



WAKE FOREST
UNIVERSITY

SCHOOL of MEDICINE



NORTHWESTAHEC
Linking Education, Practice and Communities for Better Health

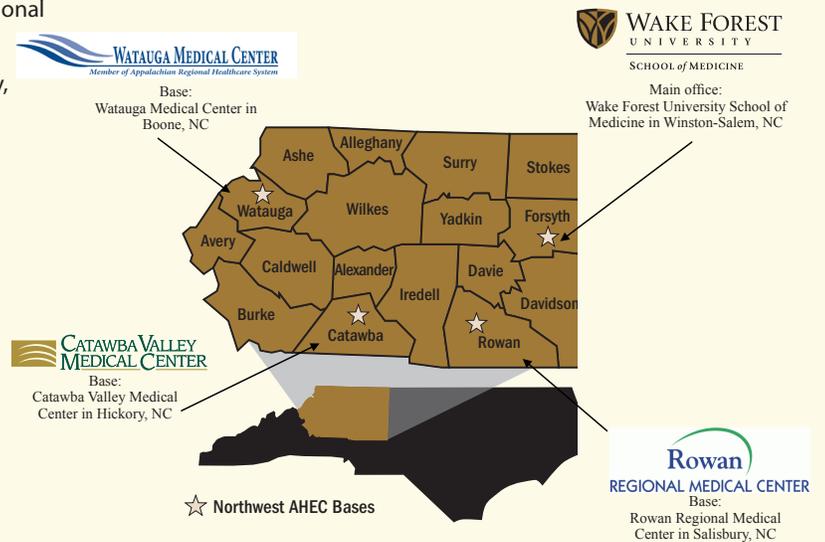
*Northwest Area Health Education Center (AHEC) of Wake Forest University School of Medicine
and part of the North Carolina AHEC Program*

Mission Statement

The Northwest Area Health Education Center is an educational 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 Science 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.
- 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.

Northwest Area Health Education Center (Northwest AHEC)

2009-2010 Annual Report

The Northwest AHEC staff and I are very pleased to share our 2009-2010 Annual Report. It has been our pleasure to share our activities in this format now for seven consecutive years with our partners and constituents in our 17- county region. Northwest AHEC, like many other organizations concerned about the environment, will print very limited quantities of this report and will have directed the majority of our stakeholders to our website to view this report.

We have continued to experience growth, initiate new ideas and further integrate technology into many of our processes within several of our core components, in spite of the economic environment. In Health Careers, Diversity & Recruitment on page 3, learn about the Winston Lake YMCA Pilot Program that provided an opportunity for more students to be exposed to science and health careers during the summer which was led by two Albert Schweitzer Fellows from WFUSM. On page 4, read about the Annual Share the Health Fair anticipated each year by community members in Health Science Student Support. In Continuing Education Activities & Services on pages 9 and 10, learn the latest information about one of our Quality Initiative Programs, Improving Performance in Practice, as well as, how we prepared for the NC Regional Extension Center whose goal is to assist practices and providers achieve meaningful use, ultimately leading to better health for North Carolinians. Also of note, is the Immersive Critical Care Nursing Program which was a great collaborative effort of several partners and produced successful outcomes on page 9. Read about accomplishments from our Information Technology Team on page 10, including the creation of an analytic dashboard system which allows us to better identify market opportunities and target our marketing efforts, as part of our continuous work on the NC AHEC Program Strategic Plan.

We are also proud and happy to share that Northwest AHEC was the recipient of two awards this fiscal year. On the local/regional level, Northwest AHEC was the recipient of the *2010 Health Care Heroes Educator Award* from the *Triad Business Journal* for the *Clinical Teaching Associates Program* on page 9. The award was presented in a June 2010 recognition ceremony. On the national level, Northwest AHEC received its first ever National AHEC Organization award. Entitled, *2010 AHEC Center Award for Excellence* in the Learning Resources category, the award was based on transforming a traditional classroom course to an online version. The award was presented in a June during the 2010 NAO Conference in Las Vegas.

