



## **Health Sciences Committee**

February 10, 2022

Agenda Item: I. Approval of Minutes - November 11, 2021

Responsible Person: Tom Furr  
Committee Chair

Action Requested: Approval

Notes:

**Health Sciences Committee – Open Session**  
**ECU Board of Trustees**  
**November 11, 2021**  
**Main Campus Student Center**

**Board Members Present:**

Tom Furr (Committee Chair)  
Cassie Burt (Committee Member)  
Fielding Miller (Committee Member)  
Jeffrey Roberts (Committee Member)  
Leigh Fanning (Committee Member)  
Van Isley  
Dave Fussell  
Chandler Ward  
Jason Poole  
Scott Shook  
Vince Smith

**Others Present:**

Chancellor Rogers	Jenny McKellar
Michelle Brooks	Ron Mitchelson
Greg Chadwick	Bob Orlikoff
Chris Dyba	Rob Spahr
Virginia Hardy	Michael Van Scott
Grant Hayes	Mike Waldrum
Jeannine Hutson	Amanda Williams
Meagan Kiser	Paul Zigas
Chris Locklear	

**Recorder:** Cindy Reaves

**Call to Order and Approval of Minutes:**

Mr. Furr called the meeting to order at approximately 3:30 pm and read the conflict of interest statement required by the State Government Ethics Act. No conflicts were identified. The minutes of September 9, 2021 were approved.

**Review of Operational Metrics:**

Dr. Ron Mitchelson discussed the newly adopted metrics that include the number of applications to health sciences division undergraduate, graduate and professional programs. Additional metrics include sponsored awards, Laupus Library Resource Utilization, and patient visits.

### **Closed Session:**

Action: A motion was made by Chairman Furr that the Health Sciences Committee go into closed session. Mr. Shook read the motion to go into closed session:

1. to prevent the disclosure of confidential information under N.C. General Statutes §126-22 to §126-30 (personnel information) and the federal Family Educational Rights and Privacy Act; and
2. to consider the qualifications, competence, performance, character, fitness, or appointment of prospective and/or current employees and/or to hear or investigate a complaint or grievance by or against one or more employees.
3. to prevent the disclosure of competitive healthcare information under N.C. General Statute 130A-45.11; G.S. 131E-97.3.
4. to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.

Action: Motion passed.

The meeting moved back into open session at 3:57 pm

**Meeting adjourned at 3:58 pm.**



## **Health Sciences Committee**

February 10, 2022

Agenda Item: II. Review of Operational Metrics

Responsible Person: Ron Mitchelson  
Interim Vice Chancellor  
Health Sciences

Action Requested: Information

Notes:





## **Health Sciences Committee**

February 10, 2022

Agenda Item: III. ECU Health Update

Responsible Person: Dr. Michael Waldrum  
Dean, BSOM  
Dr. Jason Higginson  
Executive Dean, BSOM

Action Requested: Information

Notes:

