

**BOARD OF DIRECTORS**  
**Tuesday, October 16, 2018**  
**12:00 PM to 2:00 PM**

**MINUTES**

**MEMBERS PRESENT:**

Anita Bachmann, MHS  
Goldie S. Byrd, PhD  
Penney Burlingame Deal, DHA, RN, FACHE  
Keith Holtsclaw, FACHE  
Brian McGinnis, MBA  
John Morrow, MD, MPH  
Susan Neeley, MSN  
Kim A. Schwartz, MA  
Lisa Shock, MHS, PA-C  
Patricia Skinner, PhD  
David Sousa, JD  
Betsey Tilson, MD  
William Way, Jr., MD

**MEMBERS ABSENT:**

Paul Cunningham, MD, FACS  
Alexandra Dean, PhD, NCC, LPC  
Leonard Ellis  
Sarah Jordan, PhD  
Lawrence Nycum, MD, MMM  
Sy A. Saeed, MD, MS, FACPpsych

**STAFF PRESENT:**

James Coleman, MPH  
Chloe Donohoe  
Don Gula, MBA  
Brienne Lyda-McDonald, MSPH  
Kisha Markham  
Kaitlin Phillips, MS  
Michelle Ries, MPH  
Suchi Tailor  
Berkeley Yorkery, MPP  
Adam Zolotor, MD, DrPH

**GUESTS:**

N/A

## **WELCOME AND INTRODUCTIONS - David Sousa, Vice Chair**

David Sousa called the meeting to order at 12:00 p.m. He asked all attendees to introduce themselves and identify their roles. He thanked NCIOM staff for the work put into the September Annual Meeting.

## **REVIEW OF MINUTES - David Sousa**

Mr. Sousa indicated that Board Members received the minutes of the September 7, 2018 meeting. Dr. Skinner made a motion to approve and accept the minutes, seconded by Ms. Bachmann. The minutes were approved unanimously.

## **PRESIDENT'S REPORT – Dr. Adam Zolotor, President and CEO**

Dr. Zolotor thanked the NCIOM staff for the work put into the September Annual Meeting. He noted that it was the highest attendance yet.

Dr. Zolotor discussed NCIOM's current projects: Essentials for Childhood, Legislative Health Policy Fellows and the Task Force on Accountable Care Communities.

Essentials for Childhood continues to work with DHHS to plan around DHHS' Early Childhood Action Plan. NCIOM is subcontracted with NC Child, Early Childhood Foundation and Prevent Child Abuse. The project leadership is looking at applying for supplemental funding to address related opioid crisis issues through this work.

The Legislative Health Policy Fellows program has a 1-day session coming up for Legislative Aids. This day will include exposure to the resources of NCIOM and policy discussions in the afternoon. Dr. Zolotor explained that connecting with Legislative Aids will allow the NCIOM front door access to a working relationship with legislators. The project will start recruitment for the 2019 class of legislators in the Spring of 2019.

The Task Force on Accountable Care Communities has shared draft recommendations with the task force.

Dr. Zolotor discussed upcoming projects for the NCIOM. The Task Force for Access to Care for People that are Deaf and Hard of Hearing is planning will have its first task force meeting in January or February. The Perinatal Risk Appropriate System of Care project is exploring ways to utilize grant funding. The Healthy North Carolina 2030 project has had two steering committee meetings. They recruited 4 co-chairs and the first task force meeting will take place in January. The Taskforce for Serious Illness Care/Palliative Care received funding from the Duke Endowment to complete funding. Finding ways to spend money

Dr. Zolotor introduced the NCIOM's two newest staff members: James Coleman, MPH and Suchi Tailor. He explained that they also hired a project specialist named Robert Kurzydowski JD, MPH, who will start the week of October 21<sup>st</sup>.

