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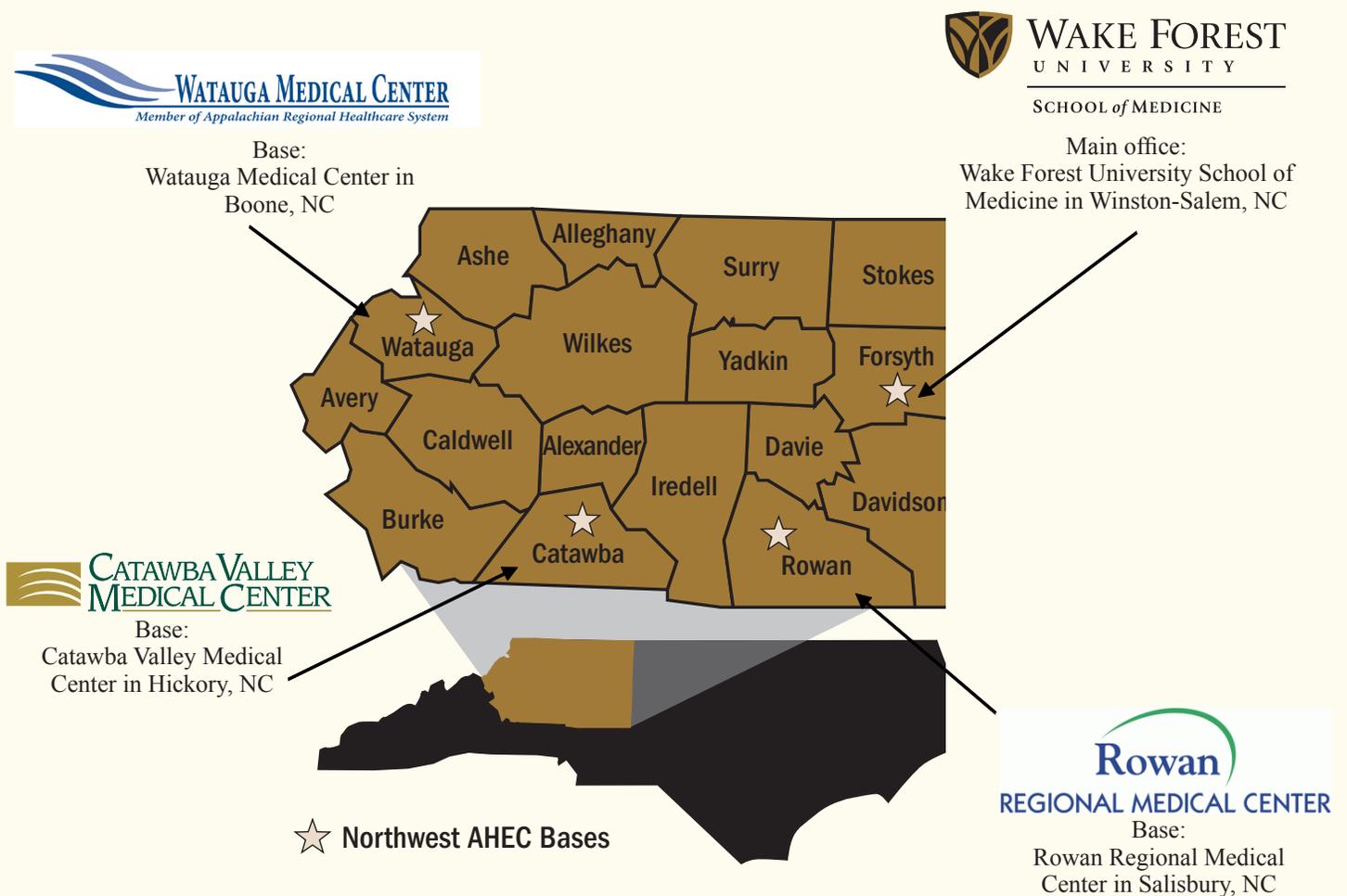
*Northwest Area Health Education Center (AHEC) of Wake Forest University School of Medicine
and part of the North Carolina AHEC Program*

Northwest AHEC Mission Statement

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.

Northwest AHEC Region



Opening Statement

The Northwest AHEC staff and I are very pleased to share our 2008-2009 Annual Report. For six consecutive years, we have had the opportunity to share our activities in this format with our partners and constituents in our 17-county region. Northwest AHEC, like many other organizations concerned about the environment and fiscal matters, will print very limited quantities of this report and will direct our stakeholders to our web site to view this report.

In spite of the current economic environment, we continue to experience growth and initiate new ideas in several of our core components. In Health Careers, Diversity & Recruitment, for example, on page 2, learn about an exciting new program which has provided an opportunity for more students to engage in hands-on science activities in their own schools. On page 4 read about our support of efforts to ensure a more diverse physician workforce of the future in the Health Sciences Student Support component. In Continuing Education Activities & Services on page 9, read about the Improving Performance in Practice (IPIP) program—a major initiative impacting the quality of health care through quality improvements in physician practices in the region. Last and certainly not least, in Information & Library Services, learn about how we’re using technology to appeal to 21st century learners while also increasing our outreach efforts in the region to healthcare providers on pages 10 and 11.