# ECU HEALTH UPDATE

FEBRUARY 2022

Dr. Mike Waldrum, Dean and Chief Executive Officer

Dr. Jason Higginson, Executive Dean

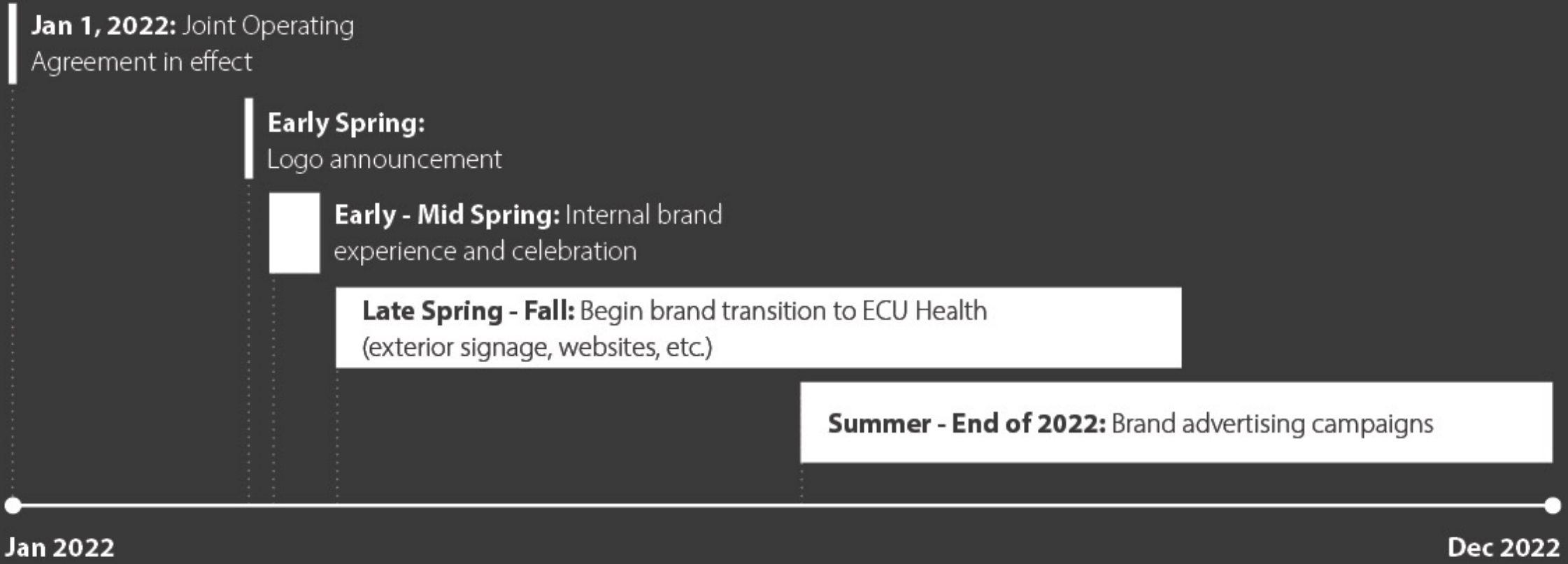


## AGENDA

- **Brand rollout timeline**
- **Ongoing communications**
  - JOA in effect / support for the brand
- **Brand work**
  - Logo development
  - Rebrand to ECU Health
  - Go to market
- **Integration workgroups**
  - ECU Health Enterprise Leadership and Clinical Model Structure
  - Provider Practice Operations
  - Shared Services
  - Finance







# ECU Health Brand Transition Timeline

## ONGOING COMMUNICATIONS TO BUILD SUPPORT FOR BRAND LAUNCH

- **January 3 communications**
  - Goal: provide clarity around timeline for logo announcement
  - Included extensive internal and external messaging: video, elevator speech, timeline graphic, press release
- **Regional road show to demonstrate the “why”**
  - Underway: meet with civic organizations and team members in the region
  - Beaufort Committee of 100, Dec. 2021
  - Edenton next
- **Brody tactics**
  - Alumni forum with deans
  - Chair and faculty meetings
  - Forum with donors, employees, community stakeholders
  - Feedback line for staff and employees
- **Joint ongoing tactics planned**
  - Joint town halls
  - Videos
  - Numerous internal channels



## BRAND WORK

- **Logo development**
  - Final stages
  - Goal is to announce early Spring
- **Begin rebrand to ECU Health**
  - Brand Architecture and Naming Conventions
  - Brand Manual
  - Goal is late Spring
- **Brand Deployment**
  - Significant scope and scale of changing the visible brand
    - Change will take place quickly, but it will take months to **fully** undo the Vidant brand
  - Signage, digital presence, bills, vehicles, stationary, email, recruiting, badges, etc.
  - Goal is late Spring through end of 2022
- **Go to market**
  - Brand advertising campaigns
  - Goal is May / June 2022





## INTEGRATION WORKGROUPS

- **ECU Health Enterprise Leadership & Clinical Model Structure**
  - Evaluating the leadership and clinical model structure of ECU Health, and how we can bring together and build upon our collective strengths to achieve the goals of integration.
- **Provider Practice Operations**
  - Prioritizing key integration decisions to be made across the clinical enterprise. The group will align decision rights within the developed clinical leadership structure to empower our leaders within our integrated organization to continue to advance the work of clinically and operationally aligning our medical groups.
- **Shared Services**
  - Aligning on an approach to develop an integrated operating model that will drive efficiency and future growth for ECU Health.
- **Finance**
  - Continuing efforts related to consolidating our pro forma financial information and building a new funds flow model that enables us to support our mission and strategic priorities with transparency and accountability.



## WHY ENC NEEDS THIS

This partnership makes the two leading health care organizations in our community **even stronger.**



We can **increase access to health care and help offset the negative impact** from some of these social determinants of health.



Already, **more than 29 counties** depend on our joint organization.



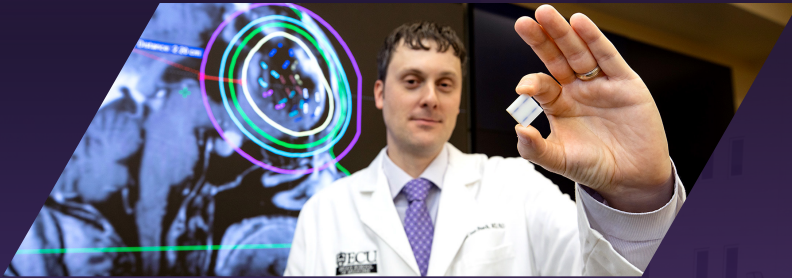
This new chapter supports and strengthens **regional transformation.**



We are **building NC's health care workforce** through student success.



