I. Approval of Minutes (September 16, 2010)  

II. Health Sciences Division - Dr. Horns  

A. PCMH & Children’s Hospital Update –  
   Mr. Sanjay Saha, Senior Vice President  

B. Brody School of Medicine Update –  
   Drs. Cunningham, Benson, Previll, Mr. Jowers, Ms. Marsh  
   1. Integrated Approach to Cancer Services  
   2. ECU Physicians Financial Performance Update  
   3. PCMH – Navvis Study  
   4. BSOM Marketing & Public Relations  

C. Health Sciences Division Overview – Dr. Horns  
   1. HSD Strategic Action Plan  
   2. School of Dental Medicine Update  

III. Health Sciences Informational Updates  

A. College of Allied Health Sciences  

B. College of Nursing  

C. Laupus Health Sciences Library
Health Sciences Committee  
ECU Board of Trustees  
September 16, 2010  
Mendenhall Student Center  
1:30 p.m.

Board Members Present:

Steve Jones, Chair  
David Brody  
Ken Chalk  
Danny Scott

Board of Governors’ Guest:

Clarice Goodyear

Others Present:

Steve Ballard  
Nick Benson  
Paul Cunningham  
Phyllis Horns  
James Hupp  
Micki Jernigan  
Brian Jowers  
Cheryl Marsh  
Donna Payne  
Diane Poole  
Kevin Seitz  
Gary Vanderpool

Recorder: Christy Daniels

Call to Order and Approval of Minutes:

Mr. Jones called the meeting to order at 1:30 p.m. Mr. Jones read the conflict of interest statement required by the State Government Ethics Act. No conflicts were identified. The minutes of the April 15, 2010 meeting were approved.

**PCMH Update:**

Ms. Diane Poole, Executive Vice President of PCMH, gave an update to the Committee:

- PCMH & BSOM are continuing to partner on several initiatives.
- Physicians Recruitment with the BSOM: Two Transplant Surgeons, Pediatric Surgeon, Chief of Pediatric Nephrology, Thoracic Surgeon, and a Gastroenterologist.
- Additional partnerships with the Health Sciences Division include the College of Nursing, College of Allied Health Sciences, and the Masters in Public Health program.
- Great 100 Nurses in NC – 5 were selected from PCMH and 4 are ECU College of Nursing graduates.
- Children’s Hospital Certificate of Need has received approval and they expect to break ground sometime next summer.
- Organizational changes that will be occurring October 1st - Steve Lawler will have some expanded duties as the Chief Hospital Operations Officer for UHS in addition to his role as President of PCMH. Brian Floyd will assume Ms. Poole’s role as the Executive Vice President. Diane Poole will be the new Chief Clinical Officer for UHS which her duties
will include Health Care Reform and clinical integration across UHS. A new position, President of UHS, will be created and this position will report directly to Dave McRae, CEO of UHS.

- UHS Relationships – Next 30 days will complete the legal process for acquiring Duplin General; Albermarle hospital remains under a management contract with UHS; and Beaufort County hospital – PCMH did respond to their RFP.

**Brody School of Medicine Update:**

Dr. Paul Cunningham, Dr. Nicholas Benson, and Mr. Brian Jowers gave an update:

- ECU Physicians financial performance - the financial performance and cash reserves will improve with additional contract revenues that are expected to be received.
- Cancer Center Update – Working with PCMH to create a new system for outpatient services. Chemotherapy and Cyberknife will be sold to PCMH. New corporation will pay BSOM for physician clinical time. Research and educational funding from PCMH to BSOM to cover research and education work in oncology. Projected to eliminate $2M deficit per year, plus profit sharing to BSOM.
- BSOM Class of 2014 had 78 entering students (39 men; 39 women). GPA of the new M-1 class is 3.6 while the average GPA is 3.9.
- Rapid Access now provides a location on Main Campus. This is a health care service that provides all ECU employees and immediate families same day doctor’s appointments for urgent general care needs.
- Medical School expansion is still a BSOM priority for this upcoming year. Our plan will need to be modified and paced depending on resource availability.

