

North Carolina Medical Board
Outreach Committee Meeting
July 2015

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

Old Business:

a. Update on Public Outreach Campaign

Public Affairs has completed work on the first series of images to be used in the public outreach campaign to raise awareness of the Board and, specifically, the Licensee Search on the NCMB's website, and has started work on the second planned series.

Public Affairs would like to launch the campaign by the end of July, or as soon as necessary modifications to the NCMB website are made to display the campaign images.

No action required; for information only

b. Implementation of Licensee Information Compliance Review program

In 2014, the Board approved plans to develop a program to encourage licensee compliance with NCGS 90-5.2, which requires all licensed physicians and physician assistants to report certain information (including current practice address and telephone number, board certification, current area of practice, hospital privileges, etc.) to the Board, which in turn makes it available to the public on the NCMB's website.

Public Affairs would like to implement this compliance program now, especially since public outreach will soon increase traffic to the Licensee Information pages. A compliance program will help focus licensee attention on the need to keep their personal information accurate and complete, and improve the user experience for those who use the Board's Licensee Information pages. The goal of the compliance program is to bring licensees into full compliance with the law, and to encourage use of the many optional licensee information categories that provide additional information to users.

Staff recommendation: Direct Public Affairs to proceed with implementation of the Licensee Information Page compliance program.

c. Update on launch of redesigned NCMB website

The new NCMB website launched publicly on June 28. Staff will provide a brief report on user reception/responses to the new site.

Discussion: Committee discussion of staff plans/recommendations for additional fine tuning to website.

d. Update on ongoing Outreach activities

- i. Medical Schools
- ii. Residency programs
- iii. Hospitals/Health systems
- iv. Professional societies
- v. PA Programs

Staff will provide the Committee with an update on continuing efforts to schedule presentations with licensee and student audiences.

No action required; Discussion of progress, review of upcoming Outreach events

New Business:

a. Committee review of progress toward Strategic Goals No 4. And 5

The NCMB's Strategic Plan for 2015-2018 includes Strategic Goals related to Outreach and Transparency. Board staff record progress towards these goals to provide the Board with specific metrics by which to assess progress.

Board members should review Tab 27, pages 11-19 to see the specific metrics being used to show progress towards these goals.

Discussion: Does the Committee find the metrics informative and relevant to the goals? Should goals/metrics be modified in any way to provide more useful information?