AGENDA
ECU Board of Trustees
Health Sciences Committee
Trustees Suite, Mendenhall Student Center
Thursday, April 19, 2007
12:00 pm

I. Approval of Minutes (December 14, 2006)  Action

II. Health Sciences Division – Dr. Horns  Discussion

   A. General Health Sciences Division Overview
   B. School of Dentistry Update – Dr. Chadwick
   C. Brody School of Medicine Update – Dr. Horns, Mr. Seitz, Mr. Collins
   D. ECHI Update – Mr. Floyd
   E. Other Business

III. Health Sciences Informational Updates  Information

   A. School of Allied Health Sciences
   B. School of Nursing
   C. Brody School of Medicine
   D. William E. Laupus Health Sciences Library
Call to Order and Approval of Minutes:
Mr. Hill called the meeting to order at 10:15 a.m. Mr. Hill presented the motion to approve the October 2006 minutes. The second was submitted by Mr. Brody and unanimous approval was given.

Health Sciences Division
General Overview/Updates: Dr. Horns

Dr. Horns noted that she had served in her new role as Interim Vice Chancellor of Health Sciences and Interim Dean, Brody School of Medicine for 30 days. She indicated that substantial progress is being made on issues in the Health Sciences Division but that all was not yet perfect. Dr. Horns noted that everyone was extremely pleased with the new Health Sciences Building and she welcomed a School of Dentistry to the division. According to Dr. Horns, no action items will be brought forward in the meeting; informational items only. A governance model assessment team has been appointed to review various academic governance models for the Health Sciences Division. The organizational culture within the Brody School of Medicine will also be reviewed by another assessment team with focus on communication patterns and strengthening teamwork. Work will begin by both teams after the first of the year with a 90-120 day window.

East Carolina Heart Institute: Mr. Floyd

Mr. Floyd reported that things are moving forward. Construction activity on both the hospital side and ECU side is ongoing. He noted that a delay with the inspection of plans generated approximately a two month delay on the project. State agencies were concerned with the level of the building, whether it was to be office or small hospital. Mr.
Bagnell noted that procedural rooms will be housed in the facility and that the project is currently underway. Preparatory work on the grounds is underway. The expected completion date for the building is May 2008.

Mr. Floyd indicated that Dr. Bruce Ferguson is in the process of creating a North Carolina Cardiovascular Data Base, which will be used as a model for all cardiovascular facilities. He also noted that ECU and PCMH are jointly working on marketing of the EC Heart Institute. PCMH has engaged consultants for improvement on clinical and research issues. Additional updates will be provided at the next meeting.

Mr. Brody raised the issue of bringing in additional cardiologists for the institute. Mr. Collins noted that this was a significant investment and that we needed to be realistic about the time line. Mr. Floyd noted that open recruitment was ongoing. Mr. Brody also stated that more referrals to the cardiovascular surgeons came from private practice rather than ECU physicians. Mr. Collins suggested that the private physicians be brought in under an adjunct appointment. Mr. Floyd stated that the model must be extremely aggressive.

School of Dentistry Update: Dr. Chadwick

Dr. Chadwick extended thanks to all who attended the General Administration session when approval of the School of Dentistry at East Carolina University was granted. He noted that the focus of the message with the General Assembly was that we would be working jointly with UNC Chapel Hill in establishing the School of Dentistry. The ECU School of Dentistry will be built on the same model as the School of Medicine – providing primary care and education of students in underserved areas with focus on education, research, and economic factors. Dr. Chadwick reported that there will be a recurring $1 million impact on each of the dental clinical sites. There will definitely be an economic difference. He also noted that North Carolina currently ranks 47th out of 50 states with the number of dentists. We need to stress collaboration, distinct mission and economic advantage of the school.

Mr. Hill acknowledged the collective efforts of Dr. Lewis, Dr. Chadwick and Ms. Workman for their work on establishing the dental school.

Mr. Butler asked if there were specific messages to be delivered for specific individuals. He would like to see that generated to Board members for their communications.