This past fiscal year was a challenge; however, our continued success is due primarily to the relationships that we have forged and maintained 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, Wake Forest University Baptist Medical Center senior leadership, the NC AHEC Program, the UNC Higher Education System, and the NC General Assembly. The Northwest AHEC staff and I continue to be energized by our accomplishments and the many future challenges. We anticipate another extraordinary year in 2010-2011.

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



Contents

Mission Statement, Five Core Components, and Regional Map	Inside Front Cover
Top Ten Strategies	Inside Front Cover
Guiding Objectives for Partnerships and Collaborations.....	Inside Front Cover
Core Component 1: Health Careers, Diversity & Recruitment	2-3
Core Component 2: Health Sciences Student Support.....	4
Core Component 3: Graduate Medical Education & Patient Services	5
Core Component 4: Continuing Education Activities & Services	6-9
Core Component 5: Information & Library Services	10-11
Funding Sources and Expenditures.....	12
Advisory Committee Members.....	12
Partners.....	13

Core Component 1:

Health Careers, Diversity & Recruitment

Grades K-12 Programs

The chart below summarizes activities for July 1, 2009 through June 30, 2010.

2009-2010 Northwest AHEC Health Careers Programs for K-12 Students

Type of Program	# Programs	# Hours	# Participants
Structured ¹	22	816	561
Awareness ²	168	383	23,146
TOTAL	190	1,159	23,685

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 and the Catawba Science Center's in-school programs 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 7th Annual 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-nine 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) 2009-2010 Science Inquiry Festival. This major outreach program which occurs in schools is a hands-on program that served more than 15,000 children, including home-schooled students this fiscal year. For FY10, a total of 13,483 students from 9 of the 17 Northwest AHEC counties participated in the second in-school fair.

Catawba Science “Health Investigators!” Festival 2009-2010

County	Number of Students
Alexander	1,410
Ashe	706
Burke	730
Caldwell	2,746
Catawba	3,847
Forsyth	620
Iredell	667
Surry	1,499
Wilkes	1,258
TOTAL	13,483

*Northwest AHEC counties only

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.
- Northwest AHEC began collaborating with WFU Biology Department and continued its relationships with 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 access to the NC Health Careers manual, which provides information about 88 careers.

- Camp Med activities were implemented in all our 17 counties with 353 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 healthcare.
- 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 29 students were able to participate in the FLHC Conference and represented the following counties: Burke, Caldwell, Catawba, Davidson, Forsyth, Iredell, Rowan, Stokes, and Surry.

Winston Lake YMCA Pilot Program

- Northwest AHEC and the Winston Lake YMCA collaborated on a program which was initiated by two WFUSM students, Tracy Cassagnol and Brianna Crosby, who were awarded Albert Schweitzer Fellowships. The students planned, developed and implemented a Winston Lake YMCA Health Careers Achievers Program which enrolled 24 students who participated in a four week health careers program, including tours of WFUBMC, researching major disease states, etc. At the end of the program, groups of students made presentations to the community about their research, thus not only educating themselves and their peers, but the community as well.



Core Component 2:

Health Science Student Support



2009-2010 Northwest AHEC ORPCE Rotations and Housing by 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	75.0	16.4	-	137.4	-	-	-	409.5	-	-	-	638.3
PA	40.0	-	-	-	-	-	-	297.5	-	39.0	9.6	386.1
NP	82.3	88.0	-	39.0	76.5	114.8	6.0	-	234.9	-	-	641.5
PharmD	-	-	20.0	360.0	-	-	-	-	-	-	-	380.0
TOTAL	197.3	104.4	20.0	536.4	76.5	114.8	6.0	707.0	234.9	39.0	9.6	2,045.9

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 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 2,045.9 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 14 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 (536.4 student weeks) and WFUSM medical and PA students (707 student weeks).
- Northwest AHEC continued financial support for the outreach nursing programs of UNC-Greensboro (Hickory). A total of 13 students were enrolled during the past year in the 2008-2011 MSN cohort and 23 students graduated in June 2010 from the RN/BSN cohort.