Dr. Zolotor asked if there were any comments. Mr. Sousa praised the Legislative Health Policy Fellows program as an incredible opportunity for legislators. He addressed the other board members and asked that they consider attending parts of the 2019 Legislative Health Policy Fellows programming to show community interest and support. NCIOM staff will send the calendar. Dr. Zolotor discussed that the board would be very welcome at lunches, but may want to limit too many people mingling throughout. Ms. Kim Schwartz echoed Mr. Sousa's comments about the Legislative Health Policy Fellows program.

Berkeley Yorkery, Associate Director, gave information about the community meetings for the Healthy North Carolina 2030 project. She explained that we will send the locations of the meetings and would love board representation. Dr. Penney Deal asked if we are tapping into regional health assessments and Dr. Goldie Byrd asked how we are going to hold meetings. Ms. Yorkery explained that we plan to engage through the health systems, community colleges, local government, business, social services, human service agencies, food, transportation and housing folks, and the Healthy North Carolinian groups that still exist. NCIOM staff will be developing draft indicators so we can ensure comprehensive representation on work groups and the overall task force. Dr. Betsey Tilson requested that the NCIOM be mindful about the metrics that are already out there and hopes that Healthy North Carolina 2030 indicators will align. Dr. Zolotor and Ms. Yorkery agreed. Ms. Yorkery explained that we will also be presenting on ACC recommendations during the community meetings.

Dr. Zolotor discussed a potential regional meeting that the NCIOM is looking into, based on South Carolina's Public Health Institute's Legislative Health Policy Fellows program. Dr. Zolotor requested board feedback, indicating that this may be a way to get into the local policy level. Mr. Sousa explained that he is a fan and may be able to help find business sponsors. Ms. Anita Bachmann suggested that the North Carolina Association of County Commissioners may be another avenue to get into local communities. Mr. Keith Holtsclaw echoed the need to connect with the North Carolina Association of County Commissioners.

Dr. Zolotor explained that Ms. Yorkery submitted an abstract to Academy Health about the Legislative Health Policy Fellows program and plans to publish in North Carolina Medical Journal.

### **FINANCE REPORT - Don Gula, Director of Operations**

Mr. Gula explained that he reviewed the May financials at the September meeting. He explained that the June financials are still being reviewed by the UNC Accounting System. The NCIOM will have finances in time for the audit.

Mr. Gula reviewed the audit schedule. The NCIOM will work with Blackman and Sloop. The NCIOM has had a clean audit for the last 2 years. The results of the audit will be available in January 2019.

Mr. Gula explained that the NCIOM far exceeded the proposal success rate and is going to be about \$250,000 range over the budget we had accounted for.

## **INVESTMENT UPDATE - Don Gula and Adam Zolotor**

Mr. Gula and Dr. Zolotor discussed the NCIOM's assets. The approval of the board in July 2016, the NCIOM closed our BBT account and took a portion of our SunTrust money market account to open an investment account with Morgan Stanley in the amount of \$500,000. The account balance is currently \$540,000.

In the time since we opened the investment account, our SunTrust money market account has continued to grow. Dr. Zolotor discussed that we did not have an approved procedure in place for moving additional funds to the investment account. requested additional funding and approval from the board to create an investment plan for this account. Dr. Zolotor explained that the investment account would remain at a very conservative investment risk level. Dr. Zolotor asked is there was advice from the board on proposal to shift reserves into the investment account.

Mr. Gula explained there is currently enough reserves in the accounts to operate for a year. Mr. Brian McGinnis cautioned that it is important to have enough cash on hand. He requested that the finance committee review this investment proposal before moving forward on an investments plan.

Dr. Zolotor explained that they have not talked much with Morgan Stanley. He also explained that 2 years ago, the NCIOM had always wanted to have \$500,000 on hand.

Mr. Sousa recommends that the finance committee go back to the Morgan Stanley folks to determine best next step. Ms. Schwartz recommended that the financial committee look at a threshold

The Audit and Finance committee will plan to meet and provide a recommendation at the January meeting. The Audit and Finance committee consists of Dr. Penney Deal, Mr. Keith Holtsclaw, and Mr. Brian McGinnis.

