



East Carolina University | Board of Trustees Health Sciences Committee Meeting | April 23, 2015

Agenda

- I. Approval of February 19, 2015 Minutes Action

- II. Health Sciences Division - Dr. Phyllis Horns Discussion
 - A. ECU Physicians Update - Dr. Paul Cunningham
 - 1. ECU Physicians Financial Performance - Ms. Cheryl Marsh and Dr. Rick Niswander
 - 2. Transition Team Update - Dr. Nick Benson and Mr. Dan Sweat

- III. Closed Session

- IV. Health Sciences Informational Updates Information
 - A. College of Allied Health Sciences
 - B. College of Nursing
 - C. School of Dental Medicine
 - D. Laupus Library
 - E. Brody School of Medicine

East Carolina University
Board of Trustees
Health Sciences
April 23, 2015

Session	Health Sciences
Responsible Person	Steve Jones, Chair
Agenda Item	I.
Item Description	Approval of February 19, 2015 Minutes
Comments	
Action Requested	Approval
Disposition	
Notes	

**Health Sciences Committee – Open Session
ECU Board of Trustees
February 19, 2015
Mendenhall Student Center**

Board Members Present:

Robert Brinkley
Edwin Clark
Mark Copeland
Deborah Davis
Vern Davenport
Steve Jones
Max Joyner
Carol Mabe
Bob Plybon – by phone
Danny Scott
Kieran Shanahan
Jake Srednicki
Terry Yeargan

Others Present:

Michael Abramowitz	Ron Mitchelson
LaKesha Alston	Rick Niswander
Chancellor Ballard	Mark Notestine
Bill Bagnell	Donna Payne
Greg Chadwick	Mary Schiller
Paul Cunningham	Dan Sweat
Greg Hassler	Stacie Tronto
Phyllis Horns	Michael Van Scott
Brian Jowers	Gary Vanderpool
Kathryn Kennedy	Amanda Williams
Chris Locklear	

Recorder: Cindy Reaves

Call to Order and Approval of Minutes:

Mr. Jones called the meeting to order at 11:15 a.m., and read the conflict of interest statement required by the State Government Ethics Act. No conflicts were identified. The minutes of November 20, 2014 were approved.

Health Sciences Division Update:

Dr. Horns mentioned that a revised agenda had been included in the packets for today's meeting. Also, AMA Grant slides were included in the packets for members to review. Dr. Elizabeth Baxley will be prepared to present information on the AMA Grant at a future Health Sciences Committee meeting.

ECU Physicians Financial Performance Update:

Mr. Jowers reviewed the financial year-to-date information as of the end of January 2015. ECU Physicians made \$0.1M as of the end of January 2015. The total operating revenues were improved and ECU Physicians is showing a net income of \$80,000 as of January 31, 2015. The Pro-Fee Collections were up by 19.5% and progress is being made with less number of providers. Mr. Jowers expects the SODCA funds to post in February and March to total \$1M - \$1.5M. Mr. Jowers added that the transition team with Vidant Medical Center is working on transition programs and looking at different models to make the transition a success.

Medical Malpractice Insurance Plan Update:

Dr. Niswander gave an ECU Physicians Medical Malpractice Insurance update. Broker proposals were received from December 5, 2014 – January 5, 2015. A committee convened with members who have significant expertise in professional liability insurance, BSOM and ECU leadership, and end users of the program. Eight vendors submitted proposals and were evaluated by the committee. The committee invited the three highest scoring vendors to give on-site presentations. Wells Fargo was selected from the three based on their written and on-site material and proven record in successfully representing the Medical School. The committee unanimously recommends Wells Fargo Insurance Services as the vendor to provide insurance brokerage and risk management services. Dean Cunningham ratified the recommendation on February 5, 2015.

Division Updates:

Additional informational updates on the College of Allied Health Sciences, College of Nursing, Laupus Library, School of Dental Medicine and the Brody School of Medicine were included in the board packets.

Closed Session:

Action: A motion was made by Chairman Jones that the Health Sciences Committee go into closed session. Ms. Davis read the motion to go into closed session:

1. Prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information);

2. Consider the qualifications, competence, performance, character, fitness, or conditions of appointment of one or more prospective and/or current employees and/or to hear or investigate a complaint, charge, or grievance by or against one or more individual employees;
3. Consult with an attorney to preserve the attorney-client privilege; and
4. Prevent the disclosure of information that is privileged or confidential pursuant to law or not considered a public record within the meaning of Chapter 132 of the General Statutes, specifically to:
 - (a) Prevent the disclosure of financial terms and/or other competitive health care information directly related to the financial terms in a health care services contract between a hospital or medical school and a managed care organization, insurance company, employer, or other payer, as provided under N.C.G.S. § 131E-99; and
 - (b) Prevent disclosure of one or more reports regarding assessment of information technology networks under N.C.G.S. § 147-33.111 and to maintain the confidentiality information related to security features of networks and/or systems as provided in N.C.G.S. § 132-6.1(c).

