



**Board of Directors**

**Tuesday, April 16, 2024**

**12:00 PM to 2:00 PM**

**In-person at the NC Biotechnology Center and remote participants over Zoom**

**MINUTES**

**MEMBERS PRESENT:**

Reuben Blackwell  
Vickie Bradley, RN, MPH  
Goldie Byrd, PhD  
Lori Byrd, DNP, RN, CRE  
Frank Courts, DDS, PhD  
Cory Hess, MBA  
Andrew Kaiser  
Brian McGinnis, FACHE, FACMPE  
Richard Montague  
John Morrow, MD, MPH  
Tim Norris, MBA, SPHR, SHRM-SCP, CHBC  
Patricia Pfeifer, DEd, MSN, RN  
Carrie Rosario, DrPH, MPH, CHES  
Danny Scalise  
Adam Sholar  
Betsey Tilson, MD, MPH  
Bill Way, MD

**MEMBERS ABSENT:**

Anita Bachmann, MHS  
Perrin Jones, MD  
Jennifer Jordan, MD  
Trish Markus, JD, CIPP/US

**STAFF PRESENT:**

Deidre Bishop  
Ruby Brinkerhoff  
Khristian Curry, MPH  
Amanda Gomez, MSPH  
Don Gula, MBA  
Emily Hooks, MEd  
Brienne Lyda-McDonald, MSPH  
Kaitlin Phillips, MS  
Michelle Ries, MPH  
Ivana Susic, MPH

### **Call to Order and Celebrations**

Adam Sholar, NCIOM Board Chair, called the meeting to order at 12:02pm and reminded everyone about the closed executive session at the end of the meeting. Frank Courts read the mission of the NCIOM.

The NCIOM wrapped up Legislative Health Policy Fellows in March. Research Specialist Ivana Susic successfully recruited a balanced cohort across political parties and chambers. Additionally, Amanda Gomez joined the NCIOM as a full-time Research Specialist. Board Member Dr. Lori Byrd was appointed as the new Associate Dean for Strategic Partnerships at the UNC School of Nursing. The board acknowledged the following Board reappointments: Reuben Blackwell, Dr. Goldie Byrd, Dr. Lori Byrd, and Dr. Carrie Rosario.

### **Review and Approval of January 2024 Meeting Minutes**

Adam Sholar motioned to approve the January 2024 meeting minutes. Brian McGinnis moved and Richard Montague seconded the motion, and the motion carried. It was noted that the fall meeting will fall on October 17<sup>th</sup>, a Thursday.

### **Audit/Finance Committee and Operations Report**

#### **Presentation of FY2025 Budget**

Board member Brian McGinnis and Don Gula, Director of Operations, presented the FY 2025 Budget which runs from July 1 to June 30. Brian reminded the board that the revenue is calculated by the accrual method of accounting. The FY25 budget estimates four new projects and increased anchor support. Expenditures have increased from last year. The increase in expenditures are due to state employee salary increases and increased supply, catering, and rental costs as we return to more frequent in-person gatherings. Brian noted that the budget came from the audit and finance committee and therefore doesn't require a motion or second. The budget was approved unanimously.

#### **Finance/Operations Updates**

Emily Hooks, Program and Evaluation Manager, presented NCIOM finances through the first week of April. By July 1, NCIOM anticipates a full transition to PNC bank. Adam Sholar noted that this will be a more secure system. He also encouraged board members to provide a financial contribution to the NCIOM via the website.

### **Program and Project Updates**

**Task Force on Oral Health Transformation:** Project Director Khristian Curry presented findings from the Task Force on Oral Health Transformation that focused on supporting the structures, investments, and policies of oral health in NC. The task force came to a consensus that a patient-centered future for oral health in NC requires a vision for patients, providers, and the oral health care system. Final recommendation categories included: payment and benefit design: improving access and patient experience; oral health's place in integrated health care systems; sustaining a robust dental workforce by promoting growth and retention; and enhancing consumer experience and satisfaction in oral health care. Khristian participated in the Duke Endowment Annual School Based Oral Health Conference on March 5<sup>th</sup>. She disseminate Task Force recommendations at the 2024 State of the Child Summit on April 30<sup>th</sup>, the NC Oral Health Collaborative Oral Health Day in June, an NCIOM Members Briefing, and during NC General Assembly Committee Presentations. Frank Courts highlighted that much of this work will need to get existing network members more engaged.

Khristian noted that the oral health project is now in its final phase, which will be led by Foundation for Health Leadership & Innovation (FHLI). FHLI will identify target audiences and key messages, execute integrated communication strategies, prioritize recommendations, and oversee evaluation.

**2024 Membership Update – Process Review and Membership Committee:** Michelle Ries, Interim President and CEO, presented on changes to the NCIOM membership process. Per bylaws, the NCIOM is allowed up to 200 members. Previously, members served three two-year terms. Now, members will serve one six-year term, and they will be asked every year if they would like to opt in or out of membership. Members will now be required to participate in at least one NCIOM event per year (e.g. task force, members briefing, annual meeting). A strategic plan is currently being developed to better engage members.

