

North Carolina Medical Board  
Outreach Committee Meeting  
January 2015

Committee Members: Subhash Gumber, MD, Chairperson, Debra Bolick, MD, Ralph A. Walker, JD, LLB

Old Business:

a. Analysis of NCMB public actions by county

History: The Outreach Committee has discussed the possibility of analyzing licensee population and NCMB Board Actions data to determine the rate of actions per capita. Staff approached the Cecil G. Sheps Center for Health Services Research to request assistance with this project. Tom Ricketts, the deputy director of the Sheps Center, agreed to perform the analysis and prepare a report, if the Board can provide raw data. NCMB will provide five years of public actions data and the most current population roster to Ricketts by the end of this month.

Staff recommendation: Proceed with project and report back to the committee

b. Board use of Twitter

At its November meeting, the committee and full Board discussed concerns raised by members of the Cumberland County Medical Society about the Board's practice of tweeting disciplinary actions of the Board. The full Board decided it needs to study the various uses of social media, including Twitter, more deeply before directing staff to change current practices. The Board did not see a reason to limit the Board's activity on Twitter to distributing information about actions and directed staff to immediately begin tweeting general interest information in addition to tweets about public actions. Staff has expanded its use of Twitter accordingly while gathering information and best practices about public and government agency use of Twitter and other social media platforms. Staff expect to produce a draft social media plan for consideration by the Board later this year.

Members of the CCMS have asked to present their concerns regarding Twitter directly to the committee to inform the Board's pending study of social media.

Staff recommendation: Accept CCMS remarks as information

c. NCMB logo

Update on logo design and selection process.

Staff recommendation: Accept logo choice and direct Public Affairs to proceeding with rebranding efforts.

New Business:

a. Development of NCMB “Portable Position Statements” app

One of the Public Affairs Department's priorities for 2015 is to develop new resources and content for licensees and the public. The current trend in communications is to push content to users via social media or mobile apps. This trend is spurred by the observation that an increasing segment of users prefer to get information this way, as opposed to visiting an organization's website to access content of interest. Staff have done some research on commissioning a mobile app centered on our most used resource, Look Up a Licensee. However, staff believes this approach is cost prohibitive at this time (\$40-60K). Public Affairs would like to explore mobile apps by creating an app that would allow licensees and others to quickly search and access Board position statements (Portable Position Statements or Portable PS) via their tablet or phone. To keep the cost down, staff would use a mobile app developer tool to self-create the app.

Staff recommendation: Discuss and, if in favor, direct staff to proceed.

b. 2014 Annual Report

The Public Affairs Staff has started gathering data for the 2014 NCMB Agency Annual Report. The report will include an overview of significant policy and operational activities during 2014. This is an overview, not a complete catalogue of Board initiatives. Staff would like committee member input on items to be covered in the program overview. Some suggested items for inclusion are:

- Continued work to encourage responsible opioid prescribing, including adoption of the new position statement on using opioids for the treatment of chronic pain
- NCMB collaboration with NC CSRS to receive information about outlier prescribers of opioids
- Telemedicine, including the roundtable on this subject and the resulting revised position statement
- Outreach to NC medical schools and residency programs
- Board efforts/plans to secure a fee increase
- Board participation in OSA review of NCPHP and acceptance of recommendations for increased oversight
- Adoption of position statement regarding licensee obligation to recognize and report child maltreatment
- Participation by NCMB at FSMB and other national or international medical regulatory organizations (meetings attended by Board Members, honors, offices elected to (Dr. Barbara Walker to Nominating Committee, etc.))

Discussion: What initiatives would committee members like to see included in the Annual Report? Discuss and suggest items to highlight.

Staff recommendation: Discuss and provide suggestions to Public Affairs Director. Members of the full Board will have the opportunity to provide suggestions during the Outreach Committee reports.