Mission Statement

The Northwest Area Health Education Center is an educational outreach center and training program designed to enhance the health of the public in its 17-county region by improving the supply, distribution, and quality of health and human service personnel—especially in primary care—through diverse community/academic partnerships.

Five Core Components

- Health Careers, Diversity & Recruitment
- Health Sciences Student Support
- Graduate Medical Education & Patient Services
- Continuing Education Activities & Services
- Information & Library Services

Northwest AHEC will continue to leverage resources based upon our Top Ten Strategies as well as our Guiding Objectives for Partnerships and Collaborations. Using process improvement methods, we will continue critical examination of our internal Northwest AHEC processes to determine the best ways to increase our efficiency and effectiveness.

Top Ten Strategies

- Develop a leadership and organizational culture of performance and accountability.
- Establish critical quantitative benchmarks and focus on achieving them.
- In addition to rigorous expense discipline, focus on pricing.
- Focus on higher-margin services and products.
- Do NOT allow mission to be used to justify poor performance.
- Balance focus on core services with development of new high-margin services.
- Proactively and aggressively address partnership issues—equity of partnership.
- Recognize quality as a key strategic imperative—make it a priority.
- Adopt new information technology.

Guiding Objectives for Partnerships and Collaborations

All parties should strongly agree with the objectives for partnership:

- Mission Alignment: To honor and respect the individual missions of each organization while investing in the complementary missions to create a shared future.
- Shared Resources: To combine human and material resources where appropriate to enhance mission attainment, support ongoing programming, and initiate new programming. “Everyone brings something to the table.”
- Shared Relationships: To broaden visibility and value of each organization’s programming and community presence through the extension of existing relationships and the development of new relationships.
- Mutual Benefits: To expand and create opportunities that increase and improve the effectiveness of each organization with regard to mission attainment.
- Leveraged Impact: To enhance program results through leveraged resources, combined resources, and the development of new resources.
- Measurable Outcomes: To demonstrate effectiveness of programming toward mission attainment.
The Northwest AHEC staff and I are pleased to share our 2006-2007 Annual Report with the community. This past fiscal year was one of growth for us as we continued to work toward the fulfillment of our mission. We maintained our focus on the five core components of operation that cover the spectrum of health professions education: Health Careers, Diversity & Recruitment; Health Sciences Student Support; Graduate Medical Education & Patient Services; Continuing Education Activities & Services; and Information & Library Services.

We are particularly proud of the co-leadership role that Northwest AHEC played in the NC Rapid Response Team Learning Collaborative with the NC Hospital Association. More information about the very positive health impact this collaboration had on North Carolinians can be found on page 9. We continue to thrive and achieve our goals due to the cooperation and collaboration of our excellent partners, listed on page 13, and the support and guidance of our Board of Advisors, listed on page 12. Thank you for your continued support.

Michael P. Lischke, EdD, MPH
Director, Northwest AHEC

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Core Component 1:
Health Careers, Diversity & Recruitment

Grades K-12 Programs

The chart below summarizes activities for July 1, 2006 through June 30, 2007.

### Health Careers Programs for K-12 Students

<table>
<thead>
<tr>
<th>Type of Program</th>
<th># Programs</th>
<th># Hours</th>
<th># Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness(^1)</td>
<td>164</td>
<td>110</td>
<td>12,120</td>
</tr>
<tr>
<td>Structured(^2)</td>
<td>19</td>
<td>423</td>
<td>306</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>183</strong></td>
<td><strong>533</strong></td>
<td><strong>12,426</strong></td>
</tr>
</tbody>
</table>

\(^1\) Awareness programs are defined as 30-45 minute, one-time programs. Programs/presentations conducted included the NW AHEC Puppet Bunch, CATCH, and Cool People, Cool Careers. School career fairs are also included.

\(^2\) Structured programs are defined as programs involving more than one scheduled event, typically programs totaling over 20 hours.

### Awareness Activities & Programs

**Grades K-2: Northwest AHEC Puppet Bunch**
- Conducted in schools
- Utilization of multi-ethnic puppets dressed as healthcare professionals
- Fun, engaging, and interactive way for young children to learn about health occupations
- Provides a coloring book that captures presentation information

**Grades 3-5: CATCH (Catch A Totally Cool Healthcare)**
- Conducted in schools
- Exposure to more in-depth and random selection of pre-chosen healthcare careers information
- Utilization of medically oriented props and clothing
- Provides a booklet outlining 11 health occupations, job descriptions/duties, clothing, and equipment

**Grades 6-8: Cool People, Cool Careers**
- Conducted in schools
- Exposure to more in-depth and random selection of pre-chosen healthcare careers information
- Utilization of medically oriented props and clothing
- Includes information about secondary education classes, post-secondary educational requirements, and earning potential for health professions discussed
- Provides a booklet capturing presentation information

Northwest AHEC provided technical and collaborative support for the following activities/programs:

- **The Winston-Salem/Forsyth County Egg Drop Competition** – Objective is to build a device to protect a raw egg as it is dropped, while minimizing device weight and number of parts, and land on a target; an annual community-wide event—a collaborative effort of the Greater Winston-Salem Chamber of Commerce and local biotech and engineering companies.

- **The “Sisters in Science” Annual Symposium** – Allows partnering with the American Medical Women’s Association chapter of WFUSM to provide opportunities for high school girls to interact with women in medicine and science.

- **The Winston-Salem Forsyth County Schools Science Fair and the Region 5 Science Fair** – Hosted by SciWorks; Northwest AHEC has continued to provide support for both the winning students and their science teachers; Region 5 includes the following counties: Alamance, Chatham, Davidson, Forsyth, Guilford, Person, Randolph, Rockingham, and Stokes.