The end of this calendar year marks the end of the celebration of our 35th anniversary. On page 14, you will learn that we celebrated this very special occasion by publicly recognizing the contributions of Richard M. Janeway, M.D. and the other regional partners who have been instrumental in making Northwest AHEC the entity that it is today.

While it is challenging at times to stay mission-focused, we continue to be successful primarily because of the relationships that we have with our excellent partners listed on page 13. We are also appreciative of the great support and guidance from our Boards of Advisors listed on page 12, from the senior leadership of Wake Forest University School of Medicine, from the NC AHEC program office, from the UNC Higher Education System, and from the North Carolina General Assembly. The Northwest AHEC staff and I continue to be energized by our accomplishments and many challenges of the future. We anticipate another extraordinary year in 2009-10.



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



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Core Component 1:

Health Careers, Diversity & Recruitment

Grades K-16 Programs

The chart below summarizes activities for July 1, 2008 through June 30, 2009.

2008-2009 Northwest AHEC Health Careers Programs for K-16 Students

Type of Program	# Programs	# Hours	# Participants
Structured ¹	19	787	399
Awareness ²	183	407	17,456
TOTAL	202	1,194	17,855

¹ Structured programs are defined as programs involving more than one scheduled event, typically programs totaling over 20 hours.

² 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.

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 Healthcareer)

- 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, local biotech and engineering companies. There were 420 participants who registered 307 entries.
- **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. Eighty-three girls participated.
- **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 these counties: Alamance, Chatham, Davidson, Forsyth, Guilford, Person, Randolph, Rockingham, and Stokes. More than 133 students participated in these science fairs.
- **Catawba Science Center’s “Health Investigators!”** Science Inquiry Festival-Northwest AHEC was the lead sponsor of the Catawba Science Center’s (CSC) 2008-2009 Science Inquiry Festival. This major outreach program which occurs in schools is a hands-on program that serves about 20,000 children. For FY09, a total of 11,535 students from 8 of the 17 Northwest AHEC counties participated in the first in-school fair.



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 12 students who participated this year represented 8 of our 17 counties: Alexander, Ashe, Burke, Catawba, Forsyth, Iredell, Stokes, and Surry.

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 14 of our 17 counties with 269 participants 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 health care.
- Opportunity to learn more about health professions and post-secondary programs oriented toward careers in health.
- Program is implemented as part of a NC AHEC Program statewide initiative.
- A total of 28 students were able to participate in the FLHC Conference and represented the following nine counties: Burke, Caldwell, Catawba, Davidson, Forsyth, Iredell, Rowan, Stokes, and Surry.

Grade 10: Biology Enrichment Program

- Selected students are rising 10th graders.
- Students attend two week freshman Biology Lab and are mentored by WFUSM students.
- Students are enrolled in Honors Biology.
- CERTL and Northwest AHEC staff monitor students' progress throughout school year.
- Goal is to have students pass NC end of grade Biology test and course test.
- 18 (100%) students successfully passed NC end of grade Biology test and course test.

Grade 11: CERTL/Northwest AHEC Chemistry Enrichment Program

- Selected students are rising 11th graders who have completed the Biology Enrichment Program.
- Students attend one week freshman Chemistry Lab and are mentored by WFUSM students.
- CERTL and Northwest AHEC staff monitor students' progress throughout school year.
- Goal is to have students pass NC end of grade Chemistry test and course test.
- 6 of 7 (85.7%) students successfully passed NC end of grade Chemistry test and course test.

CERTL/Northwest AHEC 9-12 Mini-Research Fellowship

- Collaborated with CERTL.
- 6 weeks hands-on research program where students are guided by WSSU or WFUSM faculty.
- Students present their research in an end-of-program symposium.
- 18 students participated this year and represented the following counties: Guilford, Forsyth, Rockingham, and Surry.



Core Component 2:

Health Sciences Student Support



2008-2009 Northwest AHEC ORPCE Rotations and Housing/Student Type and Institution Number of Student Weeks¹ (Paid & Unpaid²)

	Duke	ECU	ECSU	UNC-CH	UNC-C	UNC-G	UNC-W	WFU	WSSU	Western Carolina	Methodist	Total
MD	32.0	12.8	—	204.5	—	—	—	391.4	—	—	—	640.7
PA	8.0	—	—	—	—	—	—	279.0	—	42.0	24.0	353.0
NP	94.2	106.9	—	60.0	61.5	134.2	7.0	—	222.0	—	—	685.8
PharmD	—	—	32.0	432.0	—	—	—	—	—	—	—	464.0
TOTAL	134.2	119.7	32.0	696.5	61.5	134.2	7.0	670.4	222.0	42.0	24.0	2,143.5

¹ A student week is defined as one student for one week (for example – four student weeks could mean 4 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 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 2,143.5 student-weeks with preceptors across the state. This year placements were facilitated for 11 schools. The students in these approved courses received free housing in rural areas, e.g., 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 UNC-CH pharmacy, medical and nurse practitioner students (696.5 student weeks) and WFUSM medical and PA students (670.4 student weeks).
- Northwest AHEC continued financial support for the outreach nursing programs of UNC-Greensboro (Hickory) and Winston-Salem State University (Wilkesboro). A total of 52 students were enrolled during the past year with 38 in the UNCG cohort and 14 in the WSSU cohort.

