



TRANSFORMING THE HEALTH CARE SYSTEM: IMPROVING QUALITY AND INCREASING VALUE

OCTOBER 17, 2014

Paul R. Cunningham, MD, FACS



Even in at time of transformative change
some things remain constant...



This is the 31st Anniversary of the Annual Meeting of the NCIOM!!



Welcome to you all!!!



About the NCIOM

- The North Carolina Institute of Medicine (NCIOM) is an independent, quasi-state agency that was chartered by the North Carolina General Assembly in 1983 to provide balanced, nonpartisan information on issues of relevance to the health of North Carolina's population.
- The NCIOM convenes task forces, or working groups, of knowledgeable and interested individuals to study complex health issues facing the state in order to develop workable solutions to address these issues.



The Mission

- To seek constructive solutions to statewide problems that impede the improvement of health and efficient and effective delivery of healthcare for all North Carolina citizens
- To serve an advisory function at the request of the Governor, the General Assembly, and/or agencies of state government, and to assist in the formation of public policy on complex and interrelated issues concerning health and healthcare for the people of North Carolina.



How the work gets done

- The NCIOM addresses this two-part mission through coordination and sponsorship of research, collection of information on major issues, the analysis of viable options, and the development of consensus within **the membership of the NCIOM** and the various stakeholders with respect to particular issues on a range of solutions which are in the best interests of the public.



The NCIOM really depends on the voluntary contributions of knowledgeable stakeholders from across the length and breadth of the great State of North Carolina.



This last year...

- A number of transitions – **Pam Silberman, JD, DrPH retired at President. She served since 2005.**
- Retirement of the prior Chair of the Board – **Thomas Bacon, DrPH**
- Several members of the Board rotated off
- New members were appointed
- I'd like to acknowledge all the members of the Board that are present here today
- I'd like to also acknowledge all of the members of the NCIOM here today





Task Force on Rural Health - 2013-2014

- **Co-Chairs**
- **Chris Collins, MSW**
Director
Office of Rural Health and Community Care
- **Robin Cummings MD, FACC, FACS**
Former Director, Office of Rural Health and Community Care; Director, Division of Medical Assistance, Deputy Secretary, North Carolina Department of Health and Human Services
- **Paul Cunningham, MD**
Dean, Senior Associate Vice Chancellor for Medical Affairs
Brody School of Medicine
- **Donna Tipton-Rogers, EdD**
President
Tri-County Community College
- **Project Director Kimberly Alexander-Bratcher**
Project Director
North Carolina Institute of Medicine



The Task Force Charge

- The NCIOM Task Force on Rural Health was convened to **develop a comprehensive, coordinated rural health action plan.**



Thanks to The Kate B. Reynolds Charitable Trust

- The Kate B. Reynolds Charitable Trust sponsored this planning effort to improve rural health
- **In collaboration with the Office of Rural Health and Community Care (ORHCC) in the North Carolina Department of Health and Human Services, and other partners**



The why's and the “wherefores”

- Approximately one-in-five North Carolinians, almost 2.2 million people, lives in a rural county (e.g. non-metropolitan statistical area).
- **North Carolinians living in rural areas** are less likely to have access to health services, are more likely to engage in risky health behaviors, and **have a higher mortality rate than North Carolinians living in non-rural areas.**



Makeup of the taskforce

- Approximately half of the Task Force members were from rural communities and the other half were from statewide organizations with a mission to serve rural communities.

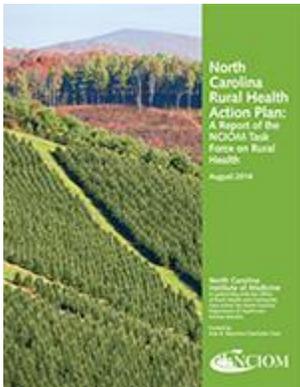


Many meetings across the state with stakeholders

- First meeting - August 28, 2013 - Wentworth, Rockingham County
- Many, many meetings all over the state
- Last meeting - October 11, 2013 - Weldon, Halifax County



Result – The publication of the North Carolina Rural Health Action Plan: A Report of the NCIOM Taskforce on Rural Health (2014)



- **The action plan** highlights the underlying causes of health disparities in rural areas and **identifies six key strategies** at the state and local levels to address those problems.



Strategies:

- Invest in small businesses and entrepreneurship to grow local and regional industries (e.g. farm to table, fishing, tourism, and Renewable Energy)
- Increase support for quality child care and education (birth through age 8) and parenting supports to improve school readiness
- Work within the formal and informal education system to support healthy eating and active living (HEAL)
- Use Primary Care and Public health settings to screen for and treat people with mental health and substance abuse issues in the context of increasingly integrated primary and behavioral health care
- Educate and engage people in rural communities about new and emerging health insurance options available under the Affordable Care Act and existing safety net resources
- Ensure adequate incentives and other support to cultivate, recruit, and retain health professionals to rural and underserved areas of the state



“North Carolina’s rural communities face many challenges, but they are also quite resilient.”



The work of the NCIOM continues

- **Task Force on Patient and Family Engagement**
- **Task Force on Essentials for Childhood**

- And recruiting a new President to “replace” Dr. Pam Silberman



External context presents opportunity

- Evolving transformation of medicine
 - The effect of complete medical insurance reform
 - Greater consumer directed transparency
 - Higher regulatory scrutiny
 - Implementation of interprofessional practice – in earnest
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- And yet, persistent traditional practice patterns and habits.



NORTH CAROLINA INSTITUTE OF MEDICINE



'Silos' one of healthcare's persistent problems



And now, it gives me great pleasure to welcome

**Adam J. Zolotor, MD,
DrPH**

Interim President
North Carolina Institute of
Medicine

**“Update on NCIOM
Activities”**