

School of Medicine Unit Plan 1990 - 1993

VISION STATEMENT

The School of Medicine offers a four-year program leading to the MD degree and offers graduate programs leading to masters and PhD degrees in the biomedical sciences. The School was founded with a three-part mission, as set forth by the legislature of the State of North Carolina. The three components are: 1) to provide excellent health care and be a leader in health care in eastern North Carolina; 2) to provide access for minority and disadvantaged students to attend and successfully complete medical school; 3) to graduate physicians who are likely to practice family medicine and other primary care specialties. The mission to provide leadership and excellence in health care is shared with our major and primary teaching hospital, Pitt County Memorial Hospital.

During the planning period, the School will ensure relevant competency-based education of physicians, expand and strengthen doctoral and research programs, and strive to become a national leader in rural health care.

ELEMENTS OF DISTINCTION

- ◆ A uniquely defined mission with demonstrated commitment to and progress toward its success
- ◆ A commitment to the education of humanitarian physicians, supported by a strong medical humanities program
- ◆ The fourth highest percentage in the nation of graduates entering family medicine residencies
- ◆ A ranking in the top 15 medical schools nationwide with 17 percent of the student body composed of under-represented minorities
- ◆ A highly efficient and effective continuing medical education and outreach program and close alliance with the Eastern Area Health Education Center

◆ A unique affiliation agreement with the Pitt County Memorial Hospital that assures the preservation of a stable and strong relationship with the practicing community and with the hospital

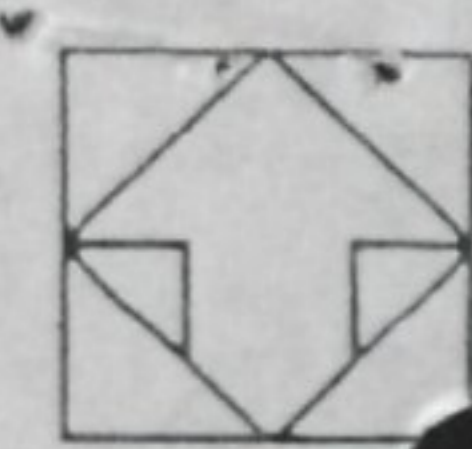
PRIORITIES FOR ACTION

1. Achieve distinction in undergraduate education

a. Assist whenever appropriate with undergraduate programs in the Division of Health Sciences

2. Strengthen the commitment to excellence in teaching

- a. Ensure that the curriculum committees will assume an active management role in the continuing evolution of the curricula
- b. Prepare an adequate number of family and primary care physicians to meet the health care needs of eastern North Carolina with emphasis on rural practices
- c. Develop a structured process for evaluation of individual courses with appropriate feedback to faculty with annual review
- d. Emphasize the humanities in the medical curriculum with an eye toward the education of the humanitarian physician and ethical scientist
- e. Emphasize the basic medical sciences in the medical curriculum
- f. Revise the curricula in a dynamic ongoing process
- g. Conduct ongoing research in the medical curriculum to introduce and evaluate innovations such as the role of information technology, use of standardized patients, problem based learning, and small group teaching
- h. Develop and implement a competency-based clinical curriculum for all clinical courses
- i. Focus on the development of ambulatory teaching sites, not necessarily limited to clinic settings



j. Evaluate and systematically monitor existing affiliated teaching and training sites

k. Establish new affiliated teaching and training sites and link these sites electronically

3. *Develop a university culture based on respect for individual rights and human diversity*

a. Intensify minority student recruitment programs

b. Focus on recruitment and retention of minority faculty at all levels

c. Evaluate and modify academic support services and counseling services

d. Evaluate, modify, and regularly re-evaluate admissions policies

e. Coordinate educational and academic support programs with other Division of Health Sciences schools

f. Evaluate and modify attenuation and remediation programs

4. *Expand doctoral programs*

a. Develop competitive PhD programs to attract increased numbers of highly qualified graduate students

b. Increase the number of post-doctoral trainees in the basic sciences by two to three per year over the next five years

c. Increase the number of fellows in the clinical sciences by one or two per year over the next five years