- **SciWorks “SciVision: A Day for the Community”** – Northwest AHEC was the presenting sponsor for this event, which admitted over 3,000 visitors free of charge. Visitors also participated in a variety of health, science/math, and environment-themed activities on the grass of SciWorks’ 30-acre campus.
• Catawba Science Center’s “Body Extravaganza” Exhibit – Northwest AHEC is the major sponsor of this exhibit, which is comprised of 25 separate experiences that enable visitors to immerse themselves in exciting, participatory learning experiences; counties impacted by the exhibit include Alexander, Burke, Caldwell, Catawba, Iredell, and Lincoln.

Structured Activities & Programs

Rising 8th Graders: Project SEARCH (Student Education, Awareness, and Recruitment for Careers in Health)
• One-week summer residential opportunity on campus of Wake Forest University
• Students exposed to Problem-Based Learning while using math, science, and health careers information
• Northwest AHEC continued to collaborate with the Center of Excellence for Research, Teaching, and Learning (CERTL) and local school systems in its 17-county region.
• The 23 students who participated this year represented 10 of our 17 counties: Ashe, Avery, Catawba, Davidson, Davie, Forsyth, Iredell, Rowan, Surry, and Watauga.

Grades 9-12: Camp Med
• One-week summer day camp held throughout the 17-county region in various venues (schools, community colleges, hospitals, etc.)
• Students explore a variety of health professions and receive the NC Health Careers manual, which provides information for 88 careers.
• Camp Med activities were implemented in all 17 counties this fiscal year.
• Northwest AHEC collaborated with local school systems and hospitals/medical centers in its 17-county region.

Grades 9-12: Future Leaders in Health Care (FLHC) Conference
• Weekend educational conference for high school students from across NC with an expressed interest in healthcare

Opportunity to learn more about health professions and post-secondary programs oriented toward careers in health
• Program is implemented as part of an NC AHEC Program statewide initiative.
• A total of nine students were able to participate in the FLHC Conference and represented the following counties: Burke, Catawba, and Forsyth.

Healthcare-Focused Cultural Competency Program

• Developed over a two-year period by an interdisciplinary team
• Conducted several pilot tests with a diverse group of healthcare and human services professionals
• Program activity has been well-received.
• Customized and implemented program for WFUSM departmental business managers for WFUSM Human Resources
• Cultural Competency Team has continued work on a training version that will be two four-hour sessions to be marketed in FY08.
Core Component 2:
Health Sciences Student Support

2006-2007 ORPCE Rotations and Housing/Student Type and Institution
Number of Student Weeks¹ (Paid & Unpaid²)

<table>
<thead>
<tr>
<th></th>
<th>Duke</th>
<th>ECU</th>
<th>ECSU</th>
<th>UNC-CH</th>
<th>UNC-C</th>
<th>UNC-G</th>
<th>WFU</th>
<th>WSSU</th>
<th>Western Carolina</th>
<th>Methodist</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>MD</td>
<td>39.4</td>
<td>18.4</td>
<td>—</td>
<td>121.4</td>
<td>—</td>
<td>—</td>
<td>878.4</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>1057.6</td>
</tr>
<tr>
<td>PA</td>
<td>4.0</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>520.0</td>
<td>—</td>
<td>28.2</td>
<td>12.0</td>
<td>564.2</td>
</tr>
<tr>
<td>NP</td>
<td>97.7</td>
<td>101.5</td>
<td>—</td>
<td>31.4</td>
<td>131.2</td>
<td>70.2</td>
<td>—</td>
<td>136.9</td>
<td>—</td>
<td>—</td>
<td>568.9</td>
</tr>
<tr>
<td>PharmD</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>4.0</td>
<td>502.0</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>506.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>141.1</td>
<td>119.9</td>
<td>4.0</td>
<td>654.8</td>
<td>131.2</td>
<td>70.2</td>
<td>1,398.4</td>
<td>136.9</td>
<td>28.2</td>
<td>12.0</td>
<td>2,696.7</td>
</tr>
</tbody>
</table>

¹ A student week is defined as one student for one week (for example, four student weeks could mean four students for one week each as well as one student for four weeks).
² Some students are precepted by healthcare professionals who are not eligible for payment, such as Veterans Affairs physicians or those who are paid by the four medical schools.

The Northwest AHEC Office of Regional Primary Care Education (ORPCE) coordinated health profession students’ community-based education activities as determined and organized by each of the school’s curriculum for 2,696.7 student weeks with preceptors across the state. This year placements were facilitated for 10 schools. The students in these approved courses received free housing in rural areas, i.e., rent, utilities, etc. Funds were expended to pay preceptors for their services and to pay for recruitment of these healthcare professionals.

