

North Carolina Medical Board
Outreach Committee Meeting
March 2014

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

1. Old Business:

a. NCMB Professionalism Module

Discussion: Committee member reaction to module; possible uses for module

2. New Business:

a. Point of View article topics

One way the NCMB can improve awareness of the agency, its mission and priorities is by placing articles on timely issues in state and national media outlets. For example, Board Treasurer/Secretary Pascal Udekwu, MD, has agreed to write an article explaining the Board's stance on telemedicine. NCMB Public Affairs Director Jean Brinkley is planning to write one on the value of using Medical Board licensee information when looking for a physician or PA.

Discussion: What are some other topics of interest that might make good fodder for additional Point-of-View articles?

b. Physician's Guide to Closing a Practice

Ms. Hemphill is close to completing work on a brochure on the subject of closing or departing a medical practice. The guide, which would be made available on the NCMB website, is aimed at helping licensees meet their professional obligations to patients (allowing for continuity of care, providing access to copies of medical records, etc.).

Discussion: Provide feedback to Ms. Hemphill on the guide.

c. Prezi as an outreach tool

Some members of the NCMB's staff are interested in using Prezi, a presentation software package, to create online guides that may be viewed by licensees and others.

Discussion: What do Committee Members think of this method of presenting information? Do Committee Members see Prezi as a viable way of communicating with stakeholders? What other topics might be suited to this format?