- A total of 754 participants utilized the services of the 2010 *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 practical experience while interacting within their community.
- Northwest AHEC also provided support for the 3rd Annual Premedical Student Conference hosted by WFU School of Medicine's Student National Medical Association (SNMA). The purpose of the conference is 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 143 students registered for the conference and were premedical students who represented undergraduate institutions across NC.

Core Component 3:

Graduate Medical Education & Patient Services

For the seventh consecutive year, Northwest AHEC provided the financial resources and technical assistance to enable the primary care and Psychiatry 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. The Physicians' Assistant Program (PAP) students participated for the fourth consecutive year. Interest in the community plunge concept continues to be enthusiastically accepted and embraced throughout the Medical School.

The NW AHEC-supported Wake Forest University Baptist Medical Center's primary care and psychiatry residency programs graduated 60 physicians in 2010. It should be noted that 29 of these new physicians (48%) 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.

2009-2010 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	4 (40%) n = 10	3 (75%) n = 4	18 (64%) n = 28	0 (0%) n = 5	7(31%) n = 13	29 (48%) n = 60
Number and % of Graduated Residents in North Carolina during 2005-2009 (5-year cumulative initial practice location data)	35 (70%) n = 50	14 (42%) n = 33	75 (58%) n = 130	8 (35%) n = 23	31 (56%) n = 55	163 (56%) n = 291
Racial/Ethnic Composition number and % of Total Residents for FY10						
African American	1 (3%)	6 (21%)	6 (6%)	2 (10%)	2 (5%)	17 (8%)
Latino	1 (3%)	1 (4%)	1(1%)	0 (0%)	0 (0%)	3 (1%)
Other	3 (10%)	5 (18%)	13 (14%)	0 (0%)	6 (16%)	27 (13%)
Caucasian	26 (83%) n = 30	16 (57%) n = 28	74 (79%) n = 94	18 (90%) n = 20	31 (79%) n = 39	165 (78%) n = 212
Number and % of Graduated Residents employed in NC Public Mental Health Sector during 2006-2010	N/A	4 (12%) n = 33	N/A	N/A	N/A	N/A
Number of FTE Residents	28.5	27.0	94.0	20.0	41.0	210.5
Est. number of Indigent/Underserved Patients	7,075 ^a	7,134	7,010 ^b	8,633 ^b	15,892 ^b	45,244

a. includes inpatient and outpatient

b. includes outpatient only.

Core Component 4:

Continuing Education Activities & Services

- Northwest AHEC implemented and accredited 2,153 continuing education activities which resulted in 43,522 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 FY10, the total number of CE events increased by 3%, registrations increased 13%, and the total number of contact hours decreased 10% versus FY09.
- Traditional educational activities accounted for 93% of total activities and increased by 1% versus FY09. Registrations increased by 6% while the total number of contact hours decreased 11% versus FY09. A review of all the data seems to indicate that an increase in online CE contact hours offset the contact hours decline in traditional CE.
- Online educational activities accounted for 156 activities (7% of total activities), 3,841 registrations (9% of total registrations), and 344 contact hours (6% of total contact hours).
- The number of online educational activities increased by 27% and the total number of contact hours also increased by 11% versus FY09. These increases reflected the introduction of online courses for Nursing (three new courses) and Medicine.
- Registrations for online educational activities increased significantly by 195%.

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.

Specific noteworthy projects:

