MUSC FACULTY SENATE

MINUTES

January 9th, 2018, 7:45-9:00 am
Gazes Auditorium, Room 125
Strom Thurmond Building

1) Call to Order (Adam Smolka, President) at 7:50 am.

2) December 12th, 2017 minutes approved without objection.

3) Invited Presentation: Office of Communication and Marketing (Sheila Champlin, Chief Communications and Marketing Officer, and Heather Woolwine, Director, Public Affairs & Media Relations)
   a) The attached presentation reviewed the mission and primary goals of the Office of Communications and Marketing (OCM), and the role of the Public Affairs & Media Relations (PAMR) office.
   b) Question: When media contact faculty, is there a requirement to contact PAMR? Answer: Yes, there is an institutional requirement; PAMR can be a buffer if needed when specific information is being requested. Any media contacts or any mentions in the media needs to be reported to PAMR so they can track media coverage.
   c) Question: Can professional interviews be conducted on campus via Skype? Answer: Yes, 135 Cannon Street and first floor of BSB have studios.
   d) Question: In responding to negative stories, who are you representing as there are differing opinions internally? Answer: PAMR represents MUSC and always strives for ethical responses, this requires research to offer best response and can be complicated, majority of negative stories come from the inside when someone goes to the press on their own thinking that they are helping a situation.

4) President’s Report (Deferred as items are covered in Current Business)

5) Electoral Unit Reports (Deferred until later if time permits)
   a) Dental Medicine (Raymond Kessler)
   b) Health Professions (David Fitzgerald)
   c) Academic Affairs Faculty (Jean Gudenas)
   d) Medicine: Basic Science (Kristi Helke)
   e) Medicine: Clinical Science (Lynn Schnapp)
   f) Nursing (Melanie Cason)
   g) Pharmacy (Sherine Chan)

6) Committee Reports (Deferred until later if time permits)
   a) Governance (Michelle Nichols)
   b) Communication and Education (Titus Reaves)
   c) Faculty and Institutional Relations (Kristi Helke)
   d) Institutional Advancement (Vacant)
7) Current business
   a) Late Career Practitioners’ Policy (C229)
      i) Since last Faculty Senate meeting concerns were voiced to Provost, COM Dean, and
         CMO resulting in a Senate announcement just before Christmas that while the policy
did go into effect there will be no negative repercussions for faculty who do not
adhere to it. C229 is a MUHA Policy and is currently under review by Don Handel
(CMO) and MUSC legal counsel.
      ii) Dean Kilpatrick voiced his appreciation to Faculty Senate for support on this
issue and asked Annette Drachman, MUSC Legal Counsel, for an update. External
counsel has been retained and MUSC awaits feedback; timeline is uncertain but not
expected to be lengthy.
      iii) Question: Isn’t this a legal issue in violation of medical staff and MUSC Health by-
laws and is external counsel going to render an opinion on this?
         Answer (Annette Drachman): We have submitted the by-laws, manual, and medical
review article (Moore, 2018) regarding this issue to external counsel for their review.
      iv) Question: What brought this issue forward?
         Answer (Lynn Schnapp): This is trying to identify faculty who may no longer be able
to perform duties; this may be a credentialing issue – there have been some high-
profile cases where the process has not worked well.
      v) Question: Why doesn’t this fall under general impaired practitioner policy?
         Answer (Lynn Schnapp): Perhaps because high profile cases have occurred with
those in leadership positions, and it has been difficult to call them out. The policy is
not punitive; it is designed to identify issues and work towards satisfactory outcomes.
      vi) Question: Is there data supporting age as a factor of concern?
         Answer (Dean Kilpatrick): It is complicated, there are factors of concern other than
cognition, depends on job, etc.
      vii) Question: Will this translate to university side since this is a MUHA policy?
         Answer (Annette Drachman): Don’t know; MUHA BOT has same members as MUSC
BOT, there are different meetings but same people and both operate under by-laws
which have anti-discrimination policy; purpose of C229 is to ensure that quality of
care meets established standards of quality of care for patients. If there are other
ways to do this please provide these examples to Lynn Schnapp for future
consideration and discussion. Lynn noted that she is working on developing Patient
Safety Incidents (PSI) which provide for anonymous reporting of concerns and could
be discussed further.
   b) COM Faculty Assembly
      In the past, the Faculty Senate has discussed the need for a College of Medicine
Faculty Assembly. In response, last summer the COM established a Transitional
Task Force with members selected by COM Departmental Chairs. In October 2017,
the Senate Executive Committee agreed to review Task Force productivity after
three months. Lynn Schnapp (Faculty Senate rep on the Task Force) will attend the
January 11 Task Force meeting and will assess if Task Force productivity meets the
needs of COM faculty.
   c) COP: Pharmacy Outsourcing
      Dr. Sherine Chan provided the following update:

      "Drs. Chessman, Brittain and I met with Dr. Hall, COP Dean, yesterday regarding the
potential outsourcing of pharmacy services to an outside company. First, to answer the
two questions brought up at last month’s faculty meeting, this only relates to the
outpatient pharmacy, which is financially viable and is used by a significant number of
MUSC’s patients, including chronic care patients. The potential outsourcing is not to do with the inpatient pharmacy. Dr. Hall will also raise this question in Provost’s council as suggested. What we currently know is that Walgreens visited MUSC in December and they are expected to put in a proposal this month. We would like to ask faculty in the meantime to think about how a proposal from Walgreens could potentially affect you and your patients - for example, the MUSC outpatient pharmacists assist with prior authorizations and patient assistance programs. Without this service, physicians and clinics will need to manage the task and it may result in delays in patients receiving prescribed medications or discharges. This can be particularly helpful for patients with barriers to picking up prescribed medications. When this service is provided, the patient also receives counseling, which is typically declined in retail settings. Educational programs provided by MUSC outpatient pharmacies is another important factor to think about. If you have any concerns about other services that could potentially be lost, please voice your opinions to Dr. Cawley and Mr. Wain."