- More than 650 participants attended the “Share the Health Fair”, a free annual health fair organized by Wake Forest medical students to serve the community by making basic health screenings and educational resources available to those who might not otherwise receive them. It also provides an opportunity for medical and physician assistant students to take what they have learned in the classroom and gain some practical experience while interacting with the community in which they live. Of the attendees who participated in a follow-up study, 69% reported making a significant change in their health care regimen as a result of attending the fair. The most common change was a change in diet (50%) or beginning to exercise (33%).
- Northwest AHEC also provided support for the 2nd Annual Premedical Student Conference hosted by the WFU School of Medicine's Student National Medical Association (SNMA). The purpose of the conference was to increase the number of minority medical school applicants and matriculates to more accurately reflect the rich diversity of the communities in which they will ultimately serve. A total of 47 underrepresented minority students attended the conference from many undergraduate institutions across NC.

Core Component 3:

Graduate Medical Education & Patient Services

For the sixth 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. The Physicians' Assistant Program (PAP) students participated for the third consecutive year. 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 57 physicians in 2009. Of major significance is that 37 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.

2008-2009 Northwest AHEC-supported Wake Forest University Baptist Medical Center Residency Training and Service to Uninsured/Underinsured Patients

	Family & Community Medicine	Psychiatry	Internal Medicine	OB/GYN	Pediatrics	Total
Number and % of Graduated Residents staying in North Carolina after June 2009 graduation	8 (80%) n = 10	2 (40%) n = 5	17 (68%) n = 25	2 (50%) n = 4	8 (62%) n = 13	37 (65%) n = 57
Number and % of Graduated Residents in North Carolina during 2005-2009 (5-year cumulative initial practice location data)	38 (76%) n = 50	16 (66%) n = 24	77 (59%) n = 129	12 (52%) n = 23	31 (58%) n = 53	174 (62%) n = 279
Racial/Ethnic Composition % of Total Residents and number in FY09						
African American	1 (3%)	6 (22%)	6 (6%)	1 (6%)	0 (0%)	14 (7%)
Latino	0 (0%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	1 (<1%)
Other	2 (6%)	5 (19%)	9 (10%)	0 (0%)	8 (21%)	24 (12%)
Caucasian	27 (91%) n = 30	15 (56%) n = 27	79 (84%) n = 94	17 (94%) n = 18	31 (79%) n = 39	169 (81%) n = 208
Number and % of Graduated Residents employed in NC Public Mental Health Sector during 2005-2009	N/A	7 (29%) n = 24	N/A	N/A	N/A	N/A
Number of FTE Residents	9.9	27.0	94.0	18.0	39.0	187.9
Est. number of Indigent/Underserved Patients	7,151 ¹	5,862 ¹	10,685 ²	18,293 ¹	14,885 ²	38,857

¹Includes inpatient and outpatient

²Includes outpatient only

Core Component 4:

Continuing Education Activities & Services

- Northwest AHEC implemented and accredited 2,089 continuing education activities which resulted in 38,489 registrations from healthcare professionals.
- We are accredited by seven accreditation boards with capability of providing credits for 74 distinct types of healthcare professional CE.
- For FY09, total number of CE events increased 2%, registrations increased 7.3%, and total number of hours increased 1.6% versus FY08.
- Traditional educational activities accounted for 94% of total activities and increased by 4% versus FY08. Registrations increased by 7% while the total number of contact hours increased by 4.3% versus FY08.
- Online educational activities accounted for 120 activities (6% of total activities), 1304 registrations (3.4% of total registrations), and 309 hours (4.7% of total activities).
- The number of unique online educational activities decreased 22.6% versus FY08. Accredited online courses are only available for one year after initial accreditation. After the initial year, a course can be reaccredited after it is thoroughly reviewed and revised. The decrease was comprised of (a) fewer offerings for Interdisciplinary (due to many programs expiring during the fiscal year), Nursing, and Pharmacy, and (b) no change in the number of offerings for Mental Health and Public Health.
- Although the number of activities were fewer, total registrations for the online educational activities increased significantly by 15.4% primarily attributed to Interdisciplinary courses.

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 resource identification, coalition building and maintenance, and designing community-based approaches to their identified health priorities.

Specific noteworthy projects:

- Co-sponsored a conference with the Forsyth County Infant Mortality Reduction Coalition, *Hope for the Future: Building Community Support for Families Who Have Lost an Infant*.
 - Served on the Health Equity Action Team (HEAT) of Forsyth County's Healthy Community Coalition and helped organize the *Winston-Salem Health Equity Day* to raise awareness of health disparities and the social determinants of health.
- In Rowan County, we served on the Community Health Assessment Team and helped organize a community viewing of "Unnatural Causes: Is Inequality Making Us Sick?"
 - Continued to co-sponsor quarterly meetings with the Regional NC DHHS Healthy Carolinians/Health Education Consultant on the Coalition Coordinators' Network. This year's topics were: *State of the County Health (SOTCH) Reporting, Mental Health Issues in NC, and the NC Public Health Academy*.
 - 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 1980's. North Carolina state funding was received so 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:

- During this past fiscal year, 75 students were enrolled in the program which represented an estimated 21.4% of the total nurses enrolled in the UNC-CH School of Nursing and NC AHEC RN Refresher Program.
- Since its inception, a total of 359 students have registered resulting in 256 Northwest AHEC RN Refresher completions for the didactic portion of the course which involves a full range of common nursing problems and is a medical-surgical review. The student must complete the self-paced course before beginning the clinical practicum.
- A total of 174 students have completed the clinical portion of the program which includes 160 hours of work within one of our regional partner clinical sites.
- We developed and offered two innovative professional development courses designed especially for RN Refresher students throughout the year: (1) *Packing for Your Professional Journey*— a job skills course about navigating a career path (84 participants) and (2) *Take A Ride on the Information Highway*—a course about technology and its impact on nursing and the health care industry (89 participants).
- Our program continued the partnership with the WFUBMC Simulation Laboratory. A total of 86 students participated this year and were exposed to varying patient scenarios, changing medical conditions and learned how to respond "on the fly" without any negative impact on real patients.