**Other Accomplishments**

- Northwest AHEC managed 11 apartments and worked with 18 host families to house students on community rotations.
- All housing requests were met as in previous years.
- The highest housing demand came from WFUSM medical and PA students (1,398.4 student weeks) and UNC-CH medical, nurse practitioner, and pharmacy students (654.8 student weeks).
- Northwest AHEC continued to manage the NC AHEC financial support for the outreach nursing programs of UNC-Greensboro (Hickory) and Winston-Salem State University (Boone and Wilkesboro). A total of 108 students were enrolled during the past year. As of May 2007, a total of 275 students have completed the programs and graduated from UNC-G. A total of 978 have completed the program and graduated from WSSU.
- We supported the Family Medicine Interest Group (FMIG) banquet as an opportunity to thank preceptors and to promote family medicine. Estimated attendance was 100 people and included residents and residency program leaders of the WFUSM and Greensboro AHEC/Moses Cone Hospital.
- Northwest AHEC also provided support to the WFU School of Medicine’s Student National Medical Association (SNMA) chapter’s annual banquet. Banquet proceeds help to defray costs of community-oriented projects initiated by medical students. SNMA is a nationally recognized organization that focuses on the needs and concerns of medical students of color.
For the fourth consecutive year, Northwest AHEC provided the financial resources and technical assistance to enable the primary care residency programs to offer the Community Plunge (a four-hour cultural competency activity designed to provide an orientation to community demographics and healthcare resources) to incoming first-year residents through its Community Health Partnership staff. Additionally, for the first time, the Physicians Assistant Studies students also participated. Interest in the Community Plunge concept has been strongly accepted throughout the Medical School.

The NW AHEC-supported Wake Forest University Baptist Medical Center’s primary care and psychiatry residency programs graduated 71 physicians in 2007. Of major significance is that 46 of these new physicians (65%) have chosen to stay in North Carolina to begin their initial medical practice or to further their education in various fellowships.

The following chart outlines the outcomes of the recruitment, graduation, and retention of these programs in addition to their service to the uninsured and underinsured in the community.

### 2006-2007 Northwest AHEC-supported Wake Forest University Baptist Medical Center Residency Training and Service to Uninsured/Underinsured Patients

<table>
<thead>
<tr>
<th></th>
<th>Family &amp; Community Medicine</th>
<th>Psychiatry</th>
<th>Internal Medicine</th>
<th>OB/GYN</th>
<th>Pediatrics</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number and % of Graduated Residents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>staying in North Carolina after</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 2007 graduation</td>
<td>8 (80%)</td>
<td>2 (50%)</td>
<td>29 (71%)</td>
<td>1 (17%)</td>
<td>6 (60%)</td>
<td>46 (65%)</td>
</tr>
<tr>
<td></td>
<td>n = 10</td>
<td>n = 4</td>
<td>n = 41</td>
<td>n = 6</td>
<td>n = 10</td>
<td>n = 71</td>
</tr>
<tr>
<td>Number and % of Graduated Residents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in North Carolina during 2003-2007</td>
<td>42 (84%)</td>
<td>17 (65%)</td>
<td>95 (63%)</td>
<td>13 (54%)</td>
<td>29 (57%)</td>
<td>196 (65%)</td>
</tr>
<tr>
<td>(5-year cumulative initial practice</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>location data)</td>
<td>n = 50</td>
<td>n = 26</td>
<td>n = 150</td>
<td>n = 24</td>
<td>n = 51</td>
<td>n = 301</td>
</tr>
<tr>
<td>Racial/Ethnic Composition % of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Residents and number in FY07</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>1 (3%)</td>
<td>6 (23%)</td>
<td>11 (12%)</td>
<td>1 (5%)</td>
<td>3 (8%)</td>
<td>22 (10%)</td>
</tr>
<tr>
<td></td>
<td>0 (0%)</td>
<td>1 (4%)</td>
<td>1 (1%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
<td>2 (1%)</td>
</tr>
<tr>
<td>Latino</td>
<td>2 (6%)</td>
<td>4 (15%)</td>
<td>10 (11%)</td>
<td>2 (9%)</td>
<td>2 (5%)</td>
<td>20 (10%)</td>
</tr>
<tr>
<td>Other</td>
<td>27 (91%)</td>
<td>15 (58%)</td>
<td>72 (76%)</td>
<td>19 (86%)</td>
<td>34 (87%)</td>
<td>167 (79%)</td>
</tr>
<tr>
<td>Caucasian</td>
<td>n = 30</td>
<td>n = 26</td>
<td>n = 94</td>
<td>n = 22</td>
<td>n = 39</td>
<td>n = 211</td>
</tr>
<tr>
<td>Number and % of Graduated Residents</td>
<td>N/A</td>
<td>9 (35%)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>employed in NC Public Mental Health</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sector during 2003-2007</td>
<td>N/A</td>
<td>n = 26</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Number of FTE Residents</td>
<td>30</td>
<td>21</td>
<td>94</td>
<td>22</td>
<td>39</td>
<td>206</td>
</tr>
<tr>
<td>Est. number of Indigent/Underserved Patients</td>
<td>8,848</td>
<td>3,055</td>
<td>17,863</td>
<td>23,523</td>
<td>16,418</td>
<td>69,707</td>
</tr>
</tbody>
</table>
Core Component 4: Continuing Education Activities & Services

- Northwest AHEC implemented and accredited 1,857 continuing education activities for 33,232 registered healthcare professionals.
- Accredited by seven accreditation boards with capability of providing credits for 74 distinct types of healthcare professional CE
- For FY07, total number of CE events increased 18%, attendance/participation increased 1%, and total number of hours increased 68% versus FY06.
- Online educational activities accounted for 128 activities (7%), 2,164 participants (7%), and 261 hours (4%).
- Online educational activities increased 172% (81 added) and hours grew 48% (80 added) versus FY06.
- Online growth in activities and hours due to planned broadening of interdisciplinary activities
- Online participation for FY07 versus FY06 declined significantly due to the drastic enrollment decline for the Nursing Management Institute (NMI).

Community Health Partnerships

Community Health Partnerships staff has maintained a presence throughout the Northwest AHEC region to enhance the work of health coalitions and to link them with the resources of the NC AHEC system. We continue to have active consultative relationships with selected health coalitions in the region in the areas of resource identification, coalition building and maintenance, and designing community-based approaches to fit their identified health priorities.

