



THE FLORIDA PDMP FOUNDATION INC.

FEI/EIN Number: 272004435

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ANNUAL REPORT TO DEPARTMENT OF HEALTH

2014

Issuing Authority

The Florida PDMP Foundation, Inc. (Foundation) was established by the Florida Legislature in 2009 with the adoption of section 893.055(11), Florida Statutes (F.S.). It is a Direct Support Organization under contract with the Florida Department of Health. It is a not-for-profit corporation created under Chapter 617, F.S. and is organized and operated as a tax-exempt organization under section 501(c)3 of the Internal Revenue Code. Its board, of up to 11 members, is appointed by the State Surgeon General. The business of the Foundation is managed by the Board of Directors and its executive director.

Mission:

The mission of the Florida PDMP Foundation, Inc. is to conduct fundraising for the benefit of the Prescription Drug Monitoring Program (PDMP) in order to reduce prescription drug abuse and diversion.

Results

Since its formation, the Foundation has been very active seeking support for the PDMP, known as E-FORCSE (Electronic-Florida Online Reporting of Controlled Substances Evaluation). Through June 2014, the Foundation raised over \$2.8M in private and corporate contributions. Of these funds it provided nearly \$634,000 to the Department of Health for operation, hosting, and maintenance of the PDMP.

Background

In December 2013, the Foundation's Board of Directors hired a new part-time executive director to oversee the daily business and fundraising operations of the organization. The Foundation had been without an executive director since 2010 and volunteer board members conducted the majority of its business with assistance from the Department of Health's E-FORCSE staff.

As one of his initial duties, the new executive director scheduled meetings with executive staff of all the major healthcare professional associations and regulatory boards whose members either prescribe or dispense controlled substances and who would have authority under Chapter 893.055, F.S., to register and use the PDMP database for patient treatment planning. He met with government and business professional associations including the Florida Association of Counties, Florida League of Cities and Florida Chamber of Commerce. He also met with the staffs of law enforcement professional associations whose members can also have access to the E-FORCSE database when investigating an active case.

Because only 25,000 of over 141,000 licensed health care practitioners are participating in the PDMP, the executive director determined that there was an immediate need to educate, through branding, health care professionals about E-FORCSE and its potential use in treatment planning. This was accomplished by the Foundation and E-FORCSE staff attending all major health care, law enforcement and government association conferences as an exhibitor. In the last fiscal year, this included the Florida Sheriff's Association, Florida Osteopathic Medical Association, Florida Society of Interventional Pain Physicians, Florida Dental Association, Florida Podiatric Medical Association, Florida Association of Counties, Florida Academy of Pain Management, Florida Police Chiefs Association, Florida Board of Pharmacy, Florida Board of Dentistry and Florida Board of Medicine. The executive director made presentations to the

regulatory boards and wrote articles for the Today's FDA, Quality Cities (publication of the League of Cities) and the FPMA Journal.

Currently, the Foundation Board of Directors is in transition. Three of its nine members did not seek reappointment and a fourth is resigning due to other responsibilities. By law it must have five members, but it can have up to 11. The executive director is working with the State Surgeon General's office to recruit and appoint new board members that will take an active interest in the association's mission and assist the executive director in identifying key individual and corporate donors.

Three Year Strategic Plan:

The following is an overview of the Foundation's short-range strategic plan:

In FY 2014-2015 the Foundation will be involved in the following activities to meet its goals and objectives:

- 1) Finalizing with the State Surgeon General key board appointments to include members representing major healthcare related corporations that support E-FORCSE ideals.
- 2) Finalizing the formation of The E-FORCSE Endowment Fund and promote to major donors the need to increase this fund from \$1.975M to \$5M over the next three fiscal years.
- 3) Contacting past donors to encourage their continued annual support to provide funding for Foundation operations.
- 4) Contacting targeted donors in law enforcement and health care professional associations for annual contributions.
- 5) Contacting political candidates running for office in 2014 to seek contributions from their excess campaign funds.
- 6) Continuing to brand E-FORCSE with health care practitioners, local government officials and law enforcement officials through continued presence at major conferences and trade shows.
- 7) Upgrading the Foundation's website to include a section on fundraising and links to provide the DSO-DOH reports.
- 8) Scheduling at least two conference calls and two live meetings of the Foundation Board of Directors during the fiscal year.
- 9) Providing quarterly payments for E-FORCSE operations to the DOH per the Direct Support Organization contract.
- 10) Developing and presenting courses throughout the state and at professional association meetings on E-FORCSE operations, the law and support of the program through the Foundation.

In FY 2015-2016 the Foundation will be involved with:

- 1) Continuing to seek annual contributions from past and targeted donors and organizations.
- 2) Continuing to fill board positions which become vacant with key diverse professional and corporate representatives.
- 3) Planning a major fundraising event in cooperation with a state professional healthcare association convention to raise funds for The E-FORCSE Endowment Fund.
- 4) Continuing to host PDMP educational courses at various locations in the state and in conjunction with medical, dental and pharmacy school programs.
- 5) Identifying key corporations to seek major gifts for the Foundation's operations.
- 6) Continuing branding of PDMP at state conferences and trade shows.
- 7) Continuing to provide quarterly payments to DOH for E-FORCSE Operations.

In FY 2016-2017 the Foundation will be involved with:

- 1) Continuing annual campaign seeking funds from past donors and targeted new prospects.
- 2) Developing special events to promote gifts to reach \$5M goal for The E-FORCSE Endowment Fund.
- 3) Continuing to provide PDMP course at various venues throughout the state.
- 4) Continuing promotion of PDMP at conferences and trade shows.
- 5) Continuing to provide quarterly payments to DOH for E-FORCSE operations.
- 6) Filling board vacancies with key individuals supportive of the program.

CODE OF ETHICS

July 1, 2014

Mission Statement

The mission of the Florida PDMP Foundation, Inc. is to conduct fundraising for the benefit of the Prescription Drug Monitoring Program in order to reduce prescription drug abuse and diversion.

Code of Ethics

The Board of Directors and staff of the Florida PDMP Foundation, Inc. shall abide by and conform to the following while serving in their capacity:

- 1) Will obey applicable federal, state and local laws and regulations.
- 2) Will work within the legislative guidelines of a Direct Support Organization under contract to the Florida Department of Health.
- 3) Will uphold the Foundation's mission, goals and objectives which it adopts and which are approved by the Florida Department of Health.
- 4) Will advance E-FORCSE with potential donors through use of various fundraising vehicles to seek financial support for the sustainability of the program.
- 5) Will protect, at all times, all entrusted assets (physical, digital, financial, proprietary informational, etc.) keeping them secure and providing them for public review upon official request.
- 6) Will not misuse or leverage for gain any entrusted asset by using it in any manner other than that which was intended by the entrustor, unless otherwise required by law.
- 7) Will exercise proper authority, sound judgment, due diligence and respect when dealing with donors, state government officials, private organizations and the public.
- 8) Will not engage in or facilitate any discriminatory or harassing behavior.
- 9) Will recuse themselves from taking any action on any matter before the Foundation which may potentially be a conflict of interest.
- 10) Will act honestly, truthfully and with integrity at all times within the best interest of the Foundation as a Direct Support Organization to the Florida Department of Health.
- 11) Will, unless extenuating circumstances arise, attend all scheduled Foundation conference calls and live meetings as approved by the board and properly noticed to the public.
- 12) Will ensure that all assets are designated only for the operation of the PDMP database and the Foundation.
- 13) Will follow nationally recognized fundraising guidelines to cultivate potential donors to seek their support for large gift donations.