2008-2009 Northwest AHEC Continuing Education Activities & Services

Discipline	Type	# Activities	# Participants	# Hours
Allied Health	traditional/classroom	21	791	53
	online education	0	0	0
	total	21	791	53
Dentistry ¹	traditional/classroom	39	1,139	222
	online education	0	0	0
	total	39	1,139	222
Interdisciplinary ²	traditional/classroom	36	2,006	279
	online education ³	100	927	115
	total	136	2,933	394
Library/Information ⁴	traditional/classroom	40	786	47
	online education	0	0	0
	total	40	786	47
Management/Administrative ⁵	traditional/classroom	31	700	377
	online education	0	0	0
	total	31	700	377
Medicine	traditional/classroom ⁶	1,577	24,486	3,304
	online education ³	0	0	0
	journal CME	1	26	6
	total	1,578	24,512	3,310
Mental Health	traditional/classroom	101	1,831	1,081
	online education	1	7	3
	total	102	1,838	1,084
Nursing ⁷	traditional/classroom	70	1,817	415
	online education	13	298	84
	total	83	2,115	499
Pharmacy	traditional/classroom	14	697	48
	online education	4	63	100
	total	18	760	148
Public Health ⁸	traditional/classroom	39	2,906	383
	online education	2	9	7
	total	41	2,915	390
Sub-total	traditional/classroom	1,968	37,159	6,209
Sub-total	online education	120	1,304	309
Sub-total	journal CME	1	26	6
GRAND TOTALS		2,089	38,489	6,524

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--Online education includes all online grand rounds registrations and includes many of the disciplines/audiences listed in footnote #2. Additionally, the office of CME provides the accreditation for these activities which provide AMA Category 1 credit.

4--Library/Information includes workshops, meetings and trainings conducted by medical librarians. ITG/computer workshops are also included.

5--Management/Administrative includes educational programs such as the NCBH Six Sigma series, etc.

6--Through a partnership with the Office of Continuing Medical Education, the Northwest 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. Six RSS (Regularly Scheduled Series) activities were offered and accredited by CVMC (totals 84 events, 1733 participants and 93 contact hours), which are supported by NW AHEC via staff funding to organize the activities at CVMC; therefore, they are listed in this outcomes report.

7--Nursing "online" includes the new Nurse Educator Institute and the 12 NMI online courses coordinated in collaboration with Greensboro AHEC.

8--Public Health includes events defined as Quality Initiatives and Spanish.

Core Component 4:

Continuing Education Activities & Services *(continued)*

The Governor's Health Task Force Health Issues

During the past fiscal year, Northwest AHEC Continuing Education Activities & Services met the needs of its constituents, while also providing topics which 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. The objectives of each program were assigned to one of the healthcare need/issue categories

based on the content of the training activity. Sixty-one percent or 1,673 of Northwest AHEC CE objectives addressed the most critical healthcare needs/issues as identified by the state. Following is a chart that 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.

2008-2009 Identified Critical Healthcare Needs/Issues Addressed by Northwest AHEC Continuing Education Activities & Services

Health Issue Categories	# CE Objectives Related to Health Issue	% of CE Objectives Related to Health Issue
1. Access to Healthcare	18	0.7%
2. Chronic Disease	762	28.0%
3. Community Health	61	2.2%
4. Disability	9	0.3%
5. Environmental Health	0	0.0%
6. Health Promotion	108	4.0%
7. Infant Mortality	37	1.4%
8. Infectious Diseases	56	2.1%
9. Injury	71	2.6%
10. Mental Health	403	14.8%
11. Older Adult Health	36	1.3%
12. Oral Health	112	4.1%
Sub-Total	1,673	61.5%
Additional Health Issue Categories		
13. Health Disparities	8	0.2%
14. Cultural Competency	55	2.0%
15. Women's Health	70	2.6%
16. Complementary Alternative Medicine (CAM)	146	5.3%
17. Leadership, Management, Education, and Communication	536	19.7%
18. Quality Assurance/Improvement	72	2.6%
19. Information Library Services	97	3.6%
20. Other	68	2.5%
Subtotal	1,052	38.5%
GRAND TOTAL	2,725	100%



Quality Improvement Initiatives

Northwest AHEC has continued its commitment to quality initiatives. Two of the major activities/initiatives are summarized below:

Improving Performance in Practice (IPIP)