Brody School of Medicine
Family Medicine Center: Mr. Bagnell

Mr. Bagnell noted that the project is back on track. Groundbreaking will be held in February 2007. Anticipated construction schedule for the building has been negotiated with completion in 14 months for a May/June 2009 deadline. Cost of the building has been estimated at $23 million. The floor plan has not been finalized at this time on the 113,000 square foot building. The outside façade of the building has not been selected but will follow the same appearance as the Health Sciences Building. Mr. Brody noted that it was
imperative that this building be completed. According to Mr. Brody, Dr. Pories had suggested that a poster be generated for physicians to see showing the timeline for the Family Medicine Center and to enforce the fact that there is commitment to the completion of the project.

**Overall Financial Performance Update: Mr. Brody and Mr. Collins**

Mr. Brody extended credit to Drs. Gilchrist, Perkin, and Rotondo for their leadership on the Steering Committee. According to Mr. Collins, the Practice Plan lost $14.5 million last year. There was an $18 million budget deficit in August 2006. With the tremendous assistance of Mr. Vanderpool and his team, the deficit has been reduced to $10 million. Mr. Collins noted that the road ahead is long and that the deficit will not be fixed on the backs of the departments. Only two out of ten clinical departments are showing revenues over expenses. Space, support staff, and marketing needs will be provided in order to move ahead. Mr. Collins reported that a $5 million deficit would be shown by the end of the year.

**Key Business Development Opportunities: Mr. Brody and Mr. Collins**

Mr. Collins emphasized that development opportunities with the programs currently in place would be capitalized upon. A joint venture with the hospital related to endoscopy services is underway. Groundbreaking will be held in the spring with anticipated completion 12 months from that time. Also being reviewed is development of a full service Cancer Center. Formulation of plans to examine new services will begin after the first of the year. Mr. Hill shared with the group that an opportunity exists to offer cyber knife capabilities at the Cancer Center. Also diagnostic services will be offered in clinical areas and will provide a definite economic advantage.

**Facility/Space Opportunity: Mr. Brody and Mr. Collins**

Plans are underway to “spruce up” the current facility. Per Mr. Collins, advertisement is essential for the new Family Medicine Center and the Cardiovascular Center. He noted that current plans are to house Cardiology and Pulmonary Medicine on the first floor of the building being constructed across Moye Boulevard. Also the Family Medicine Center may also be housed in the same building prior to completion of the new Center. Completion date for the building on Moye Boulevard is April 2007. It has been suggested that this building be a multispecialty complex housing several components of ECU Physicians.

**MFPP Board Reorganization: Mr. Brody and Mr. Collins**

The Practice Plan Board will continue to serve as an advisory body to the Dean. In the reorganization of the group, the membership has been reduced from 28 members to 17. More faculty members have been added and departmental chairs have been given the opportunity to vote. The board will now have decision making ability.
**Communication Plan: Mr. Brody and Mr. Seitz**

Plans are underway to sharing positive news. More forums will be held and efforts will be doubled to get information out to constituents.

Mr. Brody acknowledged the guidance and input generated by the Steering Committee. The group has proven to be extremely valuable with their input into ideas generated. The group has been very dedicated and helpful.

**Update on Academic and Research**

*Medical School Class Size – Preliminary Study: Dr. Horns*

According to Dr. Horns, Dr. Hardy’s study group has generated a preliminary report, which needs further review, and they have identified the capacity to increase the medical school class size even with space constraints. Plans are to move forward with this review.

*Brody Brothers Research Grants: Dr. Horns*

Dr. Horns noted that seven (7) Brody Research Grants totally over $170,000 have been issued to research faculty members.

*Beverly Health Care Gift to Family Medicine: Dr. Horns*

A $100,000 gift to support Family Medicine operations and their residency programs has been received from Beverly Health Care.

*Indigent Care Dollars in UNC Budget: Dr. Horns*

Dr. Horns stated that indigent care had been included on the UNC budget proposal for next year and that $10,000 million was requested over the next two years. Chancellor Ballard indicated that indigent care was listed as the #1 operating funding issue for next year and that they will be very aggressive on this issue.

*Affiliation with VA: Dr. Horns*

Dr. Horns asked Dr. Benson, Vice Dean of Brody School of Medicine, to provide an update. Dr. Benson noted that plans are in the very early stages of an affiliation between ECU and Veterans Affairs. Currently there is a small VA clinic in Greenville. Plans are to extend the clinic from one physician and one physician assistant to five physicians with potentially 20-30 physicians in several years. This will provide an opportunity in education for medical students, graduate nursing students, as well as allied health students. Dr. Benson reported that the VA has the best electronic medical record system in the country today. He also noted that association with VA would have not have a negative impact on relationships with PCMH.