Action: Motion passed.

Action: A motion was made by Chairman Jones to go back into open session at 12:40 p.m. Motion passed.

Meeting adjourned at 12:40 pm.

East Carolina University
Board of Trustees
Health Sciences
April 23, 2015

Session	Health Sciences
Responsible Person	Dr. Paul Cunningham, Dean, Brody School of Medicine
Agenda Item	II. A. 1.
Item Description	ECU Physicians Update
Comments	
Action Requested	Discussion
Disposition	
Notes	ECU Physicians Financial Performance Ms. Cheryl Marsh, Chief Financial Officer, ECU PHsicians Dr. Rick Niswander, Vice Chancellor, Administration & Finance

East Carolina University
Board of Trustees
Health Sciences
April 23, 2015

Session	Health Sciences
Responsible Person	Dr. Paul Cunningham, Dean, Brody School of Medicine
Agenda Item	II. A. 2.
Item Description	ECU Physicians Update
Comments	
Action Requested	Discussion
Disposition	
Notes	Transition Team Update Dr. Nick Benson, Vice Dean, Associate Vice Chancellor for Healthcare Regulatory Affairs, & Medical Director, ECU Physicians Mr. Dan Sweat, Associate University Attorney, Health Sciences Campus

East Carolina University
Board of Trustees
Health Sciences
April 23, 2015

Session	Health Sciences
Responsible Person	Dr. Phyllis Horns, Vice Chancellor for Health Sciences
Agenda Item	III.
Item Description	Closed Session
Comments	
Action Requested	
Disposition	
Notes	

East Carolina University
Board of Trustees
Health Sciences
April 23, 2015

Session	Health Sciences
Responsible Person	Dr. Phyllis Horns, Vice Chancellor for Health Sciences
Agenda Item	IV.
Item Description	Health Sciences Informational Updates
Comments	
Action Requested	Information
Disposition	
Notes	A. College of Allied Health Sciences B. College of Nursing C. School of Dental Medicine D. Laupus Library E. Brody School of Medicine

SOUND ADVICE: Tinnitus clinic accepting patients for evaluations, therapy



The Department of Communication Sciences and Disorders in the College of Allied Health Sciences at East Carolina University established the Progressive Tinnitus Management (PTM) Clinic in January to evaluate and treat tinnitus and help those suffering from it learn to live with the symptoms. Clinicians aim to reduce the negative emotional response and attention directed toward the tinnitus. At the clinic, the department's audiology team of faculty and doctoral students diagnose the condition and create treatment plans for patients. While an exact cause of tinnitus is unknown, sound therapy and cognitive behavioral therapy are used to reduce the annoyance of its symptoms. A mental health counselor will be involved in treatment plans, along with a "Living with Tinnitus" group, as well. Audiology faculty and doctoral students also make referrals and perform hearing and tinnitus evaluations to determine suitable management options such as hearing aids, wearable tinnitus devices, counseling or group and individual

treatment.

GENERATING SOLUTIONS: Symposium peddles patient-centered partnerships



Innovative community health care driven by patient needs, and tailoring local resources to cooperatively address those needs was the focus of the 11th annual Jean Mills Health Symposium held Feb. 6 at East Carolina University. Dr. L. Allen Dobson, keynote speaker and current president and CEO of Community Care of North Carolina addressed an audience of health care providers, community and faith leaders, faculty, students and community resident, highlighting how unsuccessful the shift from physician-owned practices to health-system-owned practices can be and how eastern

North Carolina has addressed the issue through tailoring approaches to local resources and collaborating efforts across disciplines.

U.S. News 2016 ranking recognizes ECU health sciences graduate programs



East Carolina University programs in medicine, nursing and rehabilitation counseling have been ranked among the best graduate schools in the nation by U.S. News & World Report. Included in the rankings is the rehabilitation counseling program in the College of Allied Health Sciences' Department of Addictions and Rehabilitation Studies, ranked 18th among such programs. "We're committed to providing the highest quality programs

to prepare professional counselors for a complex and rapidly changing behavioral health care environment," said Dr. Paul Toriello, chairman and director of graduate programs for the Department of Addictions and Rehabilitation Studies. "Having our master's program in rehabilitation counseling be recognized by the US News & World Report is a testament to our continuous pursuit of excellence." ECU offers a master's degree in rehabilitation and career counseling and substance abuse and clinical counseling. Students also can pursue certificates in rehabilitation counseling, substance abuse counseling, vocational evaluation and military and trauma counseling. The doctoral program in rehabilitation counseling and administration allows students to specialize in substance and clinical counseling, vocational evaluation or rehabilitation research.

