commission

(Supreme Court Ruling-Antitrust Laws)

External communications

Administrative allocation of trust fund

Board/council meetings

Internal communications

Timely prosecution

Quality of settlement agreements

Costs to prosecute

Prosecuting attorney staffing

Expertise of prosecutors

Opportunities

Process improvement

Hiring process

Inter-agency information sharing

Involving front-line employees in process improvements

Cross-disciplinary collaboration

Consumer member participation in board/council meetings

Public participation in board/council meetings

Rule-making authority of boards/councils

Legislative change process

Standards of practice in statute

External communications

Board/council meetings

Internal communications

Health care practitioner licensure process

Timely prosecution

Quality of settlement agreements

Impaired practitioner programs: Professionals Recovery Network (PRN)

and Intervention Project for Nurses (IPN)

Expertise of prosecutors

Threats

Workforce turnover/employees recruited by other agencies

Legislature/legislative mandates

Non-competitive salaries

Constant reorganization

Timely appointments to boards/councils

Cross-disciplinary collaboration

Attendance at board/council meetings

Expertise of board/council members

Commitment of board/council members to the protection of the public

Legislative change process

Rule-making authority of boards/councils

Standards of practice in statute

North Carolina State Board of Dental Examiners v. Federal Trade Commission

(Supreme Court Ruling-Antitrust Laws)

External communications

Administrative allocation of trust fund

Health care practitioner licensure process
Timely prosecution
Costs to prosecute
Expertise of prosecutors
Prosecuting attorney staffing

Appendix D

Work Plan and Alignment

Objective	LRPP	SHIP	QI Plan	Agency Strategic Plan Alignment	Bureau Assigned To
By June 30, 2018, increase the division's number of Healthiest Weight Activities by 10% from 13 (2015) to 14.	2A	CD1.2.1	NA	2.1.1	Operations
By 2016, reduce the time to disseminate information on emerging health threats by 50% from 24 hours (2015) to 12 hours.	NA	NA	NA	NA	Operations
By 2016, increase the number of communication products by 10% from 198 (2015) to 218.	NA	NA	NA	4.1.1	Operations
By 2018, increase the number of MQA employees who participated in one or more professional development opportunities by 50% from 98 (2015) to 147.	NA	HI3.1.0	NA	4.1.2	Operations
By 2018, reduce the average time to issue a license by 25% from 65 days (2015) to 49 days.	MQA Measure #1	AC2.1.3	NA	5.1.2	Health Care Practitioner Regulation
By 2018, reduce the average time to issue a facility license by 25% from 60 days (2015) to 45 days.	MQA Measure #1	AC2.1.3	NA	5.1.2	Health Care Practitioner Regulation
By 2016, increase the number of applications approved for health care licensure of military spouses and honorably discharged veterans by 50% from 137 (2015) to 206.	NA	AC2.1.0	NA	5.1.2	Health Care Practitioner Regulation
By December 31, 2017, establish enterprise solutions for all department regulatory functions.	NA	5D	NA	5.1.3	Operations

LRPP: Long Range Program PlanSHIP: State Health Improvement Plan

QI: Quality Improvement

Appendix E

Environmental Scan Resources

- 1. 2015 State Themes and Strengths Assessment
- 2. Agency Strategic Plan Status Report
- 3. <u>Division of Medical Quality Assurance Annual Report and Long-range Plan FY 2014-2015</u>
- 4. Division of Medical Quality Assurance Employee Training Log
- 5. Employee Satisfaction Survey 2015 Results
- 6. Florida Board of Acupuncture Twitter
- 7. Florida Board of Athletic Training Twitter
- 8. Florida Board of Chiropractic Medicine Twitter
- 9. Florida Board of Clinical Laboratory Personnel Twitter
- 10. Florida Board of Dentistry Twitter
- 11. Florida Board of Hearing Aid Specialists Twitter
- 12. Florida Board of Massage Therapy Twitter
- 13. Florida Board of Medicine Twitter
- 14. Florida Board of Clinical Social Work, Marriage & Family Therapy, and Mental Health Counseling Twitter
- 15. Florida Board of Nursing Twitter
- 16. Florida Board of Nursing Home Administrators Twitter
- 17. Florida Board of Occupational Therapy Twitter
- 18. Florida Board of Optometry Twitter
- 19. Florida Board of Opticianry Twitter
- 20. Florida Board of Orthotists and Prosthetists Twitter
- 21. Florida Board of Osteopathic Medicine Twitter
- 22. Florida Board of Pharmacy Twitter
- 23. Florida Board of Physical Therapy Twitter
- 24. Florida Board of Podiatric Medicine Twitter
- 25. Florida Board of Psychology Twitter
- 26. Florida Board of Respiratory Care Twitter
- 27. Florida Board of Speech-Language Pathology and Audiology Twitter
- 28. Florida Department of Health Facebook
- 29. Florida Department of Health, Long Range Program Plan 2015-16 through 2019-20
- 30. Florida Department of Health Newsroom
- 31. Florida Department of Health, Office of Inspector General Annual Report FY 2013-2014
- 32. Florida Department of Health Twitter
- 33. Florida Department of Health, Year in Review 2013-2014
- 34. Florida Department of Health, Florida Health Impact Report 2014-15 by the Numbers
- 35. Florida Strategic Plan for Economic Development
- 36. Healthiest Weight State Profile
- 37. Physician Workforce Annual Report 2014
- 38. State Monthly Economic Updates