There being no further business, the meeting adjourned at 11:45 a.m.
SCHOOL OF ALLIED HEALTH SCIENCES
HIGHLIGHTS FOR THE ECU BOARD OF TRUSTEES
Stephen W. Thomas, Dean

1. To give you a sense of how quickly the School of Allied Health Sciences is filling up its space in the new building, this coming fall semester, allied health will teach 157 classes a week in its portion of the building, not including the courses the School of Nursing will teach in our portion as well. This is a 17% increase in class offerings over the fall 2006 semester.

2. The Jean Mills Health Symposium that is sponsored in part by a gift to the School of Allied Health Sciences through the Medical Foundation offered a two-day conference for the first time this year at the Hilton Hotel. On day one, the research symposium had a record attendance of 135 participants. The second day, the community practice phase, had representation from 40 community booths from throughout eastern North Carolina. This event focused on health disparities in African-Americans and Hispanics.

3. There is a 91% retention rate in North Carolina of graduates from the Department of Physician Assistant Studies since its inception. A preliminary study has found that roughly 70% of its graduates remain in eastern North Carolina.

4. The Department of Clinical Laboratory Science just received a full 7-year national re-accreditation from the National Accrediting Agency for Clinical Laboratory Sciences.
The School of Nursing is an academic unit of the Health Sciences Division of East Carolina University. The School serves as a center of excellence for leadership in nursing, professional nursing education, research, service, and our faculty practice within a multicultural, underserved and rural region. We offer baccalaureate and master’s degree programs which have special program options for registered nurse and post-masters students, as well as a PhD in nursing program.

**MISSION**

The School of Nursing is dedicated to educational excellence in the preparation of professional nursing leaders who provide expert clinical practice and management in dynamic, challenging and interdisciplinary health care environments. The School values diversity and community partnerships, supports academic freedom and shared governance, fosters creativity and technological innovation and provides an environment for advancement and dissemination of research.

**ENROLLMENT**

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<tr>
<th>Program</th>
<th>Spring 2007 data</th>
<th>Students</th>
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<tr>
<td>Bachelor of Science</td>
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<td>480 clinical students/ 824 Pre-clinical students</td>
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<tr>
<td>Master of Science</td>
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<td>376 students (includes non-degree)</td>
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<tr>
<td>RN-BSN Studies</td>
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<td>88 students/ 24 pre-nursing</td>
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<tr>
<td>PhD</td>
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<td>23 students</td>
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<td>TOTAL:</td>
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<td>1815 students</td>
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**PROGRAMS**

Bachelor of Science in Nursing (BSN)
- RN-BSN Studies

Master of Science in Nursing (MSN)
- Adult Nurse Practitioner
- Family Nurse Practitioner*
- Neonatal Nurse Practitioner*
- Nurse Midwifery*
- Clinical Nurse Specialist*
- Nurse Anesthesia
- Nursing Education*
- Nursing Leadership
- Alternate Entry MSN
- RN-MSN Studies

* Post-master's certificates offered as well

Doctorate of Philosophy in Nursing (PhD)

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FACTS

• The School of Nursing was established at ECU in 1959. The first students were admitted in 1960. The SON is ECU’s oldest professional school.
• The School of Nursing was first approved by the North Carolina Board of Nurse Registration and Nursing Education in March 1961 and received initial accreditation from the National League of Nursing in the fall of 1964. Accreditation has been maintained since that time.
• East Carolina University was authorized to offer a Master of Science degree in Nursing in 1977. In 1982, the National League for Nursing accredited the master’s program.
• The School of Nursing received DHHS grant funds to establish a nurse-midwifery program in 1991. It is the only midwifery program in North Carolina.
• In May 2001, the school was granted permission by the University of North Carolina Board of Governors to establish a doctorate of philosophy in nursing degree.
• In January 2004, the school was granted permission by the North Carolina Board of Nursing to offer an Alternate Entry MSN option. This option is the only MSN-based alternate entry option in North Carolina. The first class began in fall 2004.
• The SON holds active membership in the National League for Nursing Accrediting Commission, the American Association of Colleges of Nursing, and the Council on Collegiate Education in Nursing (CCEN).
• The SON has 100 faculty (88 full-time, 12 part-time) and 41 staff members.
• The SON has grown tremendously and boasts more than 5000 alumni worldwide.
• The School is known for innovative outreach efforts designed to increase access to nursing education for place-bound nurses in rural areas. For over 25 years, the School has offered both the RN-BSN and the MSN program in off-campus sites. The RN-BSN and seven MSN concentrations are offered online.