Specific noteworthy projects:
- Served on the Racial and Ethnic Disparities Work Group of the Forsyth Healthy Community Coalition on a Living Wage campaign
- Served on the Steering Committee of the Forsyth County Healthy Community Coalition
- Served on the Forsyth County Infant Mortality Reduction Coalition
- Facilitated small group work for the Ashe County Health Council’s Annual Meeting
- Co-sponsored continuing education trainings with coalitions, e.g., Applied Suicide Intervention Skills Training with Healthy Carolinians of Stokes, Healthy Yadkin, Healthy Carolinians of Davie, and their respective Mental Health Associations
- Provided informal technical assistance to other coalitions on an ad hoc basis

RN Refresher Program

The RN Refresher Program was started and developed in response to the nursing shortage of the late 1980s. North Carolina state funding was received so that the course would become readily available to all out-of-work nurses in the state. The model remains viable today around the state. The Northwest AHEC program continues to enroll students from our 17 county-region.

Of special note:
- As of March 31, 2007, our 37 enrollees represented an estimated 20% of the total nurses enrolled in the UNC-CH School of Nursing RN Refresher Program.
- Since its inception, a total of 180 Northwest AHEC RN Refresher students have completed the didactic portion of the course, which involves a full range of common nursing problems and is a medical-surgical review.
- A total of 132 students have completed the clinical portion of the program, which includes 160 hours of work within one of our regional partner clinical sites.
- Based upon the two preceding facts, Northwest AHEC has an RN Refresher Program completion rate of 73.3%.
- Our program formed a partnership with the WFUBMC Simulation Laboratory this fiscal year and developed simulation curriculum. A total of 17 students participated and were exposed to varying patient scenarios and changing medical conditions. Participants also learned how to respond “on the fly” without any negative impact on real patients.
- We continued our collaborative partnership with WSSU School of Health Sciences, where 50 RN Refresher students learned clinical skills in a series of laboratory workshops.
### 2006-2007 Northwest AHEC Continuing Education Activities & Services

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Type</th>
<th># Activities</th>
<th># Participants</th>
<th># Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Health</td>
<td>traditional/classroom</td>
<td>37</td>
<td>1,020</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>2</td>
<td>87</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>39</td>
<td>1,107</td>
<td>126</td>
</tr>
<tr>
<td>Dentistry(^1)</td>
<td>traditional/classroom</td>
<td>36</td>
<td>1,163</td>
<td>280</td>
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<tr>
<td></td>
<td>online education</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>36</td>
<td>1,163</td>
<td>280</td>
</tr>
<tr>
<td>Interdisciplinary(^2)</td>
<td>traditional/classroom</td>
<td>52</td>
<td>1,899</td>
<td>265</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>109</td>
<td>1,454</td>
<td>110</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>161</td>
<td>3,353</td>
<td>375</td>
</tr>
<tr>
<td>Library(^3)</td>
<td>traditional/classroom</td>
<td>144</td>
<td>732</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>144</td>
<td>732</td>
<td>89</td>
</tr>
<tr>
<td>Management(^4)</td>
<td>traditional/classroom</td>
<td>52</td>
<td>775</td>
<td>289</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>52</td>
<td>775</td>
<td>289</td>
</tr>
<tr>
<td>Medicine</td>
<td>traditional/classroom</td>
<td>44</td>
<td>2,751</td>
<td>379</td>
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<tr>
<td>Medicine Series(^5)</td>
<td>traditional/classroom</td>
<td>1,182</td>
<td>15,242</td>
<td>3,007</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>0(^5)</td>
<td>0(^5)</td>
<td>0(^5)</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>1,226</td>
<td>17,993</td>
<td>3,386</td>
</tr>
<tr>
<td>Mental Health</td>
<td>traditional/classroom</td>
<td>42</td>
<td>2,647</td>
<td>299</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>42</td>
<td>2,647</td>
<td>299</td>
</tr>
<tr>
<td>Nursing(^6)</td>
<td>traditional/classroom</td>
<td>76</td>
<td>2,082</td>
<td>773</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>13</td>
<td>558</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>89</td>
<td>2,640</td>
<td>800</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>traditional/classroom</td>
<td>35</td>
<td>805</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>4</td>
<td>65</td>
<td>104</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>39</td>
<td>870</td>
<td>168</td>
</tr>
<tr>
<td>Public Health(^7)</td>
<td>traditional/classroom</td>
<td>29</td>
<td>1,952</td>
<td>208</td>
</tr>
<tr>
<td></td>
<td>online education</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>total</td>
<td>29</td>
<td>1,952</td>
<td>208</td>
</tr>
<tr>
<td>Subtotal</td>
<td>traditional/classroom</td>
<td>1,728</td>
<td>31,030</td>
<td>5,771</td>
</tr>
<tr>
<td>Subtotal</td>
<td>online education</td>
<td>128</td>
<td>2,164</td>
<td>247</td>
</tr>
<tr>
<td><strong>GRAND TOTALS</strong></td>
<td></td>
<td><strong>1,857</strong></td>
<td><strong>33,232</strong></td>
<td><strong>6,020</strong></td>
</tr>
</tbody>
</table>

\(^1\) Programs are co-sponsored by the WFUSM Department of Dentistry.

\(^2\) Interdisciplinary data include activities developed for and marketed to Mental Health, Nursing, Physicians, Pharmacy, Allied Health, and Public Health professionals.

\(^3\) Library/Informatics includes ITG/Computer workshops.