Additionally, Dr. Chan requested Senate representation on a potential Walgreens proposal review committee. A concern was expressed from the floor about ability to track patient refills if using an outsourced pharmacy.

d) Gender Equity

Previous question raised as to why don’t we have equity in faculty salaries. Provost agreed to launch a formal study and we will wait for this report. Lynn Schnapp noted that salary inequity is not the only concern, also includes under-representation in faculty rank for women and minority faculty. Provost has been invited to attend the January 25 Executive Committee meeting and this will be discussed.

e) Re-structuring of the Senate Legal Fund

There is $17,000 currently in Fund from faculty contributions in 2012 and 2013. It appears that Senate access to current funds is restricted by state procurement regulations. Adam Smolka is negotiating resolution of the problem with the Assistant Provost for Finance and Administration (Michael McGinnis). Faculty Senate passed motion last month to solicit new faculty contributions to replenish the Fund in view of recent Senate retention of independent legal counsel, and a Senate solicitation to that effect will be disseminated shortly. Faculty contributions will be deposited in a new, independent MUSC Faculty Senate bank account.

8) New Business

Political Engagement: Role of the Senate?

Lynn Schnapp raised the question of potential Faculty Senate engagement in and promoting MUSC voicing opinions on important political and or societal issues, eg., gun control, opioid crisis, climate control, off-shore drilling, etc.

**Motion** (Lynn Schnapp, seconded by Rita Ryan): *To establish a Faculty Senate working group to promote advocacy and our response to societal health issues.*

Discussion: needs to be done in alignment with MUSC Health; concern that it not be politically based; who would be on this working group and how would they be appointed?

**Motion** (Elizabeth Harmon; seconded by Michelle Nichols): *To table preceding motion until the next Faculty Senate meeting.* Motion carried unanimously.

9) Adjourned at 9:01am

Respectfully submitted by Nancy Carson, Faculty Senate Secretary.
OCM Mission

The Office of Communications and Marketing (OCM) is committed to serving the enterprise as a pivotal, strategic partner in achieving the MUSC vision – to lead health innovation for the lives we touch.
OCM Primary Goals

Continuously Identify and Assess Existing Projects/Challenges

Create New Materials/Methodologies to Support MUSC

Determine Ways to Maximize Resources

Use Metrics and Return on Investment (ROI) to Quantify Value Added

Continue to Strengthen C&M Operating Practices/Partnerships

Collaborate and Integrate to Fulfill Organizational Strategy
OCM Directors

Brand Strategy and Enterprise Marketing, Christine Murray

Digital Strategy and Web Resources, To Be Named

Enterprise Campaigns and University Communications, Deborah Reynolds

Public Affairs and Media Relations, Heather Woolwine
Who is PAMR (Public Affairs & Media Relations), and what do they do?

Professional communicators with education and decades of experience in: **public relations, media relations, corporate communication, journalism, psychology, and crisis, strategic and employee communications**

We coordinate, pitch, plan, and execute traditional and social media news and storytelling strategies to further MUSC goals and strategies.

We produce MUSC Catalyst News (print and online news center), content for distribution across numerous platforms, and develop best practice strategies for internal and external communications.

We work with transparency and respect for our interprofessional environment with operating principles rooted in newsworthiness, authenticity, and brand protection.
How we can help when media calls

- We know how best to meet your needs and their “demands.”

- We can help you avoid mishaps, misquotes and mistakes.

- We track and link coverage back to metrics that show the impact of working with media.

- We can help you improve your skills through targeted training, knowledge sharing, and negotiating media relationships.

- We know the journalism industry well and make it our job to keep up with changing demands, needs, tactics and opportunities.
When contacted by the media, remember…

We are here to help and to protect and promote you and the institution.

You do not have to conduct the interview on their time or alone. Tell them nicely that you’ll get back to them (one way or the other).

PAMR can manage these situations on your behalf and we provide a range of media training techniques and training at individual and group levels.

When wanting PAMR to pitch the media…

Remain aware of any institutional, departmental, division, unit, college or other area’s procedures regarding pitching MUSC communicators for internal or external coverage.

Be prepared to answer questions that pertain to the newsworthiness of a pitch.

We cover the entire institution; all missions, all colleges, all clinical facilities, everything. The more notice you can provide, the better we can do.
Snapshot: P&C news coverage 2017

302 news stories, briefs or mentions

Total reach/impressions = 153,058,195

AVE (advertising equivalency value, conservative methodology) = $1,175,801.97 (adjusted for tone)

Tone: Positive = 152 (50 %)
Neutral = 129 (43 %)
Negative = 21 (7 %)
Sample of FY2018 Placements

“All Things Considered” NPR.org – Medicaid reimbursements
“Today Show” and Huffington Post – pre/post eclipse coverage
The Wall Street Journal – teens and HPV vaccinations
The Washington Post -- kidney transplant/lupus and minority women
Questions