DISTINCTIONS

• October 2004, the School was listed in US News and World Report as fifth in the USA in distance education in nursing.
• December 2004, the School of Nursing received the first annual national award from the American Assembly for Men in Nursing (AAMN) for having an environment receptive and supportive for men in Nursing.
• May 2005, the School celebrated our first PhD graduate.
• Summer of 2005, all 10 graduates of the first class of the nurse anesthesia program passed their national certification exam. All 10 secured employment in NC.
• December 2006, the nurse anesthesia program received a 10-year accreditation. The Council on Accreditation of Nurse Anesthesia Education Programs granted continued accreditation with no progress report required for 10 years, the maximum allowed.
• June 2006, The School received the Bayada Award for Technological Innovation in Nursing Education & Practice from the Bayada Corp. through Drexel University for integrating technology into the midwifery curriculum. ECU’s team wrote a software program that allows student midwives to track their clinical experiences in the field. This software has been patented and sold to a commercial entity.
• June 2006, The School received a $193,124 grant from The Kate B. Reynolds Charitable Trust funds to develop a case management program for school age children with chronic illness.
• July 2006, the nurse-midwifery education program received 10-year accreditation. The Board of Review of the Division of Accreditation of the American College of Nurse-Midwives granted accreditation without recommendations for 10 years.
• Summer 2006, the School moved into the new Health Sciences Building on the ECU medical campus. This 86,000 square foot facility has eight concept integration labs, 5 high fidelity patient simulators and 3 medium patient fidelity simulators.
• The School is graduating the largest number of students in each program (BSN, RN/BSN, MSN, and PhD) in the history of the School of Nursing during the 2006-07 academic year.
Brody School of Medicine  
Report to the ECU Board of Board of Trustees  
Phyllis N. Horns, Interim Dean  

Match Day Results

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<th>States</th>
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<tr>
<td>COLORADO</td>
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<td>DC</td>
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<td>FLORIDA</td>
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<td>GEORGIA</td>
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<td>KANSAS</td>
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<tr>
<td>KENTUCKY</td>
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<tr>
<td>MARYLAND</td>
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<td>MINNESOTA</td>
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<td>MISSOURI</td>
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<td>NEW HAMPSHIRE</td>
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<td>NEW MEXICO</td>
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<td>NEW YORK</td>
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<td>NORTH CAROLINA</td>
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<td>OHIO</td>
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<td>VIRGINIA</td>
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<td>WASHINGTON</td>
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<td>WISCONSIN</td>
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<td>Pitt County Mem. Hos/BSOM</td>
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<td>Pediatrics</td>
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<tr>
<td>Urology</td>
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<td><strong>TOTAL</strong></td>
<td><strong>58</strong></td>
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| Primary Care - 2007                   |    |    |
|---------------------------------------|    |    |
| **Primary Care**                      |    |    |
| Family Medicine                       | 19%| 11 |
| Internal Medicine-Emergency Medicine | 2% | 1  |
| Internal Medicine                     | 17%| 10 |
| Internal Medicine/Pediatrics          | 7% | 4  |
| Pediatrics                            | 3% | 2  |
| Medicine-Preliminary                  | 5% | 3  |
| **Total**                             | 53%| 31 |
| Obstetrics-Gynecology                 | 10%| 6  |
| **Total with OB**                     | 63%| 37 |
| **TOTAL PRIMARY CARE**                | 63%| 37 |
Greetings from the Laupus Library!

Spring semester has been a busy time for the faculty and staff as we continue to settle into the new building. A series of special events are the highlight of the spring semester. These events are all making use of our beautiful new 4th floor exhibit space and demonstrate the flexibility of this desirable venue as a space resource for the library and the Division of Health Sciences.

Traveling exhibit on history of horse veterinary medicine
The History of Medicine Division of the National Library of Medicine developed the mini-exhibition titled “The Horse, A Mirror of Man: Parallels in Early Human and Horse Medicine.”