\(^4\) Management includes educational programs featuring topics such as leadership and self-promotion, NW AHEC staff health and wellness, a community program about racism, etc.

\(^5\) Through a partnership with the Office of Continuing Medical Education, the NW AHEC was able to provide assistance for CME credit to regional and affiliated hospitals/medical practices for their grand rounds/teaching conferences, tumor boards, and journal clubs. A total of 80 WFUSM faculty served as speakers for these CME activities.

\(^6\) Internal Medicine, Sports Medicine, and Psychiatry grand rounds are captured and included in online educational offerings reflected under Interdisciplinary. Additionally, these offerings have been expanded from physicians only to include multidisciplinary groups.

\(^7\) Nursing “online” includes the 12 NMI online courses coordinated in collaboration with Greensboro AHEC.

\(^7\) Public Health includes six events originally defined as the budget discipline of Spanish.
The Governor’s Health Task Force Health Issues

During the past fiscal year, Northwest AHEC Continuing Education Activities & Services was able to meet the needs of its constituents while also providing topics that address/focus on the most critical healthcare needs/issues of its region and the state, as identified by the Governor’s Task Force for Healthy Carolinians. Each program was assigned to one of the healthcare need/issue categories based on the main focus of the training activity. Fifty-eight percent or 2,220 of Northwest AHEC CE objectives addressed the most critical healthcare needs/issues, as identified by the state.

The following chart summarizes the number of objectives from our activities and services that addressed the Governor’s Task Force for Healthy Carolinians, in addition to others identified by Northwest AHEC.


<table>
<thead>
<tr>
<th>Health Issue Categories</th>
<th># CE Objectives Related to Health Issue</th>
<th>% of CE Objectives Related to Health Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Access to Healthcare</td>
<td>51</td>
<td>1%</td>
</tr>
<tr>
<td>2. Chronic Disease</td>
<td>991</td>
<td>26%</td>
</tr>
<tr>
<td>3. Community Health</td>
<td>39</td>
<td>1%</td>
</tr>
<tr>
<td>4. Disability</td>
<td>27</td>
<td>1%</td>
</tr>
<tr>
<td>5. Environmental Health</td>
<td>10</td>
<td>0%</td>
</tr>
<tr>
<td>6. Health Promotion</td>
<td>161</td>
<td>4%</td>
</tr>
<tr>
<td>7. Infant Mortality</td>
<td>232</td>
<td>6%</td>
</tr>
<tr>
<td>8. Infectious Diseases</td>
<td>71</td>
<td>2%</td>
</tr>
<tr>
<td>9. Injury</td>
<td>59</td>
<td>2%</td>
</tr>
<tr>
<td>10. Mental Health</td>
<td>423</td>
<td>11%</td>
</tr>
<tr>
<td>11. Older Adult Health</td>
<td>78</td>
<td>2%</td>
</tr>
<tr>
<td>12. Oral Health</td>
<td>78</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Sub-Total</strong></td>
<td><strong>2,220</strong></td>
<td><strong>58%</strong></td>
</tr>
</tbody>
</table>

Additional Health Issue Categories

<table>
<thead>
<tr>
<th>Health Issue Categories</th>
<th># CE Objectives Related to Health Issue</th>
<th>% of CE Objectives Related to Health Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. Health Disparities</td>
<td>27</td>
<td>1%</td>
</tr>
<tr>
<td>14. Cultural Competency</td>
<td>31</td>
<td>1%</td>
</tr>
<tr>
<td>15. Women’s Health</td>
<td>48</td>
<td>1%</td>
</tr>
<tr>
<td>16. Complementary Alternative Medicine (CAM)</td>
<td>133</td>
<td>3%</td>
</tr>
<tr>
<td>17. Leadership, Management, Education, and Communication</td>
<td>759</td>
<td>20%</td>
</tr>
<tr>
<td>18. Quality Assurance/Improvement</td>
<td>93</td>
<td>2%</td>
</tr>
<tr>
<td>19. Information Library Services</td>
<td>460</td>
<td>12%</td>
</tr>
<tr>
<td>20. Other</td>
<td>84</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td><strong>1,635</strong></td>
<td><strong>42%</strong></td>
</tr>
</tbody>
</table>

**GRAND TOTAL**

|                                   | **3,855** | **100%** |

Core Component 4:
Continuing Education Activities & Services (continued)
Quality Improvement Initiative

Northwest AHEC has been actively involved in a major quality improvement initiative over the past year, the North Carolina Rapid Response Team Learning Collaborative. Rapid response teams are one of the original six interventions of the Institute for Healthcare Improvement’s 100,000 Lives Campaign. The NC RRT Learning Collaborative was one of nine RRT grantees nationwide that were funded by the Robert Wood Johnson Foundation. Partners included the North Carolina Hospital Association, the other NC regional AHECs, the Carolinas Center for Medical Excellence, VHA, and Premier. The goal of the collaborative was to develop, implement, and sustain rapid response teams in 50 North Carolina hospitals. Fifty-five hospitals across the state participated in the collaborative.

Outcomes:

• Mortality rates, codes outside the intensive care unit, and number of codes per 1,000 discharges are trending downward.
• Thirty-four percent of all patients served by an RRT in the grant were transferred to the ICU or other higher level of care.
• Based on the volume of RRT calls reported by participating hospitals and projections derived from the literature, we estimate that implementation of RRT in the participating hospitals prevented, on an annualized basis, 552 code blue calls, saving 459 lives!
• Thirteen hospitals participated in the collaborative from the Northwest AHEC region.
• Five Northwest AHEC staff served as collaborative coaches.
• One Northwest AHEC staff served as the co-director of the collaborative for the Western part of NC.