Improving Performance in Practice (IPIP), the practice support component of the North Carolina Healthcare Quality Alliance was the main focus of our efforts in FY09. An FTE Quality Improvement Consultant (QIC) was hired to begin working with the region's primary care physician practices to improve the care of chronically ill populations. Using the Model for Improvement as a guide, the focus of the program is to provide assistance for physicians to transform their practices by building systems to reach every patient, every visit. This is accomplished through the development of a patient registry to identify all patients with a specific diagnosis, utilization of data to drive changes, rapid cycle process improvement, and the implementation of standing orders, staff protocols and enhanced self-management support techniques. The QIC visits the practices regularly during the 18-month program and hosts quarterly dinner meetings to share learnings from the practices. Maintenance of Certification IV CME credits are awarded for participation in the program. Our program began by collaborating with the Northwest Community Care Network (comprises these six counties in the Northwest AHEC region: Davie, Forsyth, Stokes, Surry, Wilkes, and Yadkin) which is part of the Community Care of North Carolina. During FY09, the QIC's effort has yielded contacts with 21 practices within nine counties, enrollment of three practices in three different counties, and verbal agreements from an additional six practices.

Lean Healthcare 200

Northwest AHEC has partnered with the North Carolina Center for Hospital Quality and Patient Safety and North Carolina State University Industrial Extension Service to provide continuing education credits for their Lean Healthcare 200: Applying the Fundamentals workshop. This workshop provided education to healthcare managers, supervisors, lean/change professionals, and human service professionals across the state. Adopting and applying lean thinking in healthcare, when applied rigorously and throughout an entire organization, can have a positive impact on productivity, cost, quality, and timely delivery of services. Lean methods have been used to: reduce patient waiting times, improve the availability of supplies, make handoffs safer, decrease medication errors, increase efficiency in the pharmacy and laboratory, and tackle hospital acquired infections.

Clinical Teaching Associates (CTA) Program

The Clinical Teaching Associate (CTA) serves as a clinical adjunct faculty member for a school 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 health care organization providing the clinical site for student learning. The school of nursing and the health care organization partner 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 meets criteria for adjunct faculty status at the school of nursing and has a demonstrated clinical and teaching expertise prior to completing the course and clinical requirements for designation as a CTA. Two CTA workshops were presented during FY09 with a total of 46 participants. Funding for the program this year consisted of \$2,000 cash support provided by the NC AHEC and more than \$28,000 in staff effort/in-kind staff from the five partners -- Forsyth Medical Center of Novant Health, North Carolina Baptist Hospitals, Forsyth Tech Community College, Winston Salem State University School of Health Sciences, and the Northwest AHEC. We are delighted in how successful this truly jointly owned program has been during the past six years. The well established partnership and relationships between all organizations play 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.

- A total of 224 CTAs have received training as part-time clinical adjunct School/Program of Nursing instructors since 2003.
- Ninety percent of these adjunct faculty members are presently utilized
- Reduced clinical group size leads to a greater ability to work one-on-one with students, increased student retention, and more complex student assignments.

Nurse Educator Institute (NEI)

The Nurse Educator Institute (NEI), launched in July, 2008 is now a one year old program and had 73 enrollees. The NEI is a 60-contact hour competency-based curriculum that includes four online learning modules in addition to the Northwest AHEC Best Practices Model. It includes an interactive Nurse Educator Workbook (NEW) that incorporates professional readings, reflective practice exercises, critical appraisal strategies, curricula development exercises and other learning activities. The NEW will be provided to each participant via a flash drive (electronic copy) or "hard copy" workbook. This workbook will serve as a valuable reference for future study.

The Nurse Educator Institute online program is designed to meet the North Carolina Board of Nursing requirements that "all nursing faculty have preparation in teaching/learning principles, adult education, curriculum development, and program implementation/evaluation by the year 2010."

The NEI is a collaborative model for faculty development authored by directors/educators from: Northwest AHEC, Mitchell Community College, Western Piedmont Community College, and Forsyth Technical Community College.

Core Component 5:

Information & Library Services



Building upon our 35-year tradition of classroom-based learning activities, the Northwest AHEC now offers several distance learning modalities including video conferencing, live web-streaming, on-demand web-casts, 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 nine-year partnership with WFUSM's Academic Computing and Information Sciences (includes Carpenter Library) continually moves us into the forefront of distance education-based CE and enhanced library services. Listed below are the major accomplishments achieved this year:

- Established two learning management systems (LMS)
 - Northwest AHEC Community Center:** Instructor managed hosting center for group interaction and learning. *Brenner Fit Project – a pediatric obesity prevention and treatment program and Learning Education Advice & Resources for Nurses*
 - Northwest AHEC Learning Center**
 - 47 online learning courses developed by content owners and deployed via Northwest AHEC's learning management system.
 - Audio Visual elements
 - Social networking collaboration components
 - Integrated with Northwest AHEC's registration and payment systems.
- Personalized website features for CE participants
 - Online certificate delivery process allows users to come to NWAHEC website and print a certificate or transcript as soon as educational requirements are met.

- RSS feeds allow users to specify custom interest profiles and be notified automatically when courses meet their needs.
- Converted per-event email blast process into a discipline-specific monthly newsletter. Provides each discipline with news in their areas of study and promotes three months of NWAHEC events.
- Optimized web analytics dashboard which highlights important trends across NWAHEC's various web systems.
- Developed market penetration dashboard which compares health professionals trained in various disciplines with licensed health professionals in each of NWAHEC's 17-county region.
- Developed a Staff Technology Forum to hold a quarterly review of relevant topics in health education information systems with the goal of improving knowledge and utilization of technical tools.
- Developed a Technical Blog for an online location for technical tips and bulletins supporting the mission to improve knowledge and utilization of technical tools.
- Developed a Social Networking presence on many of the popular social networking sites.
- Processed a total of 7,659 registrations online for CE courses.