**Health Sciences Division Update:**

Dr. Horns shared from the Division:

- Wayfinding/Signage for the Health Sciences Complex – moving forward with the primary and directional signs in concert with PCMH. The Cornerstone signs are currently on hold for further options from the Wayfinding consultant.
- School of Dental Medicine tuition/fees - There is a campus committee that is comparing tuition/fee rates with other dental schools across the state. ECU’s proposed tuition for NC Residents is still under review. Range is between $21,000 – $22,500 which is slightly below that of UNC-CH ($22,400-$23,000).
- HealthCare Reform - The Health Sciences Division will be hosting a forum on Healthcare Legislation Reform on October 18, 2010 at 4:00 p.m., in the ECHI Auditorium. Dr. Pam Silberman from the NC Institute of Medicine will be the presenter. The presentation will be streamed lived and the Board of Trustees will be provided with the web link if they would like to participate.

With no further business, the meeting adjourned at 3:30 p.m.
Following are highlights from the College of Allied Health Sciences (CAHS) since the September 17, 2010 Board of Trustees Meeting.

1. CAHS has hired Dr. Xiaoming Zeng as the new chair of the Department of Health Service and Information Management. He holds M.D. and Ph.D. degrees and specializes in health informatics. This interest area has enabled the department to receive approval for Permission to Plan a M.S. in Health Informatics and Information Management which is growing in popularity and demand across the country as a result of the strong federal emphasis on HIT (Health Information Technology) in the form of electronic medical records.

2. Dr. Walter Jenkins, has been hired as the new chair of the Department of Physical Therapy. His specialization in sports physical therapy has led to the development of a successful PT clinic at ECU and a second that will open in the new Family Practice building, both with an emphasis in sports physical therapy.

3. Fall 2010 classroom utilization figures increased over last year and are the highest since CAHS moved to the Health Sciences Building in May 2006. Following is a comparison of the fall 2009 and the fall 2010 utilization figures. This does not include classrooms in the allied health portion of the building that are used by the College of Nursing, the MPH program and BSOM basic sciences. We are experiencing heavy utilization of our classrooms.

**Fall 2009**

- 801 DE Students
- 2831 On Campus Students
- 780 Lab, Research, Internship, Practicum Courses
- **4271 Total Students**
  - 42 DE Classes
  - 133 On Campus Course
  - 99 Lab, research, Internship, Practicum Courses
- **310 Total Courses**

**Fall 2010**

- 890 DE Students
- 2959 On Campus Students
- 613 Lab, Research, Internship
Practicum Courses

4462 Total Students
  42   DE Courses
  154  On Campus Courses
  106  Lab, Research, Internship, Practicum Courses

302 Total Courses

4. Based on a headcount of enrolled students by department, the unofficial enrollment for the fall 2010 has exceeded the 800 student mark. Official figures for the fall 2010 semester are not yet available through IPAR. The details, and comparison to the 2009 fall enrollment figures are as follows.

CAHS Fall 2010 Enrollment (unofficial)

<table>
<thead>
<tr>
<th>Totals</th>
<th>Official 2009</th>
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<tbody>
<tr>
<td>Total number of degree-seeking students:</td>
<td>803</td>
</tr>
<tr>
<td>Total number of undergraduate students:</td>
<td>329</td>
</tr>
<tr>
<td>Total number of graduate/doctoral students:</td>
<td>474</td>
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By department—

| Clinical Laboratory Science        | 27            | 26          |
| Communication Sciences and Disorders | 196          | 166         |
| Health Services and Information Management | 191         | 220         |
| Occupational Therapy               | 62            | 60          |
| Physical Therapy                   | 84            | 87          |
| Physician Assistant Studies        | 94            | 97          |
| Rehabilitation Studies             | 149           | 115         |

Total number of certificate students*: 70 50

*Not counted in the fall 2010 enrollment figures.
The College of Nursing is celebrating its 50th anniversary during this academic year. As part of our celebration we will be starting a CON Hall of Fame to recognize nurses, who by virtue of their contributions, are considered to be among the most highly regarded nurse leaders. The Induction will be held on February 25, 2011.

The Dixie Koldjeski Lectureship and Beta Nu Fall Banquet will be held on November 3, 2010 with Dr. Beverly Malone, National League for Nursing CEO, as the guest speaker.

Enrollment for fall 2010: 497 Pre-licensure students; 114 RN/BSN; 451 MSN students; 30 PhD students.