## **MEMBERSHIP UPDATE - Berkeley Yorkery, Associate Director**

Ms. Yorkery expressed the need for nominations for new members. She will be sending current list in email, as well as a nomination form. The NCIOM has 165 active members and about 200 Emeritus members. There are no renewals this year. One member is due for consideration of Emeritus status.

Ms. Yorkery explained that the NCIOM is looking for nominations of new members, especially non-triangle recommendations and other types of health leaders. She explained that membership is considered an honor. As a member, it is assumed that members will agree to speak, write or help NCIOM with projects. Membership is the relationship-building component of the NCIOM.

The membership committee is made up of Mr. Paul Cunningham, Ms. Schwartz, Ms. Lisa Shock, Dr. Sy A. Saeed, and Dr. Sarah Jordan.

Mr. Sousa asked if there are membership requirements located in a document. He suggested that this may be helpful for people considering membership. He also suggested developing an engagement survey for current members

Ms. Yorkery explained that the NCIOM is currently trying to build a new customer service management system, in order to track engagement. She also explained that there were 15 people nominated last year, but they did not make the slate of invited members. Therefore, we will keep them in consideration.

Dr. Tilson suggested Frank Emory as a potential member. She also suggested framing membership as more inclusive of business and industry.

### **ACCOUNTABLE CARE COMMUNITIES - Adam Zolotor**

Dr. Zolotor gave a presentation on background and current draft recommendations.

Mr. Holtsclaw asked if recommendations would reflect the return on investment of recommendations. Dr. Tilson explained the upstream and downstream of ACCs and discussed the Medicaid Transformation pilots as an opportunity to show return on investment, as well as figure out how to move to value-based payment with those successes incorporated. Dr. Byrd asked how education fits into the ACC recommendations, explaining that education status directly impacts socio-economic status and is the basis for many health inequities. Ms. Yorkery explained how the Hennepin model would an important influence on ACC recommendations.

### **PLANNING FOR 2020—NEW OPPORTUNITIES - Adam Zolotor**

Dr. Zolotor explained that there is plenty of work for 2019 and that the NCIOM is looking good fiscally for Fiscal Year 2020. He inquired the board for thoughts about where we should be going as an organization.

Discussion included:

- Redefining NC regions
- Economy and jobs
- Engaging workforce sectors
- How do we truly move to value-based care so that we are doing health, not care
- Physician and provider compensation, the transition from fee for service
- Predictive Analytics
- Moral distress and burnout
- The impact of google and amazon on healthcare
- Corporate healthcare mergers
- Hunger

## **NCMJ UPDATE**

Kaitlin Phillips, Managing Editor

Ms. Phillips gave an update on the North Carolina Medical Journal (NCMJ). She explained that there is now a capability to subscribe to the NCIOM blog.

The Environmental Health issue was published in September. Ms. Phillips explained that there was a lot of media attention from the New York Times, Washington Post, BBC, WUNC and other. She explained that this coverage was likely compounded by the recent floods, which highlighted the hog farm waste article.

Mr. Sousa asked if the increased traffic coincide with the media coverage of large hog farms having a legal battle with hog production companies.

Ms. Phillips explained that the Rural Health would be published in November. She also highlighted the finalized issue topics of the 2019 publishing calendar and requested suggestions for article authors and/or cosponsors. Additionally, she explained that a large number of articles will be published online ahead of print publishing.

## **SCHEDULED MEETING DATES**

April 16, 2019, 11:30-2.

July (Likely to be replaced by annual meeting)

October 15, 2019

Jan 21, 2020

Dr. Zolotor thanked the Board Members for their attendance. Mr. Sousa motioned to adjourn the meeting and Dr. Jordan seconded her motion. The October NCIOM Board Meeting adjourned at 2:00 p.m.