

North Carolina Medical Board  
Outreach Committee Meeting  
May 2015

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

Old Business:

- a. Update on ongoing Outreach activities
  - i. Medical Schools
  - ii. Residency programs
  - iii. Hospitals/Health systems
  - iv. Professional societies
  - v. PA Programs
    - a. Use of surveys to assess response to presentations

Staff will provide the Committee with an update on continuing efforts to schedule presentations with licensee and student audiences and receive Committee guidance on progress, additional strategies to employ.

- b. Telemedicine POV

An article explaining the NCMB's approach to regulating telemedicine was published in the Spring 2015 issue of the *Forum*. The Public Affairs Director is working with Dr. Udekwu to produce two additional articles for non-licensee audiences. One article will focus on patient protection and will be submitted for consideration to major metropolitan newspapers in the state. The other article will focus on business aspects of telemedicine, including potential for corporate practice of medicine issues, and will be pitched to speciality business publications.

New Business:

- a. FSMB House of Delegates adopts NCMB resolution on social media.

The NCMB, which has discussed the appropriate role of social media in its communications, particularly with regard to distribution of information about public actions, offered a resolution at the Annual Meeting of the Federation of State Medical Boards in April, asking the FSMB to develop a model policy on social media or other guidance for member boards. The FSMB House of Delegates adopted a modified version of the resolution on Saturday, April 25, which states:

*Resolved; that at its 2016 Annual Meeting, the Federation of State Medical Boards (FSMB) shall present information on current uses of social media by regulatory*

*agencies and collect and disseminate information on best practices for regulatory agencies to follow in using social media and other forms of communication to publicize Board news and information, including public disciplinary actions.*

Discussion: NCMB staff are in the process of studying government and public agency use of social media; this process will culminate with staff drafting a social media policy that addresses distribution/posting of information regarding public Board actions. Now that the FSMB has adopted the NC resolution, the Board must decide how to proceed.

Options:

1. NCMB shall defer to the FSMB and postpone any decision on the Board's social media policy until it reviews the FSMB guidance after its release in Spring 2016.
2. The NCMB shall proceed with its own social media policy; The Board shall review social media guidance produced by the FSMB consider adjustments to its own policy at that time, if deemed necessary.

Staff recommendation: Proceed with plans for an NCMB social media policy, to be considered by the Board in July or September; When FSMB guidance on social media is available, review and consider possible adjustments to NCMB policy.

b. Staff attendance/participation in recent meetings

The Public Affairs Director recently participated on a panel to attendees of the Federation of State Medical Boards Annual Meeting, on the subject, "Communicating with your stakeholders: Strategies for Engaging your Licensees, the Public and Peer Organizations. In addition, the Public Affairs Director and Public Affairs Coordinator both attended a regional seminar on Openness and Transparency in Professional Regulation, which was sponsored by the Council on Licensure, Enforcement and Regulation (CLEAR).

Staff will provide a report on recent participation in these two meetings.