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	1.90 million
Average number of hits/day	8,790
Total number of visitors for fiscal year; number of unique visitors	171,878; 62,482
Average number of visitors/day; average number of unique visitors/day	471; 171
Number of visitors who bookmarked website	48,461
Average time spent on website	9 minutes, 33 seconds
Top five most popular webpages	<ol style="list-style-type: none"> 1. Main website page/Northwest AHEC CE Events page (new) 2. "Anticoagulation Certificate Program 2009" course page 3. Health Careers Page 4. "ORPCE" Student Services page 5. LEARN (Learning Education Advice & Resources for Nurses) course page

Library Services FY09 Statistics

During FY09, Northwest AHEC Information & Library Services provided the following services to its 25 member institutions (healthcare and educational entities):

Element/Activity	FY08	FY09	% Change
Number of members	25	24	(4.0%)
Number of registered AHEC Digital Library (ADL) users	570	611	+7.2%
Document delivery requests ¹			
excludes base libraries	2,842	1,990	(30.0%)
base libraries (Catawba Valley, Rowan Regional & Watauga Medical Centers)	4,605	7,422	+61.2%
total	7,447	9,412	+26.4%
Interlibrary loans ²	111	93	(16.2%)
Site visits ³			
marketing, library consultation, visit	55	69	+25.5%
classes	26	41	+57.7%
totals	81	110	+35.8%
Consults ⁴	3,965	5,206	+31.3%
Search requests ⁵	1,062	281	(73.5%)
Base Libraries			
orientations	22	32	+45.5%
classes	31	18	(41.9%)
total	53	50	(5.7%)

1--Materials checked out from library collection; items from library collection which 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 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, email 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. The services which increased in FY09 versus FY08 were document delivery requests (driven by base libraries), site visits (outreach efforts) and consults. The remaining requested services have experienced declines, such as interlibrary loans and search requests, due to constituents finding alternative sources of information.

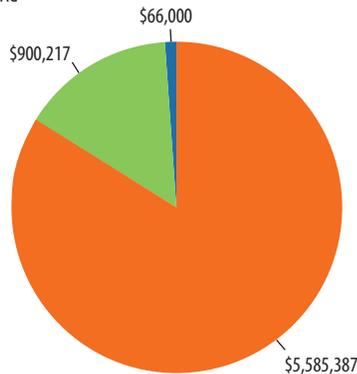
611 non-Northwest AHEC paid regional health professionals logged into ADL at least once

	145	(24%)	people logged into ADL one time
	203	(33%)	people logged into ADL 2-5 times
	93	(15%)	people logged into ADL 6-12 times
	78	(13%)	people logged into ADL 13-26 times
	47	(8%)	people logged into ADL 27-52 times
Subtotal	566	(93%)	people designated as "light users" of ADL (less than one time per week)
	30	(5%)	people logged into ADL 53-103 times
	15	(2%)	people logged into ADL 104 or more times
Subtotal	45	(7%)	people as "heavy users" of ADL (more than one time per week)
GRAND TOTAL	611	(100%)	

Funding Sources and Expenditures

FY09 Funding Sources

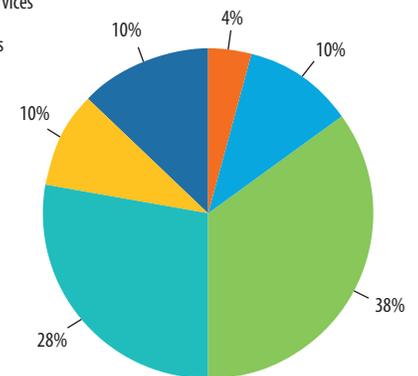
- Sub-Contracts from UNC Higher Education System & UNC Campus Projects
- Generated Revenue
- National AHEC Federal MSSAG



Total Budget: \$6,551,604

FY09 Expenditures

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



Advisory Committee Members - (July 1, 2008 - June 30, 2009)

Regional Advisory Committee

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Dean, WFU School of Medicine

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

Naomi Y. East, RN, MSN
Associate Dean of Health Sciences
Catawba Valley Community College

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Chief Executive Officer
Rowan 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

Katherine Peters, MA
Director of Staff Development
J. Iverson Riddle Developmental Center

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

Scott L. Vogler, MD
Family Medicine Physician
Mountainview Medical

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Associate Dean for Medical Education

