WELCOME
New Faculty!
Orientation Guide

These materials are intended to orient new faculty to the University of North Carolina School of Medicine and provide resources for additional information.

Topics covered in this slide deck include:

» Communications
UNC Health Care and
UNC School of Medicine
Communications Team
Who we are…

Phil Bridges – Communications Director

Mark Derewicz – Communications Manager

Jamie Williams

Carleigh Gabryel

Tom Hughes

Communications Specialists
What we do…

- Internal Communications *(Faculty & Staff)*
- External Communications *(Media & Public)*
Vital Signs

Research News

Research refutes popular fertility test

read the full story

Research News

UNC researchers to lead $61-million national asthma treatment project

The five-year, NIH-funded research study aims to create better, more personalized asthma treatments for the millions of people who suffer from the lung condition.

Employee News

Annual Enrollment

State Health Plan Annual Enrollment now open

As of Oct. 19, 56% of eligible UNC Medical Center employees have taken action for State Health Plan annual enrollment, which is open through Oct. 31.

Onsite Annual Enrollment Hospital Sessions

Have questions about Annual Enrollment? Come to an information session offered by the
External Communications

Press Releases…in all their forms

News Release

Bristol-Myers Squibb Foundation Provides $1.7 million grant to UNC School of Medicine to fund program streamlining AFib care & education for underserved populations

Atrial fibrillation hospitalizations reduced by 30 percentage points in first year of program

CHAPEL HILL, N.C. – September 29, 2017 – UNC School of Medicine cardiologist Hell Goh, MD, will use a $1.7 million grant from the Bristol-Myers Squibb Foundation to further innovate a care model, launched in 2016, that reduced hospitalizations for patients with atrial fibrillation (AFib) presenting in the emergency room by more than 30 percentage points in its first year.

Atrial fibrillation, which affects more than 2.7 million Americans, is characterized by an irregular heartbeat and is associated with an increased risk for blood clots, stroke, heart failure and multiple other heart complications according to Dr. Goh who serves as associate professor of medicine at the UNC School of Medicine, program director of UNC Clinical Cardiac Electrophysiology Fellowship.

The three-year grant from the Bristol-Myers Squibb Foundation will enable Dr. Goh to continue development of a new protocol he established at UNC Medical Center through a pilot grant from the UNC Center for Health Innovation and adopt and evaluate its application primary care and urgent care settings as well.

UNC President Margaret Spellings applauded Dr. Goh’s work and the Bristol-Myers Squibb Foundation team. “We’re committed to increasing the amount of world-class research at our universities because these efforts spur economic growth and improve the quality of life for our citizens,” said President Spellings. “We are extremely grateful to Dr. Goh’s work and thankful that it is being sustained through the generosity of the BMS Foundation.”

Researchers receive $5 million to expand study of posttraumatic neurologic, mental health disorders

Led by Samuel McLean, MD, UNC School of Medicine researchers and collaborators received $5 million from the NIH and Department of Defense to expanding the AURORA Study, the most comprehensive longitudinal study of trauma survivors ever performed.
External Communications

Media Relations

$100M club Meredith's TrueCard has hit a growth spurt
JENNIFER HENDRICKSON

Need a doctor? UNC Health Care waiving online urgent care fees during Florence

Cancer survivors help newly diagnosed patients at UNC Lineberger Cancer Center

How Many Calories Do You Burn While You Sleep?
Not surprisingly, a LOT of you are Googling this.
Reasons to Contact Us

• “First, best, only” occasions
• Upcoming publications
• Breakthroughs
• Ongoing newsworthy research
• Crisis communications

The earlier you contact us, the more time we have to work on your story!
Questions?

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