East Carolina University
College of Nursing Updates
March 2015

- The College of Nursing and the North Carolina Department of Health and Human Services Division of Public Health are partnering on a project aimed at enhancing STD testing and treatment in the state. The effort will assess barriers and engage health departments, federally qualified health centers, and emergency departments in improving billing coding and reimbursement capacity to provide further incentive for increased STD testing. The project has the potential to span four years with continued funding.
- Dr. Ann Schreier is co-investigator with Brody's Dr. Kathryn Verbanac on a project that has been awarded a \$50,000 one-year grant from the Susan G. Komen North Carolina Triangle to the Coast Affiliate. The project is intended to increase breast health screening and diagnostic services for Pitt and Wilson county women and will focus on uninsured and underinsured African Americans, Latinas and other women who are at high risk for breast cancer. It will involve conducting outreach and education initiatives with community partners, facilitation of medical referrals and hosting of free screening clinics.
- The East Carolina Association of Nursing Students is one of five chapters nationally to be named a recipient of the Stellar School Chapter Recognition from the National Student Nurses' Association. The award recognizes school chapters for their involvement in NSNA and their commitment to shared governance and professional development. ECU nursing students will travel to Phoenix April 8-12 to take part in an awards ceremony. ECANS, which has a membership of about 300 pre-nursing and nursing majors, is advised by College of Nursing faculty member Dr. Gina Woody.
- The College of Nursing embodies ECU's mission of service to our communities. Each semester, about 130 nursing students conduct service-learning projects that benefit a number of different populations in the region. A new blog showcases all of them, from encouraging proper needle disposal in diabetic home health patients, to evaluating the need for car seat safety information in Craven County schools and daycares. Learn more at <http://bit.ly/communitynursing>.
- In partnership with Vidant Medical Center, the college offered a one-time screening of the "American Nurse" documentary at Carmike 12 in Greenville. Organizers sold 343 tickets and gave away an additional 30 tickets to local high school students. The event doubled as recruitment effort and included informational booths from both ECU and Vidant. More info about the movie at www.americannurseproject.com.
- The college held its third annual Pirate Nurse 5K on Saturday, March 28. The race, which takes place on the ECU Health Sciences Campus, raises funds for College of Nursing student scholarships. This year's event attracted 225 runners and involved about 75 volunteers.

- The Interprofessional Health Sciences Student Leadership Council (IHSSLC) and the Institute for Healthcare Improvement Open School offered a panel on March 25th called “Transition to Practice: From Student to Professional.” The event featured a panel of recent graduates from medicine, dentistry and nursing and was held at the College of Nursing.

East Carolina University
School of Dental Medicine (SoDM)
ECU Board of Trustees Update
April 2015

The School of Dental Medicine will celebrate the graduation of its inaugural DMD class in May. Graduation events include the ECU Commencement at Dowdy-Ficklen Stadium on May 8 at 9:00 a.m. and the School of Dental Medicine's Commencement on May 9 in Wright Auditorium at 9:00 a.m.

After conducting a final site visit at the ECU School of Dental Medicine in early March, the Commission on Dental Accreditation (CODA) Site Visit Team indicated that the school will be granted full accreditation with no recommendations. Official notification of full accreditation is expected in August. All accredited dental programs receive a follow-up CODA site review every seven years, except for programs in the specialty of oral and maxillofacial surgery, which are reviewed every five years.

The School of Dental Medicine has received the commitment of a planned gift of \$500,000 from Dr. D.H. Taylor, Jr. and Mrs. Peggy Taylor of Greenville to provide scholarships for students from Pitt, Lenoir, Beaufort, and Hyde Counties.

The ECU School of Dental Medicine Class of 2015 is creating an endowment to fund patient care and provide educational opportunities: The Inaugural Class Patient Care Fund. The ECU Medical & Health Sciences Foundation Board is supporting the effort by matching half the endowment cost. Our inaugural class will leave an outstanding legacy of scholarship, leadership, and service.

To date, the school has 204 DMD candidates in four classes, 20 post-doctoral residents in general dentistry, 57 full-time faculty, 45 part-time faculty, 156 staff members. The school has served over 16,000 patients from 78 unique counties across North Carolina.