5. *Strengthen the commitment to research, scholarship, and creative activity*

a. Maintain the highest standards of scientific and professional integrity

b. Support and encourage participation by all faculty in scholarly activity in its broadest sense

c. Increase federal research funding

d. Establish relationships with private foundations and industry as new sources of research funding

e. Develop and coordinate support systems to facilitate and encourage faculty research including a research incentive plan

f. Strengthen cooperative interdepartmental, inter-divisional, and extramural research efforts

g. Facilitate basic research in selected areas of strength and expand involvement in educational research and technology assessments

h. Develop core laboratories to support research and service in the School of Medicine

i. Develop a Clinical Research Center

j. Ensure the ethical and humane treatment of animals and their appropriate use in education and research

k. Develop a center for rural medicine in the School of Medicine as soon as possible

l. Develop additional centers, including perinatal, alcohol and drug abuse, and immunology, which are relevant to health care in eastern North Carolina, which are multidisciplinary, and which allow for maximal use of available resources for investigation.

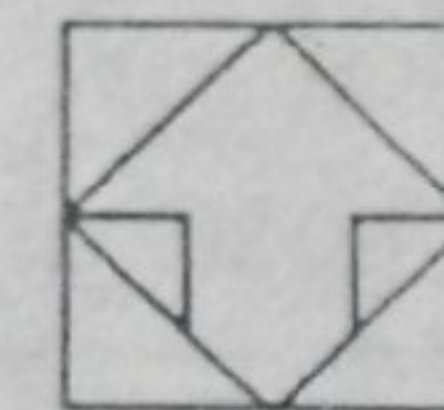
m. Develop research relationships outside the School with both practicing communities and health care agencies

n. Acquire knowledge and develop expertise in rural health issues

o. Encourage research in rural issues in both basic and clinical sciences

p. Develop research expertise in health services outcomes

q. Develop the agri-medicine program in cooperation with the North Carolina State University School of Agriculture



6. Improve teacher education and stimulate improvement in public schooling

- a. Become proponents of science education in grade school, junior high, and high school by establishing liaisons to these institutions and stimulating teachers of science

7. Recruit and support academically proficient and talented students

- a. Intensify minority student recruitment programs
- b. Evaluate and modify attenuation and remediation programs

8. Advance the University effectively to external publics

- a. Establish a regional network of health care providers including practices and agencies or facilities

- b. Encourage continued support for groups with critical health care problems including minorities, children, women, elderly, and the impoverished

- c. Cooperate within the School of Medicine to provide leadership for the continued development of primary, secondary, and tertiary care for the region
- d. Develop a network of rural physicians with emphasis on family and primary care medicine
- e. Support Eastern Area Health Education Center in education and support of rural health care providers
- f. Support the research and development and health care goals of Pitt County's Focus 2007 strategic plan

9. Develop and use expanded information resources

- a. Coordinate standardized information technology resources and support systems within the school and on the University campus

- b. Develop programs for student and faculty training and continuing education in accessing, utilizing, and evaluating information resources

- c. Develop with Pitt County Memorial Hospital a unified approach to computerized medical records, scheduling, and resource management for inpatient and outpatient clinical services

- d. Implement programs specifically designed to share information resources with health care providers at remote sites, both in training and in clinical practice

- e. Improve access to the Health Sciences Library for health care providers outside the medical center campus

- f. Conduct research in the application of computer technology and its application to teaching, research, and patient care

- g. Further develop the communications link with the university system statewide through the Microelectronics Center of North Carolina

- h. Designate and establish population registries as a base for ongoing evaluation of health care issues

10. Provide effective stewardship of the University

- a. Support and participate in the coordination of the units of the Division of Health Sciences and the Pitt County Memorial Hospital into a working academic health center
- b. Move deliberately towards improvement of physical facilities by evolution of a strategic and site planning process
- c. Establish a model ambulatory care facility for practice, education, and research
- d. Develop quality assurance programs for clinical performance in outpatient settings
- e. Provide educational experiences in the rural setting to encourage providers to practice in rural areas
- f. Recognize national health policy issues and assist with local solutions where feasible

Strategies for Distinction



- g. Confront three currently recognized issues which impact on eastern North Carolina:
 - rising health care costs and cost containment complicated by the medical liability problem
 - access to high quality care for all people addressing the large number of uninsured
 - funding for graduate medical education

- h. Stimulate appropriate clinical practice among the faculty

- i. Develop a faculty practice plan incentive program which will provide for flexibility of faculty rewards and increase financial resources