

**THE M.D. ANDERSON ALUMNI AND FACULTY ASSOCIATION**  
**MINUTES of STEERING COMMITTEE MEETING**  
**Thursday, August 14, 2008**  
**Clark Clinic Building, 11th Floor, Wiess Conference Room**  
**11:00 a.m.**

**PRESENT:**

Cassie Ballard (ex-officio)  
Yvonne Bazunu (ex-officio)  
Dr. Bloom  
Ivone Bruno, PhD  
Jennifer Collins (ex-officio)  
Melanie Dujka  
Dr. Fanning  
Charlotte Fuselier (ex-officio)  
Dr. Gallick  
Dr. Handy  
Dr. Haynie  
Dr. Matney  
Jakmica McKinney (ex-officio)  
Jennifer Price (ex-officio)  
Sharon Pepper  
Dr. Strong  
Dr. Tomasovic (ex-officio)  
Lyle Green – Guest Speaker

**ABSENT:**

Anne Bettinger  
Dr. Bodurka  
Dr. Candelari (ex-officio)  
Dr. Chandra  
Dr. Deavers  
Jonathan Earle, MD  
Dr. Freireich  
Dr. Kanojia  
Dr. Kumar  
Dr. Rios  
Dr. Ueno  
Courtney Vogelsang  
Dr. Walter

**A. Review and approval of Minutes of previous meeting**

Dr. Bloom opened the meeting at 11:10 a.m. She requested that the Steering Committee review the minutes of the last meeting and the minutes were approved.

**B. New Business**

International activity in Physician Relations – Lyle Green, AVP of Physician Relations

Dr. Bloom introduced guest speaker Lyle Green, the Associate Vice President of Physician Relations. Mr. Green presented to the Committee an overview of the activities of his department with regards to international physician relations. He began by reminding the Committee that the Physician Relations department regular business has been in working with and supporting local or national physicians, serving as an institutional liaison to community physicians to foster improved referral relationships with M.D. Anderson. More recently, they were asked to develop a formal program to extend their services to international physicians. Mr. Green stated that they have several approaches for building relationships with international physicians and they are also working to seek out new approaches.

One of the avenues identified as a way of making contact with international physicians is the professional society meetings. The Office of Physician Relations hosts a booth at a number of these

meetings throughout the year and has discovered that meetings hosted domestically are successful in drawing international attendees.

Physician Relations has also sought out collaborations with groups within the institution that have similar goals, like marketing and communications, and welcome collaborative work with the alumni association. They have been asked to work with the Center for Global Oncology to help expand referrals to assist them in reaching their goal of growing new patient registrations to 8% of total by 2010.

Mr. Green listed the current target areas for new patient referrals as South America, the Middle East, Greece/Turkey and perhaps Canada. He identified some of the obstacles that are encountered when promoting in an international setting as marketing, cultural barriers, and patients' financial issues.

Several Committee members posed questions or offered comments about the International Physician Relations efforts. Dr. Matney inquired if anyone had plans to set up a training exchange with any of these international physicians/locations. The physician would provide funding for a current trainee who would then move to the international location upon completion of training. Mr. Green did not know if anything exists currently like that type of program, but suggested checking with the Global Academic Programs people.

Dr. Bloom offered as another possibility for future collaboration the international alumni chapters that are planned in China and Canada. She also suggested looking into sister institutions and the physicians involved with those places.

Dr. Bruno added a perspective about the Hispanic culture stating that community advocacy groups and local outreach programs in some of these areas (Puerto Rico, for example) are great places to focus on with regard to referral development.

Dr. Strong inquired if they are measuring outcomes to confirm that they are meeting their objectives. Mr. Green responded that they do have some measurements in place for capturing number of referrals and revenue margins, but more work needs to be done in capturing data proving which institutional efforts are resulting in greater international patient registrations.

Dr. Tomasovic inquired about current percentages of international referrals and the role of the large up-front financial requirement. He also asked about offices we have set up internationally to facilitate some of the referral business.

Mr. Green mentioned that his staff member, Chyi Chou, who is a Program Manager for International Physician Relations, will be joining the Alumni and Faculty Association steering committee in September to offer input and to also provide regular updates on their current activities.

#### Change meeting frequency for FY2009 – Dr. Elizabeth Bloom

Dr. Bloom proposed that a change is made to the meeting frequency of the Alumni and Faculty Association Steering Committee to quarterly. She added that this could only be accomplished if we also pair it with an effort to revive work in the sub-committees. After a short discussion, the Committee voted unanimously to change meeting frequency to every other month, beginning with the September 11, 2008 meeting.

### Proposed chair-elect for sub-committees and term limits – Dr. Elizabeth Bloom

Dr. Bloom proposed adding term limits for service as sub-committee chairs. She also proposed introducing a new position of sub-committee chair-elect. The purpose for these changes is to increase activity at the sub-committee level, to provide opportunities for a variety of ideas, and to encourage the sharing of responsibility to the 'work load' in the sub-committees.

The Committee voted unanimously to add the chair-elect position at the sub-committee level and also to impose a term limit on sub-committee chairs of 2 years, but on a trial basis.

Before the next meeting, Sharon will inform the Committee of these changes and will distribute the sub-committee lists in preparation for the next meeting. She will also solicit new membership from all faculty members (making special invitations to particular faculty members who are already involved in alumni association activities, such as Oliver Bogler and Peter Hu). She will also take a look at those members who are due to rotate off.

Dr. Bloom announced that at the next Committee meeting, we will look at the sub-committees to confirm that all activity is represented, identify all of the sub-committee chairs, and seek nominations for the sub-committees' chairs-elect. It was agreed that the current chair will serve for one more year, while the chair-elect is 'trained' and the chair-elects will become chairs in September 2009. It was suggested that we make a deliberate attempt to match up the new members with the sub-committees for better involvement.

### **C. Old Business**

#### Houston Anderson Alumni Dinner – Dr. Bloom

Dr. Bloom announced that Dr. Moshe Frenkel has agreed to speak at the Alumni Dinner.

Sharon Pepper reported that the American Red Cross has been approved this year to be the participating charity.

### **D. Other**

Thank you gifts were presented to recognize the year of service given by Committee members. Those Committee members who were not in attendance will receive their gifts by mail or hand delivery.

### **E. Adjourn**

As there was no further business, the meeting was adjourned at 12:00 p.m.