Sally A. Shumaker, PhD
Senior Associate Dean for Research

James Van Rhee, MPAS, PA-C
Chair, Physician Assistant Program

Partners

Alleghany County Schools	Duke University School of Medicine	North Carolina Infusion Nurses Society	UNC-Chapel Hill School of Social Work
Alleghany Memorial Hospital	Elkin City Schools	North Carolina LEAN Healthcare Alliance (NC State University and NC Center for Hospital Quality and Patient Safety)	UNC-Chapel Hill Eshelman School of Pharmacy
Alexander County Health Department	Family Services, Inc. of Forsyth County	North Carolina Medical Society	UNC-Greensboro School of Nursing
Alexander County Schools	Forsyth County Department of Public Health	North Carolina Region 5 Science Fair	University of Virginia School of Medicine
American Council on Pharmaceutical Education	Forsyth, Stokes, and Davie County Medical Society	Northern Hospital of Surry County	Veterans Affairs Medical Center
American Institutes of Research	Forsyth Technical Community College	Northwest Community Care Network	Wake Forest University School of Medicine:
Appalachian District Health Department	Frye Regional Medical Center	Northwest Diabetes Today Project	Academic Computing and Information Sciences (Carpenter Library, Creative Communications and the Print Shop)
Appalachian Regional Healthcare System (Blowing Rock Hospital, Cannon Memorial Hospital, and Watauga Medical Center)	Gardner-Webb University	Northwest NC Chapter of the American Red Cross	Center of Excellence for Research, Teaching and Learning (CERTL)
Appalachian State University	Greater Winston-Salem Chamber of Commerce	Northwest Pharmacists Association	Departments of Dentistry, Family & Community Medicine, Internal Medicine, Pediatrics, Physicians Assistant Studies, Psychiatry & Behavioral Medicine, Obstetrics/ Gynecology, Public Health and Rehabilitation Services
Appalachian State University Greater Hickory Partnership - in Burke, Caldwell & Hickory	High Country Pharmacy Association	Northwest Piedmont Council of Governments	
Applied Behavior Analysis Center of North Carolina	High Point Regional Health System	Northwest Public Health Incubator Group	
Arbor Acres United Methodist Retirement Community	Hoots Memorial Hospital	Novant Health, Inc./Forsyth Medical Center: Department of Nursing and Department of Pharmacy	
Ashe County Schools	Hospice and Palliative Care Center of Winston-Salem	Office of Healthy Carolinians, State of North Carolina and individual Healthy Carolinians' Coalitions	Family Medicine Student Interest Group
Ashe Memorial Hospital	Hugh Chatham Memorial Hospital	Office of Research Integrity, U.S. Dept. of HHS	Maya Angelou Center on Health Equity
Autism Society of North Carolina	Iredell County Health Department	Piedmont Alliance for Triad Health	Office of Continuing Medical Education
Avery County Schools	Iredell Memorial Hospital	Piedmont Behavioral Healthcare (Local Management Entity)	Share the Health Fair Student Committee
BB&T Corporation	Iredell-Statesville & Mooresville Graded Schools	Piedmont Triad Partnership	Sisters in Science Program Committee
Blue Ridge Healthcare (Grace & Valdeuse Hospitals)	J. Iverson Riddle Developmental Center	Rowan County Health Department	Student National Medical Association
Blue Ridge Pharmaceutical Association	Kate B. Reynolds Charitable Trust	Rowan Regional Medical Center	Watauga County Schools
Brenner Children's Hospital	Lake Norman Regional Medical Center	Rowan-Cabarrus Community College	Western Piedmont Community College
Brody School of Medicine at East Carolina University	Latino Health Coalition	Rowan-Salisbury School District	Wilkes Community College
Broughton Hospital	Lenoir-Rhyne University	Sara Lee Corporation	Wilkes County Health Department
Burke County Health Department	Lexington Memorial Hospital	School Health Alliance of Forsyth County	Wilkes County Schools
Burke County Public Schools	March of Dimes of Northwest North Carolina	SciWorks	Wilkes Regional Medical Center
Caldwell Community College & Technical Institute	Mental Health Association in Forsyth County	Senior Services, Inc.	Winston-Salem/Forsyth County Schools
Caldwell County Health Department	Mental Health Association in North Carolina	Shaw University Divinity School	Winston-Salem State University
Caldwell County Public Schools	Mental Health Association in Stokes County	Smoky Mountain Center (Local Management Entity)	Women's Resource Center (Hickory)
Caldwell Memorial Hospital	Mental Health Partners (Local Management Entity)	Southern College Health Nurses Association	Yadkin County Health Alliance
Carolina Regional Heart Center	Mitchell Community College	Stokes County Health Alliance	Yadkin County Health Department
Carolinas Medical Center	Mt. Airy City Schools	Stokes County Health Department	Yadkin County Schools
Catawba County Department of Public Health	National AHEC Organization	Stokes County Schools	
Catawba County Schools	National Board of Certified Counselors	Stokes Family Health Center	
Catawba Science Center	National Center for Complementary and Alternative Medicine, NIH	Stokes-Reynolds Memorial Hospital	
Catawba Valley Community College	National Library of Medicine, NIH	Surry Community College	
Catawba Valley Medical Center	NC AHEC: Program Office, Area L, Charlotte, Eastern, Greensboro, Mountain, South East, Southern Regional, and Wake	Surry County Health & Nutrition Center	
CenterPoint Human Services (Local Management Entity)	NC Association of Free Clinics	Surry County Schools	
City of Winston-Salem	New River Behavioral HealthCare	The Arts Council of Winston-Salem and Forsyth County	
Community Care Center for Forsyth County, Inc.	North Carolina Arts for Health	The Duke Endowment	
Community Partnership for the End of Life Care	North Carolina Baptist Hospitals	The Enrichment Center	
Cornerstone Health Care Foundation	North Carolina Center for Engineering Technologies	Thomasville Medical Center	
Crossroads Behavioral Healthcare (Local Management Entity)	North Carolina Center for Pharmaceutical Care	Toe River District Health Department	
Davidson County Community College	North Carolina Chapter of the Special Olympics	UNC-Chapel Hill School of Allied Health Sciences	
Davidson County Health Department	North Carolina Council of Community Programs	UNC-Chapel Hill School of Dentistry	
Davie County Health Department	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	UNC-Chapel Hill School of Nursing	
Davie County Hospital	North Carolina Hospital Association	UNC-Chapel Hill School of Public Health	
Davis Regional Medical Center			