Clinical Teaching Associates (CTA) Program

The Clinical Teaching Associate (CTA) serves as a clinical adjunct faculty member for a School/Program of Nursing and accepts responsibility for a group of students in a clinical rotation for one assigned semester at a time while remaining employed by the healthcare organization providing the clinical site for student learning. The School/Program of Nursing and the healthcare organization work together to provide the student clinical learning experience. This partnership serves as a viable strategy to increase faculty to meet nursing supply demands and simultaneously serves as a viable strategy to provide professional development to experienced registered nurses. The CTA must meet criteria for adjunct faculty status at the School/Program of Nursing and demonstrate clinical and teaching expertise prior to completing the course and clinical requirements for designation as a CTA. Two CTA workshops were presented in 2006-2007 with a total of 44 participants. Northwest AHEC, in collaboration with Forsyth Technical Community College and Winston-Salem State University, has provided the training for a total of 133 part-time clinical adjunct School/Program of Nursing instructors since 2003. Forsyth Medical Center of NovantHealth and North Carolina Baptist Hospitals have played an integral role in providing nurses who are eligible for the program and for supporting these nurses in their workplaces as they strive to continually improve the quality of patient care.

Outcomes:

Data: 133 CTAs to date; 90% of adjunct faculty are utilized; reduced clinical group size—greater ability to work one-on-one with students; increased student retention; and more complex student assignments.

Benefits to the Student:
Expert clinical instruction; adjunct faculty familiar with the clinical setting and savvy regarding student assignments; adjunct faculty knows how to tap into the “window of opportunity” during clinical; consistent, clear expectations from both full-time and adjunct faculty; and recognition of the commitment from both medical centers to their development and success.

Benefits to the Partnering Medical Centers:
Professional growth and development of clinical staff; narrowing of the gap between education and practice; and increased student comfort and satisfaction with clinical experiences that lead to employment.

Benefits to the Schools/Programs of Nursing:
Adjunct faculty identified as expert clinicians who have a background in educational concepts; stable, consistent, and well-prepared adjunct clinical faculty; students gain insights from expert clinicians.
Core Component 5:
Information & Library Services

Building upon our 33-year tradition of classroom-based learning activities, the Northwest AHEC now offers several distance learning modalities including video conferencing, live web-streaming, on-demand webcasts, and custom-designed web-based courses. Our transition to provide a more direct line to additional health information and education, with an emphasis on the empowerment of clinicians, has led to even more clinicians actually using their acquired skills to access a wider spectrum of online healthcare literature and information.

Information Technology
Our seven-year partnership with WFUSM’s Academic Computing and Information Sciences (includes Carpenter Library and Creative Communications) continually moves us into the forefront of distance education-based CE and enhanced library services. Listed below are the major accomplishments achieved this year:

- Planned and coordinated the installation of new videoconferencing equipment, audio equipment, and IP cameras in the large RBC classroom. This upgrade allows for the remote operation of videoconferencing and webcasting equipment.
- Developed a method of online registrations and payment for large multi-session events where customers can select their conference agenda online and pay by credit card. Registrations are stored in the statewide database (CASCE) and payment is automatically routed to the Office of Continuing Medical Education’s bank account.
- Developed a website that enables departmental/partner administrators to enter grand rounds attendees into CASCE using a bar code scanner and pre-distributed bar codes, or by typing the attendees’ credentials into the webpage as they enter the room.
- Developed and implemented a Course Generator, which replaced several paper-based business processes used when preparing an event. In addition, the Course Generator stores supplemental information that cannot be stored in CASCE. Information such as post test questions/answers, Governor’s Health Task Force Health Issues, and collateral materials can now be input by staff and combined with data from CASCE to create an enhanced online experience for event participants.
- Worked with coordinators and speakers to grow the Northwest AHEC online course library to 112 courses, which include the following topics: anticoagulation certification and recertification; hypertension certification and recertification; interdisciplinary; internal medicine, psychiatry, and sports medicine grand rounds; mental health for adult and pediatric primary care clinicians; cancer screening and prevention; medication prescribing; nursing; ministry of health and healing; disparities/health literacy; quality of care; and communications training.

Website Activity
The following chart summarizes the level of activity that took place on our website for this past fiscal year. In general, our website is primarily accessed by individuals to obtain information about CE activity, which might be traditional (classroom), distance education (online), and other AHEC activities.

| Total number of hits for fiscal year | 1.76 million |
| Average number of hits/day | 4,819 |
| Total number of visitors for fiscal year; number of unique visitors | 172,070; 41,173 |
| Average number of visitors/day; average number of unique visitors/day | 471; 113 |
| Number of visitors who bookmarked website | 22,525 |
| Average time spent on website | 4 minutes, 9 seconds |
| Top five most popular webpages |
  1. Main website page
  2. Northwest AHEC Events page
  3. "Herbs and Dietary Supplements" course main page
  4. Staff Directory page
  5. "Smoking Cessation" course
Library Services FY07 Statistics

During FY07, Northwest AHEC Information & Library Services provided the following services to its 25 member institutions (healthcare and educational entities).