- Continued to co-sponsor quarterly meetings of the Northwest Coalition Coordinators' Network with the Regional NC DHHS Healthy Carolinians/Health Education Consultant. This year's topics were: faith-based health promotion, worksite wellness initiatives, the impact of tobacco legislation, Healthy People 2020 goals, health disparities, and community health assessments. In addition, community-based participatory research opportunities from both the Center for Health Promotion and Disease Prevention at UNC and the Wake Forest University Translational Science Institute were emphasized.
- Co-sponsored a conference with the Forsyth County Infant Mortality Reduction Coalition, Promoting Healthy Birth Outcomes: Translating Research into Best Practices to Promote Preconception Health and Prevent Preterm Birth.
- Served on the Health Equity Action Team (HEAT) of Forsyth County's Healthy Community Coalition.
- 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 could 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, 61 students were enrolled in the program which represented an estimated 21.5% of the 284 nurses enrolled in the UNC-CH School of Nursing and NC AHEC RN Refresher Program.
- Since its inception, a total of 568 students have registered resulting in 324 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 243 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 (76 registrants) and (2) *Take A Ride on the Information Highway*—a course about technology and its impact on nursing and the health care industry (74 registrants).
- Our program continued its partnership with the WFUBMC Center for Applied Learning (simulation laboratory). A total of 81 students registered this year and were exposed to varying patient scenarios, changing medical conditions and learned how to respond "on the fly" without negative impact on real patients.



2009-2010 Northwest AHEC Continuing Education Activities & Services

Discipline	Type	# Activities	# Participants	# Hours
Allied Health	traditional/classroom	20	803	124
	online education	0	0	0
	total	20	803	124
Dentistry ¹	traditional/classroom	49	1,399	306
	online education	0	0	117
	total	49	1,399	306
Interdisciplinary ²	traditional/classroom	41	1,932	272
	online education ³	94	1,510	117
	total	135	3,442	389
Library/Information ⁴	traditional/classroom	100	1,472	101
	online education	0	0	0
	total	100	1,472	101
Management/Administrative ⁵	traditional/classroom	29	771	247
	online education	0	0	0
	total	29	771	247
Medicine	traditional/classroom ⁶	1,558	27,186	3,227
	online education ³	37	466	36
	journal CME	4	156	24
	total	1,599	27,808	3,287
Mental Health	traditional/classroom	62	1,980	446
	online education	1	8	3
	total	63	1,988	449
Nursing	traditional/classroom	93	2,134	394
	online education ⁷	16	1,827	125
	total	109	3,961	519
Pharmacy	traditional/classroom	11	484	69
	online education	4	30	64
	total	15	514	133
Public Health ⁸	traditional/classroom	34	1,364	323
	online education	0	0	0
	total	34	1,364	323
Sub-total	traditional/classroom	1,997	39,525	5,509
Sub-total	online education	152	3,841	344
Sub-total	journal CME	4	156	24
GRAND TOTALS		2,153	43,522	5,877

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-five percent or 1,576 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.

2009-2010 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	11	0.70%
2. Chronic Disease	479	30.39%
3. Community Health	39	2.47%
4. Disability	88	5.58%
5. Environmental Health	1	0.06%
6. Health Promotion	67	4.25%
7. Infant Mortality	77	4.89%
8. Infectious Diseases	57	3.62%
9. Injury	78	4.95%
10. Mental Health	487	30.90%
11. Older Adult Health	32	2.03%
12. Oral Health	160	10.15%
Sub-Total	1,576	64.78%
Additional Health Issue Categories		
13. Health Disparities	9	1.05%
14. Cultural Competency	77	8.98%
15. Women's Health	128	14.94%
16. Complementary Alternative Medicine (CAM)	43	5.02%
17. Leadership, Management, Education, and Communication	434	50.64%
18. Quality Assurance/Improvement	41	4.78%
19. Other	125	14.59%
Subtotal	857	35.22%
GRAND TOTAL	2,433	100%



Clinical Teaching Associate (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. This model has continued to be successful for the past seven years as a strategy to increase faculty to meet nursing supply demands and simultaneously, as a strategy to provide professional development to experienced RNs. To date, a total of 251 CTAs have been trained and an estimated 90% are presently utilized. Funding for this year's program was provided by the five partners -- Forsyth Medical Center of Novant Health, North Carolina Baptist Hospitals, Forsyth Technical Community College, Winston-Salem State University School of Health Sciences, and the Northwest AHEC. We continue to be thrilled with the successful outcomes of this jointly-owned program.