Submitting request for Authorization to Plan a DNP Program and developing a proposal for a Psyc/Mental Health Nurse Practitioner option.
Greetings from Laupus Library

**Contemporary Issues in healing: Spirituality and Medicine**

As a complement to the well received panel exhibit *Everyday Miracles: Medical Imagery in Ex Votos* on loan August 30 - November 6, 2010, from the National Library of Medicine, Laupus Library presented a panel discussion entitled “Contemporary Issues in Healing: Spirituality and Medicine,” on October 28, 2010 in the Evelyn Laupus Gallery.

The *Everyday Miracles* exhibit illustrated the expression of our relationship with illness through the medium of historical ex-voto illustrations, a devotional painting that gives thanks to a saint or deity for a miraculous healing or blessing. The poster exhibit provided illustrations of how healing and faith have always played a role in the lives of the faithful. They are interwoven in the fabric of social history. How we regard illness and healing, and how we cope with them have captured our imagination throughout the ages.

Sponsored by the Friends of Laupus Library, the *Contemporary Issues in Healing: Spirituality and Medicine* panel program was facilitated by Gregory L. Hassler, J.D. PhD, Dept. of Bioethics and Interdisciplinary Studies, Brody School of Medicine. Guest panelists included: Jelena Bogdanovic, PhD, School of Art & Design; M. Saeed Dar, PhD, Brody School of Medicine; Hector Garza, MFA, School of Theater and Dance and Lee Johnson, PhD, Dept. of Religious Studies, Harriot College of Arts & Sciences. The program sought to build on the themes of ex votos images and bring their messages into contemporary context as seen through various artistic and religious perspectives.

In collaboration with the Friends of Laupus Library we were pleased to sponsor this interdisciplinary program which we believe helps enrich education and scholarship at the University and help to build intellectual and interpersonal bridges between the Divisions of East Carolina University.

**The 5th Annual Health Sciences Author Recognition Program** was held on November 16, 2010 at the Greenville Hilton. Sponsored by the Friends of Laupus Library, the Health Science Author Recognition Program has become a much anticipated annual event at which authors of peer reviewed publications are recognized for their contribution to the research and scholarly efforts of the Division of Health Sciences. This year’s event was our first evening dinner with more than 170 invited guests in attendance. A total of 85 authors were recognized, 6 of who received Laupus Medallions as book authors. Members of the Friends of Laupus Library were invited to attend and meet authors. The Founding Chair of the Friends of Laupus Library,
Chancellor Emeritus, Dr. Richard Eakin, was formally recognized with a specially framed Laupus Medallion acknowledging his outstanding leadership in helping start our Friends group. Dr. Gregory L. Hassler, J.D., PhD, was named as the new Friends Chair for the 2010 membership year. Mrs. Pam Hammer of Mathews Medical Books was recognized and thanked for their continuing support of this event. Matthews has been a contributor to this program since it began in 2005.

The Resurfacing Debate: Historical Perspectives of Multiple Entry-Levels to RN Practice April D. Matthias, MSN, RN, CNE, PhD Candidate, College of Nursing will be held on November 29, 2010, 4:30 PM. Evelyn Laupus Gallery as part of the History of Medicine Lecture Series.

Susan Simpson Named NLM/AAHSL Leadership Fellow

Susan Nash Simpson, MLS, AHIP, Associate Director for Library Operations, was named to the 2011 class of AAHSL/NLM Leadership Fellows. Her mentor for the year long virtual mentoring program will be Jean Shipman, MLS, Director of the Spencer S. Eccles Health Sciences Library, University of Utah. During the next year, Mrs. Simpson will participate in a series of activities design to orient her to leadership and management skills required of directors of academic health sciences libraries. In addition to workshops held in conjunction with meetings of the Association of Academic Health Sciences Libraries and the Medical Library Association, fellows will participate in monthly virtual mentoring activities and travel to the home library of their mentors to observe and discuss various aspects of leadership and management as practiced in the mentor’s library. The Fellowship year will conclude in October 2011 with a capstone event to be held in Washington, DC during which the fellows and their mentors will engage in meetings with senior officers and leaders from the National Library of Medicine, Association of Medical Colleges and the Association of Research Libraries.

Laupus Library is proud of Susan for being chosen as a Fellow in this highly competitive and prestigious program.

Friends of Laupus Library

Led by Inaugural Chair, Chancellor Emeritus Richard Eakin, the Friends of Laupus Library continues to grow and develop both as a social group and in its support of Laupus Library. We hope you can attend a future Friends event and consider becoming a member of the Friends of Laupus Library.