<table>
<thead>
<tr>
<th>Element/Activity</th>
<th>FY07</th>
<th>FY06</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of regional institutional members</td>
<td>25</td>
<td>24</td>
<td>4.2%</td>
</tr>
<tr>
<td>Number of registered AHEC Digital Library (ADL) users</td>
<td>518</td>
<td>814</td>
<td>(36.4%)</td>
</tr>
<tr>
<td>Document delivery requests</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>excludes base libraries</td>
<td>3,757</td>
<td>4,731</td>
<td>(20.6%)</td>
</tr>
<tr>
<td>base libraries (Catawba Valley, Rowan Regional &amp; Watauga Medical Centers)</td>
<td>5,581</td>
<td>9,326</td>
<td>(40.2%)</td>
</tr>
<tr>
<td>total</td>
<td>9,338</td>
<td>14,057</td>
<td>(64.4%)</td>
</tr>
<tr>
<td>Interlibrary loans</td>
<td>161</td>
<td>302</td>
<td>(46.7%)</td>
</tr>
<tr>
<td>Site visits</td>
<td>59</td>
<td>40</td>
<td>47.5%</td>
</tr>
<tr>
<td>Consults</td>
<td>2,744</td>
<td>1,891</td>
<td>45.1%</td>
</tr>
<tr>
<td>Search requests</td>
<td>623</td>
<td>602</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

1 Materials checked out from library collection; items from library collection that have been used and reshelved; photocopies made by library staff from library collection
2 Documents borrowed from a library outside of the Northwest AHEC Library system
3 Site visits are meetings with Northwest AHEC regional institutional members for education, administration, promotion or consult purposes, which are located away from WFUSM, Catawba Valley Medical Center, Rowan Regional Medical Center, and Watauga Medical Center.
4 Consults include telephone, e-mail or in person; includes number of consultations to preceptor sites; categories of assistance can range from various types of technology assists to accreditation preparation, collection development, and training library contacts.
5 Search requests consist of in-depth database searches or reference questions that require at least 30 minutes to one hour to complete.

The preceding table represents the major services provided by Northwest AHEC librarians. Many of the services requested have experienced declines due to constituents finding other sources of information. The increases in requests have centered around site visits, consults, and search requests. However, there is a significant decrease in the most expensive resource for which our members pay. The number of registered regional healthcare professionals for the AHEC Digital Library (ADL) decreased by 36.4% for FY07 versus FY06. Our ADL login data reveals that 518 regional healthcare professionals logged into the ADL 10,315 times during the fiscal year. Upon further examination, the following information was revealed:

518 non-Northwest AHEC paid regional health professionals logged into ADL at least once

<table>
<thead>
<tr>
<th>Subtotal</th>
<th>486 (94%) people designated as “light users” of ADL (less than one time per week)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18 (3%) people logged into ADL 53-103 times</td>
</tr>
<tr>
<td>Subtotal</td>
<td>14 (2%) people logged into ADL 104 or more times</td>
</tr>
<tr>
<td>Subtotal</td>
<td>32 (6%) people as “heavy users” of ADL (more than one time per week)</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>518 (100%)</td>
</tr>
</tbody>
</table>
Funding Sources and Expenditures

FY07 Funding Sources

- Sub-Contract from UNC Higher Education System
- Generated Revenue
- National AHEC Federal MSSAG

Total Budget: $6,790,602

$5,481,762
$66,785
$1,242,055

FY07 Expenditures

- Health Careers, Diversity & Recruitment
- Health Sciences Student Support
- Graduate Medical Education & Patient Services
- Continuing Education Activities & Services
- Information & Library Services
- Facilities & Administration

35%
28%
11%
11%
4%
11%

Advisory Committee Members

Regional Advisory Committee

William B. Applegate, MD, MPH, FACP, Chair
Interim President, WFU Health Sciences
Dean, WFU School of Medicine

Thomas J. Bacon, DrPH
North Carolina AHEC Program Director
Executive Associate Dean
UNC-CH School of Medicine

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Associate Dean of Health Sciences
Catawba Valley Community College

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Chief Executive Officer
Rowan Regional Medical Center

Eugenia G. Key, PharmD
Director of Pharmacy
Wilkes Regional Medical Center

Beth G. Lovette, MPH, BSN
Health Director
Wilkes County Health Department

Jan C. Overman, RN, MSN
Dean, Health Technologies Division
Forsyth Technical Community College

Lynne G. Pearcey, PhD, RN, CNAA
Dean and Professor, School of Nursing
University of North Carolina at Greensboro

J. Anthony Rose, FACHE
Chief Executive Officer
Catawba Valley Medical Center

Richard G. Sparks, FACHE
President and Chief Executive Officer
Appalachian Regional Healthcare System

Peggy A. Valentine, EdD, RN
Dean, The School of Health Sciences
Winston-Salem State University

Wake Forest University Baptist Medical Center

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Chair, Department of Pediatrics

G. Douglas Atkinson
Vice President of Networks

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Deputy Associate Dean for Research

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Director of Regional Hospital Affiliates

Ann Lambros, PhD
Director, Center of Excellence for Research, Teaching and Learning (CERTL)

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Assistant Dean for Student Affairs & Minority Programs

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Chair, Obstetrics and Gynecology