The horse has been one of the most important animals in human history and healing horses has had an important place in veterinary and medical literature. Medieval and Renaissance theories about equine physiology and health often mirrored theories about humans and the literature of both was inherently linked. Bloodletting, astrology and ancient texts were used by both physicians and veterinarians to heal their patients and many discoveries, including the circulation of blood, developed in tandem, according to the National Library of Medicine.

This traveling exhibit was presented in the Laupus Library Exhibit Gallery from February 16-March 16th at which time it was relocated to the Country Doctor Museum in Bailey, NC for exhibition through mid-April.

Kate B. Reynolds Visits
Sharon Hamilton of Institutional Advancement and representatives from the Division of Health Sciences hosted a luncheon for representatives of the Kate B. Reynolds Foundation on March 16th. The Exhibit Gallery provided a beautiful venue for candid discussion on how ECU can improve the number and focus of grant applications to this foundation which is so important to funding of health related research and service projects in North Carolina.

Scientific Medical Library of Moldova Librarians Visit
The Library hosted a visit from Liubovi Karnaeva, Director, and Silvia Ciubrei, Associate Director of the Scientific Medical Library of Moldova on March 26 and 27 as part of an exchange organized by North Carolina AHEC and the offices of Secretary of State, Elaine Marshall. Located south of Ukraine and east of Romania, Moldova’s sister-state partnership with North Carolina began as a result of the efforts of the NC National Guard to befriend eastern European countries which were part of the former Soviet Union. The goal of the partnership is to encourage democracy and social progress through mutually beneficial exchange activities.

The visit focused on Laupus Library operations including how we provide electronic information and teach students, faculty and clinical providers how to use modern
information resources. Highlights of the visit also included a trip to the Country Doctor Museum in Bailey, NC and a reception in honor of our visitors. Reception attendees included guests from the Division of Health Sciences and from across ECU including a volunteer translator from Foreign Languages, colleagues from International Programs, Joyner Library and members of the Library Sciences faculty. Members of the greater Greenville community with ties to Moldova were also invited to meet our special guests. As a follow-up to this visit, Laupus Library will collaborate with other North Carolina AHEC libraries to collect and organize shipment of recently published surplus medical books and journals for use in Moldova.

The Changing Face of Medicine

The William E. Laupus Library is pleased to announce the opening of an exciting new exhibition, “Changing the Face of Medicine: Celebrating America’s Women Physicians” on April 29, 2007. The library is one of 61 libraries in the United States selected to host the traveling exhibition.

“Changing the Face of Medicine” tells the extraordinary story of how American women who wanted to practice medicine have struggled over the past two centuries to gain access to medical education and to work in the specialty they chose. It describes women’s successful quest to become doctors and introduces audiences to outstanding physicians from across the United States. Women physicians are now found in every branch of medicine. They are researchers on the cutting edge of new medical discoveries, educators, surgeons, family practitioners, specialists, and government medical officials.

Interactive kiosks traveling with the exhibition provide educational activities, information about medical careers, and biographies of outstanding women physicians. Audiences may also add names of their own favorite women physicians to a web site.

The National Library of Medicine, Bethesda, M.D., and the American Library Association Public Programs Office, Chicago, I.L., organized the exhibition with support from the National Library of Medicine, the National Institutes of Health Office of Research on Women’s Health, and the American Medical Women’s Association.

We would like to invite you to visit the special exhibition held in the Laupus Library 4th Floor Exhibit Gallery from April 29th – May 28th, 2007. The library is also offering three free programs as part of the total exhibition program.

1. How Gender Changed the History of Medicine, presented by Dr. Regina Morantz-Sanchez, Professor of History, University of Michigan. Monday April 30, 2007 1120 School of Nursing, Health Sciences Building, 7:00 PM.

2. Fearless Females: Women in Forensic Medicine, presented by Dr. Marcella Fierro, Chief Medical Examiner, Commonwealth of Virginia. May 3, 2007, Sheppard Memorial Library – Main Branch, 7:00 PM.
3. Women in Health Care: Leaders Today and Tomorrow – a panel discussion featuring local women leaders: Dr. Phyllis Horns, Dr. Valerie Gilchrest, Dr. Cynda Johnson, Dr. Beth Velde, Ms. Deborah Davis, and Dr. Virginia Hardy as moderator. May 22, 2007, Monroe Center Wilkerson Room, 7:00 PM.

We hope you can join us as we introduce this informative exhibition to our community