Next steps include identifying volunteers for the Membership Committee. Responsibilities include reviewing an initial slate of nominees, assisting NCIOM staff with narrowing the list and reviewing list across several criteria.

### **Communications Update**

**NCMJ Update:** Kaitlin Phillips (NCIOM Communications Director and NCMJ Managing Editor) and Ruby Brinkerhoff (assistant managing editor of the NCMJ) presented NCMJ updates. They shared that through funding from The Duke Endowment, the NCMJ will initiate a “revamp” process with the goal of ensuring that the journal remains a trusted source of information and becomes a venue for discussion about North Carolina state health policy and practice. Recommendations for this process include improving brand identity and marketing (including changing the name of the publication); diversifying journal platform and content; and introducing additional content and formats such as weekly newsletters and policy summaries.

**Report Dissemination:** Kaitlin shared that as a part of the Evolve grant funding, NCIOM has made strides in several key communications areas. Through that funded time, NCIOM developed a standard communications launch plan for task force reports. Kaitlin shared that the Healthy Aging (2023), Oral Health (2024), and Nursing Workforce (2024) reports were utilizing the launch plan. The Evolve grant was also used to pilot graphically designed visuals for the Oral Health project; the visuals are being used broadly and helped visually depict the complex nature of the project and recommendations. Kaitlin shared that she is in the process of developing recommendations for other priority communication areas including digital content, website improvements, process documentation, and potential shared capacity with SC IMPH.

Board Member Dr. Goldie Byrd asked a question around the NCMJ’s readership and dissemination. Kaitlin shared that the revamp will allow us to expand our readership demographics and implement previously identified findings. Board Member Dr. John Morrow asked if there was an anticipated date for the NCMJ name change. Kaitlin stated there is not a confirmed date and that the name change process will be guided by the NCMJ editorial board and in close consultation with external marketing experts.

## **President's Report**

**Grants and Development:** Michelle Ries noted that NCIOM has submitted two recent grant applications, a renewal of Legislative Health Policy Fellows program to the Duke Endowment and an award through the BCBS Foundation for general operating funds. She is working on an additional grant application to the Kate B. Reynolds Charitable Trust and Dogwood Health Trust for general operating funds.

There are two additional projects, the Task Force on Veteran's Health and Center on the Workforce for Health, which are in development and reflected in the FY25 budget.

**Annual Meeting:** The 2024 Annual Meeting will be on Thursday November 21 at McKimmon Center. The topic will be long-term services and care. Adam Sholar offered to help with the topic.

Board Member Tim Norris asked if board members give presentations to civic organizations about the NCIOM. Adam Sholar and Michelle Ries said yes if the board member disclosed that they are a board member who is familiar and knowledgeable about the NCIOM but is not speaking on behalf of the NCIOM.

**Legislative Health Policy Fellows:** The Legislative Health Policy Fellows program recently ended with 22 registered legislators, 17 of whom regularly attended sessions. There was equal representation between the House and Senate with 11 Representatives and 11 Senators. The participants were also nearly evenly represented by political party, with 12 Republicans and 10 Democrats. The program was 20 hours in length with 19 presenters. The surveys of the program indicated very positive feedback. Michelle shared that Ivana and Emily will be conducting interviews with participants. To continue engagement with the legislators, NCIOM will host webinars, continue to implement the legislative calendar developed through the Evolve grant, and will pilot a LA Fellows program early next year.

## **Board of Directors Strategic Discussion: Evaluation of Impact**

Emily Hooks presented on the Evolve Evaluation workstream and described how the NCIOM previously evaluated work. She shared an overview of the work that has been completed in partnership with Dr. Kelly Hannum, a consultant with Aligned Impact. NCIOM has identified intermediate results as: informed policy makers and state agencies (issue awareness, research-based recommendations); policy creation, policy adoption, policy maintenance; stakeholder awareness of different perspectives, contexts, and consequences; and strengthened and the creation of new partnerships. NCIOM's long-term intended impact, which will be more difficult to evaluate, should show growth in evidence-based health policy; equitable access to high-value health care; and improved population health.

Emily shared that the NCIOM team has defined the following goals for their work: a well-equipped, interdependent team; NCMJ and NCIOM reputed as the top sources of trusted, accurate, timely, relevant, non-partisan information and analysis; forward-thinking, engaging, and solution-focused processes; and productive external partnerships. Board member Dr. Carrie Rosario asked a clarifying question around the phrase "forward-thinking" and cautioned that NCIOM will need to make clear that we are utilizing historical context and past task force work to drive and inform our work.

Michelle Ries opened the floor for discussion around evaluative questions that are guiding that work. Board members noted the opportunity to expand opportunities for NCIOM members and address demographic shifts within our state.

**Executive Session (closed to staff)**

Brian McGinnis moved to close session for the executive meeting. Dr. Carrie Rosario seconded, and the motion carried. Brian McGinnis moved to come out of the closed session, and Richard Montague seconded. The motion was carried.

**Adjourn**

Dr. John Morrow moved to adjourn the meeting, and Dr. Frank Courts seconded. Adam Sholar adjourned the meeting at 2:00pm.