K. Patrick Ober, MD
Associate Dean for Medical Education

James Van Rhee, MD
Chair, Physician Assistant Program

Sally A. Shumaker, PhD
Associate Dean for Research
Partners

Allegany County Schools
Alexandria County Health Department
Alexander County Schools
American Council on Pharmaceutical Education
American Institutes of Research
Appalachian District Health Department
Appalachian Regional Healthcare System
(Blowing Rock Hospital, Cannon Memorial Hospital, and Watauga Medical Center)
Appalachian State University
Applied Behavior Analysis Center of North Carolina
Ashe County Schools
Ashe Memorial Hospital
Avery County Schools
BB&T Corporation
Because We Care
Blue Ridge Pharmaceutical Association
Brennen Children's Hospital
Bryd School of Medicine at East Carolina University
Broughton Hospital
Burke County Health Department
Burke County Public Schools
Caldwell Community College & Technical Institute
Caldwell County Health Department
Caldwell County Public Schools
Caldwell Memorial Hospital
Carolina Regional Heart Center
Carolinan Center for Medical Excellence
Carolinan HealthCare System (Grace and Valdese Hospitals)
Carolinan Medical Center
Catawba County Department of Public Health
Catawba County Schools
Catawba Science Center
Catawba Valley Community College
Catawba Valley Medical Center
CenterPoint Human Services (Local Management Entity)
City of Winston-Salem
Community Care Center for Forsyth County, Inc.
Crossroads Behavioral Healthcare (Local Management Entity)
Davidson County Community College
Davidson County Health Department
Davie County Domestic Violence & Rape Crisis Center
Davie County Health Department
Davis Regional Medical Center
Duke University School of Medicine
Elkin City Schools
Family Services, Inc. of Forsyth County
Foothills Area MH/DD/SA Program (Local Management Entity)
Forsyth County Department of Public Health
Forsyth, Stokes, and Davie County Medical Society
Forsyth Technical Community College
Frye Regional Medical Center
Gardner-Webb University
Greater Winston-Salem Chamber of Commerce
Hickory Metro Higher Education Center
High Country Pharmacy Association
Hoots Memorial Hospital
Hospice and Palliative Care Center of Winston-Salem
Hugh Chatham Memorial Hospital
Iredell County Health Department
Iredell Memorial Hospital
Iredell-Stevensville & Mooresville Graded Schools
Ironwood Community Institute
(The Children's Home, Inc.)
J. Iverson Riddle Developmental Center
Kate B. Reynolds Charitable Trust
Lake Norman Regional Medical Center
Lenoir-Rhyne College
Lexington Memorial Hospital
March of Dimes of Northwest North Carolina
Mental Health Association in Forsyth County
Mental Health Association in North Carolina
Mental Health Association in Stokes County
Mental Health Services of Catawba County (Local Management Entity)
Mt. Airy City Schools
National Center for Complementary and Alternative Medicine, NIH
National Library of Medicine, NIH
NC AHEC: Program Office, Area L, Charlotte, Coastal, Eastern, Greensboro, Mountain, Southern Regional, and Wake
NC Association of Free Clinics
New River Behavioral HealthCare (Local Management Entity)
North Carolina Arts for Health
North Carolina Baptist Hospitals
North Carolina Center for Pharmaceutical Care
North Carolina Department of Health and Human Services: North Carolina Division of Public Health and North Carolina Division of Mental Health, Developmental Disabilities and Substance Abuse Services
North Carolina Hospital Association and the North Carolina Center for Hospital Quality and Patient Safety
North Carolina Infusion Nurses Society
North Carolina Medical Society
North Carolina Rapid Response Team Collaborative
North Carolina Region 5 Science Fair
Northern Hospital of Surry County
Northwest Community Care Network
Northwest Diabetes Today Project
Northwest Pharmacists Association
Northwest Piedmont Council of Governments
Northwest Public Health Incubator Group
NovantHealth, Inc./Forsyth Medical Center: Department of Nursing and Department of Pharmacy
Office of Healthy Carolinians, State of North Carolina and individual Healthy Carolinians’ Coalitions
Office of Research Integrity, U.S. Dept. of HHS
Piedmont Behavioral Healthcare (Local Management Entity)
Rowan County Health Department
Rowan Regional Medical Center
Rowan-Cabarrus Community College
Rowan-Salisbury School District
Sara Lee Corporation
School Health Alliance of Forsyth County
SciWorks
Senior Services, Inc.
Shaw University Divinity School
Southern College Health Nurses Association
Special Operations Response Team (SORT)
Stokes County Health Alliance
Stokes County Health Department
Stokes County Schools
Stokes Family Health Center
Stokes-Rowan Memorial Hospital
Surry Community College
Surry County Health & Nutrition Center
Surry County Schools
The Arts Council of Winston-Salem and Forsyth County
The Duke Endowment
The Enrichment Center
Toe River District Health Department
UNC-Chapel Hill School of Allied Health Sciences
UNC-Chapel Hill School of Dentistry
UNC-Chapel Hill School of Nursing
UNC-Chapel Hill School of Pharmacy
UNC-Chapel Hill School of Public Health
UNC-Chapel Hill School of Social Work
UNC-Greensboro School of Nursing
University of Virginia School of Medicine
Veterns Affairs Medical Center
Wake Forest University School of Medicine: Academic Computing and Information Sciences (Carpenter Library, Creative Communications and the Print Shop)
Center of Excellence for Research, Teaching and Learning (CERTL)
Departments of Dentistry, Family & Community Medicine, Internal Medicine, Pediatrics, Physicians Assistant Studies, Psychiatry & Behavioral Medicine, Obstetrics/ Gynecology and Public Health Sciences
Family Medicine Student Interest Group
Maya Angelou Research Center on Minority Health
Office of Continuing Medical Education
Share the Health Fair Student Committee
Sisters in Science Program Committee
Student National Medical Association
Watauga County Schools
Western Piedmont Community College
Wilkes Community College
Wilkes County Health Department
Wilkes County Schools
Wilkes Regional Medical Center
Winston-Salem/Forsyth County Schools
Winston-Salem State University
Women's Resource Center (Hickory)
Yadkin County Health Alliance
Yadkin County Health Department
Yadkin County Schools

* We have made every attempt to recognize and acknowledge our partnerships of the past fiscal year. We apologize in advance for any omission or error on our part.