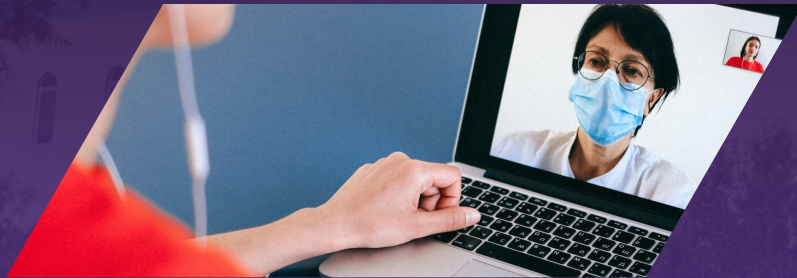
# PARTNERSHIP IN ACTION



**GammaTile**



**Women's Care**



**Rural Residency Program**



**COVID testing**



## NEW MEDICAL EDUCATION BUILDING UPDATE

- Advertisement for interested designers posted and will close on February 22, 2022.
- We will bring the designer interview committee together and begin the shortlisting and interview process.
- Once completed, the recommendations will be forwarded for BOT approval.
- The Design process will include several required steps including:
  1. Advance Planning (includes Performance Standards for Sustainable Energy-Efficient Public Buildings GS 143-135.35-.40 Article 8C)
  2. Preliminary Design (includes programming, site development and confirmation)
  3. Basic Services ( includes Schematic Design, Design Development, Construction Documents, Bidding, Construction Administration and Close-out Services)
- After a design agreement is executed, an internal planning committee is established for programming and design.
- Estimated timeframe from design to completion is ~4-5 years. (18+ mo plan/design: 30+ mo construction)



BRODY SCHOOL  
OF MEDICINE

# Questions





**BRODY SCHOOL  
OF MEDICINE**





## **Health Sciences Committee**

February 10, 2022

Agenda Item: IV. Interprofessional Education

Responsible Person: Dr. Stephen Charles  
Interim Assistant Vice Chancellor  
Interprofessional Collaboration

Action Requested: Information

Notes:

# ECU Board of Trustees Health Sciences Committee

Stephen C. Charles, PhD, CHSE

Interim Assistant Vice Chancellor for Interprofessional Collaboration

February 10, 2022



# Outline of Presentation

- What is Interprofessional Education (IPE) and Interprofessional Collaboration (IPCP)
- Why are they important?
- What is being done to train our students to be collaborative care practitioners?
- What do students have to say about IPE?
- What are future plans for IPE and IPCP at ECU?



# What is IPE?

“IPE occurs when students from two or more professions learn about, from, and with each other to enable effective collaboration and improve health outcomes.” World Health Organization, 2010



# What Is Interprofessional Collaborative Practice (IPCP)?

- IPCP is defined as multiple healthcare professionals who come together to work with patients, family members, and the community to provide a higher quality of patient care.
- The purpose is to increase the quality of care provided to also increase health outcomes for the patient.
- Also known as IPE **IN** ACTION.





# Why is IPE/IPCP important?



- It is all about improving patient outcomes...
  - It is no longer adequate to have a team of individual experts
  - An expert team with demonstrated skills in shared decision making, joint accountability for patient care, and population health is needed to address patient's needs.

# Why is IPE important at ECU?

- Payment models are changing for Medicare and Medicaid that are focused on patient outcomes.
- Every health profession accreditation body requires interprofessional education.
- We are uniquely positioned to work underserved and rural patients in Eastern NC.
- Brandt visit (2018) stated we have the highest number of IPE experts in one location.





# What are we doing for IPE at ECU?

- Office of Interprofessional Education and Practice (IPEP)
  - [www.ipep.ecu.edu](http://www.ipep.ecu.edu)
- IPE Education Taskforce
  - Focus on IPE Telehealth
    - 3 Asynchronous Modules
    - IPE Telehealth Network (\$200,000 grant)
    - Truist Leadership Workshop (\$10,000 grant)
- Student Organizations
  - Health Sciences Leadership Council
  - Institute for Healthcare Improvement Chapter



# Health Sciences Leadership Council

Tyler Brookshire  
MD Candidate, Class of 2023



# Future Plans

- IPE Education Taskforce
  - Distinction in Interprofessional Collaboration
- Faculty Development Taskforce
  - IPE Scholarship Day
- Creation of New Taskforce- Clinical Collaboration
- Determine Structure of Office of Interprofessional Education and Practice
- Participating in planning new building



## University Affairs Committee

February 10, 2022

Agenda Item:

V. Closed Session

Responsible Person:

Action Requested:

Information

Notes:

Proposed Closed Session Motion

I move that we go into Closed Session:

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- to consider the qualifications, competence, performance, character, fitness, or appointment of prospective and/or current employees and/or to hear or investigate a complaint or grievance by or against one or more employees; and
- to consult with an attorney to preserve the attorney-client privilege between the attorney and the Committee.