

North Carolina Medical Board
Outreach Committee Meeting
September 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

- vi. Review and discuss resident presentation recently used by Dr. Walker-McGill

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

b. Review of data prepared by the Sheps Center at UNC

- i. The Board asked the Cecil G. Sheps Center for Health Services Research at UNC for assistance mapping Board disciplinary actions per licensee per capita in NC, to see what patterns might exist. Staff expect to have the Sheps Center's spatial analysis report for Board Member review and discussion.

New Business:

a. Options for more engaging presentations

Increased Board activity in outreach to medical students and early career licensees (specifically, residents) presents an opportunity for the Board to consider different ways to present NCMB messages to these audiences. Feedback from medical schools in particular indicate that many students do not consider NCMB to be relevant to them, as many do not plan to practice medicine in North Carolina upon completing their training. Additionally, the traditional PowerPoint slide presentation may not be best suited to this audience. NCMB may wish to broaden its approach to outreach to include alternative means of engaging with medical student audiences.

- i. Message – What are the key, relevant points NCMB can make to medical students? To residents?

- ii. What presentation formats should be offered? Brown bag lunch? Q & A session?
Case study-based presentations, possibly by subject?
- iii. Training – Are Board Members interested in staff-led training to practice alternative presentation techniques? What types of training would be of interest?
When could Board Members be available for such training?

b. 2016 Communications Priorities

- i. New Communications Department Structure
- ii. Enhancing the NCMB Brand
- iii. Market research
- iv. NCMB Communications Plan