The school plans to begin treating patients at the Community Service Learning Center-Davidson County in early April and at the Community Service Learning Center-Spruce Pine in early June. The CSLC-Brunswick County (Supply, N.C.) is now under roof; a ribbon cutting for this CSLC will be held in the coming months. Patients are currently being served at CSLCs in Ahoskie, Elizabeth City, Lillington, Robeson County, and Sylva.

ECU Board of Trustees
Health Sciences Committee Meeting
Thursday, April 23rd
11:15 am – 12:30 pm
ECHI

Update from Laupus Library since the February 19, 2015 meeting.

Art as Avocation Series Continues for 2015

Laupus Library's Art as Avocation exhibit entitled, "Roadside Attractions: Stop and Smell the Roses," will be on display through May 8th on the 4th floor of the library. The exhibit showcases a collection of photography from AJ Sours, who currently works as a PA for the East Carolina Heart Institute.



Registration is now open for the Annual Health Sciences Author Recognition Awards Program

This program provides an opportunity for both faculty and staff to be honored for their published research and scholarly contributions to their area of study. This year Laupus Library will expand the eligibility criteria to include books, book chapters, articles in peer-reviewed journals and other creative works published between July 1, 2014 through June 30, 2015 for recognition. Creative works are inclusive of, but not limited to, academic abstracts, editorials/letters to the editor, and scholarly reviews in peer-reviewed journals; published educational materials, conference presentations, proceedings papers, and visual media. An awards ceremony will be held on the evening of November 10th at the Greenville Hilton.



Laupus will Host New Book Discussion Series

Laupus Library will host a new program entitled: "Speaking Volumes: A book discussion series," on April 16th at 4:30 in the 4th floor gallery. The series will provide an opportunity for Division of Health Science's authors to read from their own published works, and serve as an opportunity for others to learn more about the culture of the

Health Sciences. The inaugural program will be presented by Chapter author, Kim L. Larson, PhD, RN, MPH from the College of Nursing on *Global Health Nursing: Narratives from the Field*. Dr. Larson and four other co-presenters will read parts of their chapters and end with questions and answers about nurses as front-line providers.

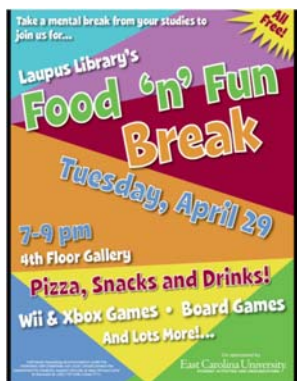


Friends of Laupus Library Membership Campaign 2015

The Friends of Laupus Library's membership campaign for 2015 is still ongoing. We currently have 73 members who have enrolled this year. Of those, 24 people have joined for the first time. All others have renewed their membership for 2015. Our goal for 2015 is to increase membership by enrolling at least 100 members.

Laupus to Provide Exam Break for Students

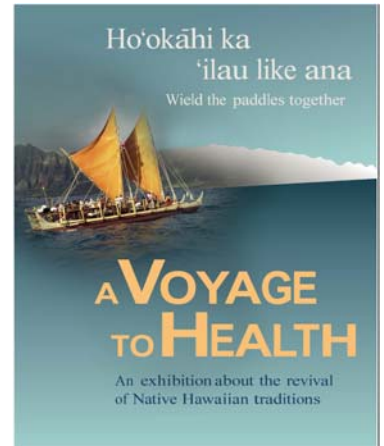
Laupus Library will host a 'Food 'n Fun' break for its students on Tuesday, April 28th



from 7-9pm. The idea was initiated by the library's user experience group who wanted to provide a fun respite to students studying for their final exams. Laupus Library staff will oversee the event, facilitating games, providing refreshments, and gathering feedback. Last year students unanimously reported on how fun the event was, and their desire that the library do more events like it. The 'Food 'n Fun' break was so successful that the user experience group has made it an annual event, to help students survive the stress of exam week.

Coming Soon: A Voyage To Health exhibition

A Voyage To Health explores the recent revival of the ancient arts of navigation and voyaging that first brought the people of Hawai'i to their island homes. Much of the valuable knowledge of voyaging was lost as a consequence of the suppression of traditional ways. As part of a wider movement to reintroduce traditional ways, Native Hawaiians are mastering the knowledge and skills of their elders. By restoring their heritage, this new generation seeks to heal the people. *A Voyage to Health* explores this resurgence and its significance for health, well-being, and self-determination. The exhibit is provided by the National Library of Medicine and will be on display August 31-October 10th in the 4th floor exhibit gallery.



