

North Carolina Medical Board
Outreach Committee Meeting
July 2014

Committee Members: Subhash Gumber, MD, Chairperson, Debra Bolick, MD, Eleanor Greene, MD, and Thelma Lennon

1. Old Business:

a. **NCMB Professionalism Module**

Approximately 30 residents have completed the NCMB online module on Professionalism. The response has been positive (see survey responses), suggesting that the module may be an effective way for the Board to reach student and resident audiences.

Recommendation: Have Public Affairs staff use module as a “calling card” to introduce the Board when seeking new outreach opportunities and speaking engagements with medical schools and residency programs.

b. **Letter to Med School/PA Program deans & residency directors**

The PA Director has composed a letter inviting medical school and PA program officials and residency directors know of our interest in engaging with student/resident populations. Public Affairs plans to mail the letters in staggered batches to contacts at the schools and residency programs.

Recommendation: Proceed with plans to mail letters; Provide an update on the project at September Board Meeting.

c. **Disciplinary “hot spots”**

Upon further review, the Public Affairs staff has determined that prior disciplinary reports do not contain enough detail to allow the staff to plot only those actions involving quality of care and/or controlled substances (as previously directed by the Committee) without significant additional work. Completing the project as directed would require manually pulling between 800 -1,000 Board orders for review.

It would be fairly straightforward to plot all disciplinary actions. That said, when this project was discussed at the full Board level, multiple Board Members questioned the purpose and value of this endeavor.

Discussion: Consider purpose and utility of plotting actions by geographic location and decide if the project should proceed.

2. New Business:

a. Annual Report

The first NCMB agency annual report was completed in May 2014. Next year, the Public Affairs Department will begin work on the report in January, with a goal of releasing it publicly by March 31.

Recommendation: Direct Public Affairs to proceed as planned.

b. NCMB Outreach Efforts - Talks and presentations

The NCMB frequently speaks to professional and educational groups to enhance its relations with potential and current licensees and seeks to expand this work. A pending initiative seeks to cultivate ongoing relationships with medical schools and PA programs, as well as residency programs in the state, to ensure regular opportunities to engage with students and RTLs in these environments.

Currently, Jane Page in the NCMB's Licensing Department, and Katharine Kovacs, PA, in the OMD visit each of the state's PA programs annually. They will give the committee an overview of their work.

In addition, Special Projects Coordinator Nancy Hemphill annually addresses residents at UNC Chapel Hill; Executive Director David Henderson recorded an online module about the Board, which residents at Duke are required to view. This has been in place for several years and was updated in 2013.

Finally, the Board also seeks to engage with community physician groups, such as county medical societies, specialty professional organizations and medical staff at NC hospitals.

The Board requires a system for keeping its various efforts to engage through talks and presentations organized.

Recommendation: Direct Public Affairs to create a master spreadsheet that includes all scheduled talks and presentations, and a system for managing and preparing for upcoming presentations. This system should include a template email that Board Members and staff may use when offering to present. Present system at September Board Meeting

NCMB Professionalism Module

Since May 2014, approximately 30 residents have completed the NCMB's Professionalism Essentials Training online. Portal link (registration required): <http://www.aheconnect.com/ncmb/default.asp>

Course survey responses indicate that the program was well received. Users appear to have found the course easy to navigate and the content relevant and engaging (see scores below).

One narrative comment did indicate that the subject of professionalism is well covered in medical school and residency training, and questioned the need for the NCMB to provide additional content on this topic.

Evaluation Scale: 5=Strongly Agree, 4=Agree, 3=Neither, 2=Disagree, 1=Strongly Disagree

| Survey Question | Average Score |
|---|----------------------|
| It was easy to navigate through the course | 4.57 |
| It was easy to register for this course | 4.57 |
| Overall, the learning objectives were met | 4.5 |
| The course material was appropriate for an online medium | 4.57 |
| The course was effective in providing balanced content without commercial bias | 4.57 |
| The course was effective in stimulating and interesting me | 4.29 |
| The educational level of the material was appropriate for the intended audience | 4.29 |
| The material presented was accurate and timely | 4.5 |
| The self-assessment/test questions were effective in assessing my cognitive understanding of the material | 4.29 |
| This activity met my educational need | 4.36 |
| This educational activity increased my knowledge of the topics presented | 4.29 |
| This educational activity will improve my clinical practice | 4.14 |

Dear Dean XXXXXX,

I'm contacting you on behalf of Dr. Subhash Gumber, Chair, NCMB Outreach Committee. The Outreach Committee, among other things, "... identifies the different constituencies served by the Board, cultivates relationships with these constituencies and proactively seeks opportunities to engage them in dialogue about the Board's policies and work."

The NCMB would like to improve medical care in the State by engaging medical students and trainees about practice issues such as professionalism, prescribing and maintaining proper boundaries – issues that bring many licensees to the attention of the Board. An important goal of this outreach is to avoid trouble in the future, which benefits everyone involved, including the public.

The NCMB feels the best way to engage with faculty and physician and PA trainees is to "put a human face" on the Board by participating in talks and Q & A sessions. Activities could include departmental Grand Rounds or discussions with students or trainees during regularly scheduled educational sessions. You can help us by putting me in touch with the individuals at your institution who will have an interest in this, such as medical student clinical coordinators (3rd/4th year) and residency/fellowship program directors.

The NCMB is also developing content for the trainees in different subject areas. Please see the link below to view an online module on the subject of professionalism. This content is free, but users will need to register for access. We invite faculty and training coordinators to incorporate this module as part of the curriculum and welcome their feedback on it.

<http://www.aheconnect.com/ncmb/default.asp>

Please pass my contact information on to someone on your team who will work with me to find ways for the NCMB to work with your students, trainees and faculty. I can be reached by telephone at 919-326-1109 x230 or by email, jean.brinkley@ncmedboard.org

Sincerely,

Jean Fisher Brinkley
Director, Public Affairs
North Carolina Medical Board

Annual Report Production Schedule

1. Data collection – The first week of January, Operations Director will pull statistics from the 2014 calendar year related to licensing, licensee population, cases opened and closed, Board actions, etc. Public Affairs director will begin data cleaning and sorting process upon receipt.
2. During January Board Meeting, Public Affairs director will present Outreach Committee with a list of initiatives to be considered for the Program Overview section of the Annual Report. During Committee and Board level discussion, Board Members should provide their input and preferences. PA Director will write Program Overview following this meeting.
3. In February, Comptroller will receive draft copies of audited 2014 financial statements; Comptroller will provide Statement of Revenues and Expenses to PA Director, along with final line-by-line budget expenditures for 2014.
4. Layout complete by first week of March; PA Director and PA Specialist will proof/correct. A limited number of paper copies will be ordered for office use. Public release will take place by the end of March.