McGovern Medical School at UTHealth Houston Faculty Senate

Thursday, November 16, 2023 l 4:30pm

Meeting Minutes

Zoom Meeting

1. Call to Order

The meeting was called to order at 4:32pm with a quorum of members present.

1. Housekeeping

Attendance rules (attend a minimum of 60% of the monthly meetings).

It is important for dial-in attendees to email Valerie Guerrero with their call-in number so that each caller can be properly identified.

Please remain muted unless speaking and the chat will be monitored regularly for questions.

It is your duty, as Senators, to bring information and disseminate it to your Departments. Ask your department administration how to best distribute the information.

1. Approval of Minutes (October 2023)

There were no corrections to the minutes from the October 2023 meeting; the minutes were accepted to the final record as written.

1. Reports
2. Faculty Affairs Update – Dr. Nahid Rianon, Associate Dean for Faculty Affairs

* Faculty were celebrated with a faculty promotion dinner, with more than 100 honorees.
* Currently, over 130 applications for promotion for 2024-2025 are under review.
* Faculty Affairs encourages faculty to schedule Individualized Promotion Plan meetings early, even several years before applying for promotion.
* MAPP Program beginning its third year.

You will hear from Johnson George soon with mentor-faculty matches

1. Interfaculty Council Update – Dr. Erin Fox, Faculty Senate Chair-Elect

* Dr. Cain announced that the Faculty Development Calendar and Faculty Collaboration Site with faculty expertise are now live.
* Visit <https://apps.uth.edu/fdcc/> to collaborate.

1. New Business
2. HOOP policy 227 – Charges for Clinical Services- Martin J. Citardi, MD, Vice Dean for Clinical Technology, Chair of the Department of Otorhinolaryngology-Head & Neck Surgery

* Why do we have a new charge submission policy?

Documentation and coding are essential tasks, greater accuracy and efficacy, increase coding, improve documentation, increase transparency, revenue cycle efficiency and effectiveness, and chronic staffing shortages improvement.

* How did UTHealth Houston come up with this policy?

During EPIC implementation UT Physicians identified methods being used to generate charges. This investigation identified more than 17 different methods.

This was brought up by implementation teams which included physicians, other clinicians, support staff, revenue cycle, analysts and others involved in the EPIC implementation process.

Charge capture policy arose from Councils of Medicine/Psych, OBGYN, Pedi, Surgery, Dyads and Operations.

The policy was reviewed by department chairs, and finally reviewed and approved by the HOOP policy committee and university executive leadership.

* HOOP Charge Capture Policy Final-

Charge Capture Mechanisms: Directly into EPIC/ Care4 MHHS/ Haiku/Canto/HH EPIC

Performance Standard: Immediate, or within 24 hours, no later than 2 business days

This is calculated as a quarterly average- not particular incidences.

Chair-centric implementation, and if necessary a chair requests exemption from Epic Service Center.

This program officially launched September 1, 2022.

* How does an individual determine how they are doing with the charge capture policy?

Check Professional Billing (PB) Dashboard within EPIC, available within top left icons near messaging.

* How is UT Physicians doing?

About 30% PB charges within EPIC, which is an ever-increasing number as charges become easier to complete.

This can be seen on a departmental level.

You can view as ‘Clinic Service to Entry Charge Lag’ or ‘Facility Service to Entry Charge Lag’, similarly for ‘Post Charge Lag’.

Can also sort by physician within department, which is easily sharable information to disseminate to the department.

EPIC tutorial could be helpful if struggling with managing charge capture policy and increasing proficiency.