East Carolina University

Board of Trustees

Health Sciences Committee

Brody School of Medicine Updates and Highlights

April 23, 2015

Education

- ❖ We have just concluded the annual Match process for senior Brody medical students to determine where they enter residency training. We were thrilled to have **100%** of Brody students **match** into ACGME-accredited residency programs this year – something no longer guaranteed for U.S. medical students given recent changes in match competitiveness brought about by increasing numbers of medical school graduates and a flat rate of residency positions. Of the 80 participants, 41 (51.25%) will enter residency in a primary care field, including 12 in family medicine, eight in internal medicine, five in internal medicine/pediatrics, 11 in pediatrics and five in OB/GYN. Thirty-one (39%) of these soon-to-be graduates will remain in state for their residency training, and 18 (22.5%) are continuing their training here at Vidant Medical Center, which is a slight increase over the last several years. Historically, Brody graduates who remain at Vidant for their residency training have ~70% retention in practice in North Carolina. This continues Brody's rich tradition of delivering on our mission of producing primary care physicians for the state of North Carolina.
- ❖ The Gradual Medical Education Programs at Vidant Medical Center and the Brody School of Medicine are excited to welcome 18 Brody graduates as part of our incoming class of 97 new first-year resident physicians. In addition to Brody, the incoming residents represent 52 different medical schools.
- ❖ Our efforts to expand educational programs to be more interprofessional in nature continue to strengthen and grow. Just this month, faculty from Brody School of Medicine, ECU's College of Nursing and Pitt Community College collaborated to design a 'Transition to Practice' simulation curriculum for senior medical and nursing students focused on teamwork and communication skills using a modified TeamSTEPPS curriculum. Over 300 senior nursing and medical students completed the team training program, including small group activities and didactics. Interprofessional student teams participated in high fidelity simulations with facilitated debriefing by medical and nursing faculty. Incorporation of interprofessional team training is essential to support a safety culture and prepare students for outcomes-based care.
- ❖ We are hosting an inaugural Brody Educational Scholarship Day on April 22, 2015. This will be a forum for faculty to showcase their work relative to educational innovation and research to an audience of their colleagues across the campus. We will have a national leader in medical education transformation, Dr. Raj Malgrulkar from University of Michigan, provide the keynote address for this conference.

- ❖ Dr. Darrell Kirch, president and CEO of the American Association of Medical Colleges, will visit to Brody on April 7-8, 2015. During this visit, Dr. Kirch will visit with a varied group of medical educators, administrators, clinical leaders and researchers to discuss how we are adapting in response to the changes in health care, research and medical education, and how the AAMC can work with schools across the country in this transformative period. At 5 p.m. on April 7, Dr. Kirch will speak in the Brody Auditorium on “Will Brody School of Medicine Lead us into a New World of Health Care?” Faculty, students, staff, campus leaders and Board of Trustees members are invited to attend.
- ❖ Finally, Brody continues to be recognized nationally for its work with the AMA’s Accelerating Change in Medical Education initiative. Faculty leaders have been invited to speak at a number of national meetings, including the Institute of Medicine’s Global Health Professions Education Conference in Washington, D.C., in April.

Community Service

- ❖ One week before Match Day, graduating medical students spent a day in the community engaging in service. Many in the class participated in service at the Food Bank of Central & Eastern NC, where several tons of potatoes were sorted to be distributed to needy families. Two groups of students worked to clean and organize our student-led free clinics: the Greenville Community Shelter Clinic and Grimesland Clinic. Another group painted the inside of Third Street Community Center and students also helped the Ronald McDonald House with its Sport-A-Shirt, Share-A-Night fundraiser.
- ❖ On February 25, Emergency Medicine physician Dr. Tim Reeder spoke with WNCT about preventing weather-related injuries.
- ❖ The Brody School of Medicine partnered with Vidant Medical Center on March 12 to offer free kidney screenings at the Joy Soup Kitchen in Greenville.

Research

- ❖ Four new scientists have been recruited and either have arrived or will arrive in the next few months. They bring with them three grants worth a total of over \$2 million.
- ❖ Five primary Brody faculty (Drs. Shaikh, Brown, McCLung, Lee and Virag), and a sixth with joint appointments (Dr. Witczak), all have been informed that their NIH grants received scores below the published funding cut-offs. Unless there are sudden changes in NIH policy, these awards should bring more than \$5.5 million in new NIH funding.
- ❖ Researchers in Cardiovascular Sciences, together with angel investors, have successfully launched a company, RFPi LLC. They have secured licensing on their patented technology with ECU, and in the next two weeks will launch a second round of investment to carry development of the company through 2016.
- ❖ N.C. State University, in partnership with Brody, recently was awarded a multi-million dollar federal grant to fund the Center for Health and the Environment. Dr. Dave Collier in Pediatrics is the lead researcher from ECU.