** 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.*

Northwest AHEC's 35th Anniversary Celebration Summary

Northwest AHEC celebrated its 35th Anniversary (July 1, 2008 – December 31, 2009) by hosting multiple celebrations at each of our major partner hospitals with the final celebration in Winston-Salem. Staff from each of these medical centers and staff from partners/collaborators in the surrounding counties were invited to attend. Event attendees were encouraged to register in CASCE as well as obtain information about Northwest AHEC and the NC AHEC Program. The locations and celebratory dates were: Watauga Medical Center in Boone, NC on October 21, 2008; Catawba Valley Medical Center in Hickory, NC on January 22, 2009; Rowan Regional Medical Center in Salisbury, NC on March 20, 2009, and Wake Forest University Deacon Tower at BB&T Field in Winston-Salem, NC on May 21, 2009.

At each of these events, the Northwest AHEC staff created and presented awards to recognize long term partners and new supporters of Northwest AHEC including medical centers, preceptors, educational institutions, etc. Listed below are the awards and award recipients recognized during the events.

Northwest AHEC Visionary Leader Award:

Richard M. Janeway, M.D., Professor of Neurology and Executive Vice President of Health Affairs- Emeritus, Wake Forest University School of Medicine

Northwest AHEC Long Term Partnership Award:

Emily Perry, Northwest Regional Consultant of the NC Department of Health and Human Services, Division of Public Health, Office of Healthy Carolinians

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

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

Yuthapong Sukkasem, M.D., preceptor, Community Family Physician

Forsyth Technical Community College Health Technologies Division

W. G. (Bill) Hefner Veterans Affairs Medical Center

Rowan Regional Medical Center

Winston-Salem State University School of Health Sciences

Northwest AHEC Gold Star Award:

Glen Albracht, Director of Pharmacy, preceptor, Veterans Affairs Medical Center

Nancy Eason, Pharmacist, preceptor, Innes Drug Company

Joel Miller, M.D., preceptor, Catawba Women's Center

Northwest AHEC Horizons Partnership Award:

Appalachian State University

Catawba Science Center

Hickory Metro Higher Ed Center (renamed Appalachian State University Center at Hickory)

Piedmont Triad Partnership

Wake Forest Medical Students "Share the Health Fair" Committee

Northwest AHEC Advocate Award:

NC Senator Linda D. Garrou

Dr. Michael Lischke, Northwest AHEC director presents the *Visionary Leader Award* to Richard M. Janeway, M.D.



Northwest AHEC Staff



Top: Julie Moore, Karen Martinez, Cheryl Alberty, Richard Etheridge, Marie Simos, Lee Howard, Terry Gray, Andrea Sampson, Karen Fritz

Middle: Nancy Stine, Nedra Edwards Hines, Jo Patterson, Mona Ketner, Sarah Franklin, Phyllis Horton, Angela Hodges, Jennifer Casey, Ellen Kesler, Leigh Watkins

Bottom: Bernard Roper, Larry Freeman, Lorraine Smith, Lynn Kennedy, Michael Lischke, Chris Jones, Joan Ward, Andy Brewer, Kay Herr, Liz Leonard

Not Pictured: Rebecca Beauchamp, Shawn Brim, Rebecca Edwards, Jane Foy, Ann Graves, Elizabeth Nolan and Karen Oles

Northwest AHEC Top Ten Strategies & Guiding Objectives

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.
- Increase capacity by first increasing efficiency; strategically add new capacity.

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.

Five Core Components



Health Careers, Diversity & Recruitment:

Offers activities & programs for K-16 students and Health Sciences students.



Health Sciences Student Support:

Provides support for primary care community-based clinical rotations.



Graduate Medical Education & Patient Services:

Supports Wake Forest University Baptist Medical Center residency programs in Family & Community Medicine, Internal Medicine, Obstetrics and Gynecology, Pediatrics, and Psychiatry.



Continuing Education Activities & Services:

Manages, markets, and accredits continuing education activities (online & traditional) required for licensure.



Information & Library Services:

Offers wide variety of technology services such as video conferencing, live web streaming and on-demand webcasts. Offers AHEC Digital Library and other services.

Northwest AHEC, like many other organizations concerned about the environment and fiscal matters, will print very limited quantities of this report. If you would like a printed copy, please contact **Ms. Terry Gray at (336) 713-7724 or tgray@wfubmc.edu**. We'll be happy to send you one.

*Northwest Area Health Education Center
Wake Forest University School of Medicine
Medical Center Boulevard * Winston-Salem, NC 27157-1060
Phone: 336.713.7700 Fax: 336.713.7701
northwestahec.org*

Search for Northwest AHEC on YouTube, LinkedIn and Facebook!



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