1. Co-Branding/Marketing – Rose Hochner Nelson, Senior Vice President, Marketing and Communications, Chief of Staff to the President

* Co-Branding Overview and Update for UTHealth Houston and Memorial Hermann.
* This is important for both brand value and impact.
* Key for defining brand value in healthcare including: reputation of the institution and faculty/physicians/clinicians, perceptions around safety and quality, and reliability of outcomes.
* This brand value benefits UTHealth Houston and our ability to attract and retain top quality clinicians/staff, ability to work with other providers, leverage with payers, attract philanthropic gifts based on faculty work and attract patients.
* Working toward brand integration with Memorial Hermann and agreements could include: limited brand extension, co-branding, or full brand extension with potential joint ventures and ownership.
* One reminder of why marketing is crucial- *The Many Faces of UTHealth Houston*

The Faculty and Clinicians are the work and what we should emphasize.

* Current Co-Branding Guidelines:
* Without a licensing agreement in place, UTHealth Houston faculty may not participate in an entity’s paid advertising or marketing initiatives.

This includes: any print, digital, video or other advertising,

brochures, annual reports, magazines, promotional materials, paid media appearances like podcasts or TV segments, galas, luncheons, receptions or other fundraising events.

* UTHealth Houston logo may not be used on any co-branded print digital or video assets.

This includes: letterhead, business cards, branded apparel,

branded items, educational items, promotional videos, websites, newsletters, digital assets, and PowerPoint templates.

* The UTHealth Houston logo cannot be used on materials produced by an outside entity without approval.
* Existing policies remain in place for Media Relations.

Please continue to work with the Public Affairs team in all news releases and earned media appearances.

* UTHealth Houston is hoping to get a Co-Branding agreement in place with Memorial Hermann in the next few months- until then reach out to Public Affairs with questions or concerns: [Deborah.M.Lake@uth.tmc.edu](mailto:Deborah.M.Lake@uth.tmc.edu)

1. Announcements
2. No Meeting in December 2023.
3. Seminar Series: Implementation Science <https://www.uth.edu/implementation-science/our-work/training/annualworkshop>

Dec. 6th, 1-2 pm: Wynne Norton, PhD, Current Approaches and Future Directions in Advancing Implementation Research

Jan 17th, 1-2 pm: Cara Lewis, PhD, Articulating Implementation Mechanisms to Optimize for Impact, Efficiency, and Equity

1. Women in Leadership Seminar: Deborah Heiser, Thursday, Jan. 18th 11:30-12:30:

<https://www.uth.edu/hr/department/learning-and-development/leadership-institutes/women-in-leadership>

1. Emerging Leaders and Executive Leadership Institutes now accepting applications for Spring 2024 cohorts, more info here: <https://www.uth.edu/hr/department/learning-and-development/leadership-institutes/>
2. 2024 New Investigator Development Program

Grants 101 is January 8-9, 2024. Grants 102 is in February 2024. To register for Grants 101 or apply for Grants 102, see <https://uth.edu/nidp/>

1. McWilliams School of Biomedical Informatics awarded over $31 million in medical AI grants, has opportunities to collaborate with clinical faculty. More info here: <https://sbmi.uth.edu/news/story/mcwilliams-school-of-biomedicalinformatics-awarded-over-31-million-in-medical-ai-grants>
2. Neurology Symposium-November 18, 2023- <https://inside.uth.edu/inside/campusnotes.htm?cid=3e817695-ef76-417cbfcb-480e2523a1ad&issue=1420&pubid=e913255a-be0a-4e0d-a1c6-ac9b0f05f294>
3. UTHealth Fun Fest-November 30, 2023
4. Call for Abstracts-29th Annual Neuroscience Poster Session

Saturday, December 2, 2023

UTHealth Houston Cooley University Life Center

Register at <https://www.uth.edu/neuroscience-research-center/education/29th-annual-neuroscience-poster-session>

1. Epic Double update-December 14, 2023
2. Adjournment at 5:21 pm

Next Meeting: January 18, 2024 at 4:30 pm

Dr. Summer Ott- Chair

Dr. Erin Fox-Chair-Elect

Kathryn Leal, MS, CGC- Secretary

Dr. Matthew Baker-Secretary-Elect

Dr. Georgene Hergenroeder- Past Chair 2022-2023