Immersive Critical Care Nursing

The Immersive Critical Care Nursing project was launched in May 2010 in collaboration with Northwest AHEC, the WFUBMC Center for Applied Learning, the WFUBMC Division of Nursing and four external partners, including Alamance Regional Medical Center, Davis Regional Medical Center, Lexington Memorial Hospital and Moses Cone Health System. The mission of this project was to develop and implement a web-enhanced critical care RN certification review program that incorporates applied and immersive learning and teaching modalities. Forty advanced care nurses enrolled in this innovative project in May 2010 and completed the program requirements by August 31, 2010. Project summaries and outcome data will be provided in the FY11 annual report.

Quality Improvement Initiatives

Northwest AHEC has continued its commitment to quality initiatives and participated in three major activities/initiatives and began preparation for a fourth and major one--part of a national and statewide effort, all of which 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 FY10. Beginning the year with only three enrolled practices, two of which were actively engaged, nine additional practices were recruited, for a total of 12 enrolled practices. Eleven practices are located within the Northwest CCNC Network area and one is in the Access II area. Of particular note, the practice, which has been focusing on adult asthma care since July 2008, surpassed both the regional and state outcomes measures during the most recent

CCNC audit. This practice, as of this report, *is the only one in the state working with the adult asthmatic population*, has subsequently "graduated" from the program and has achieved Patient Centered Medical Home (PCMH) designation from NCQA.

During this year, the QIC learned the RMD web-based registry program and taught it to three practices. This program assists paper-based practices with the registry of all patients within their disease focus, allowing them to better manage the population with follow up visits and clinical interventions. Additionally, the QIC became versed in the PCMH criteria during the past year and assisted practices in seeking that designation, as well as, educating others about the significance of such designation.

With multiple practices enrolling within a short time frame, practice assessments, data collection and analysis and team development have been the priorities of IPIP since September 2009. As the Regional Extension Center (REC) strategy is implemented (see below), IPIP will become one of the QI services available to regional practices.

Regional Extension Center (REC)

As the end of FY10 approached, Northwest AHEC was fully engaged and in full planning mode for this new federal program as part of the NC REC. Our accomplishments, as of the writing of the annual report, consisted of the following: (1) formed an internal Northwest AHEC Regional Extension Center /Health Information Technology (REC/HIT) Team, (2) formed a REC Advisory Team (REC AT), (3) hired two Practice Support Coordinators (PSCs) to recruit and enroll practices, (4) hired one Quality Improvement Coordinator (QIC) who manages IPIP, and (5) hired one EHR User Analyst whose role will be to act as the liaison between the practices and their choice of EHR hardware/software vendor.

Lean Healthcare

Northwest AHEC continued its collaborative partnership with the North Carolina Center for Hospital Quality and Patient Safety and North Carolina State University Industrial Extension Service to provide CE credits for their series of *LEAN Healthcare* workshops. These workshops provided education to healthcare managers, supervisors, LEAN/change professionals, and human service professional across the state.

Dentistry/Medicine QI Pilot

Northwest AHEC and WFUBMC's Department of Dentistry completed the QI pilot program that interfaces dentistry and medicine in August 2009 with funding from the NC AHEC Program. The project's objectives were to improve patient care and reduce dental practice risk by using a new comprehensive patient dental/medical history and examination. NC dental offices will benefit from the project findings, pending funding availability.

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 utilizing their newly-acquired skills to access a wider spectrum of online healthcare literature and information.

Information Technology

Our 10 year partnership with the WFUBMC Departments of 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:

Continuing Education Leadership and Support Activities

- ✓ Created promotional code management tools for events and sessions on <http://nwahec.org>
- ✓ Implemented a simplified process for NWAHEC staff to design and insert surveys in the CE/CME certificate retrieval process.
- ✓ Simplified process to create companion websites for document storage and collateral materials for classroom courses.
- ✓ Partnered with the WFUBMC Department of Nursing, the Center for Applied Learning and the Association for Critical Care Nurses to develop an Immersive Critical Care nursing program. Forty nurses enrolled from five different hospitals/medical centers within the region.
- ✓ Created site visit recording procedure in SharePoint.
- ✓ Created a new version of the online Tobacco Cessation course.
- ✓ Partnered with the WFUBMC OB/GYN Department to convert traditional paper newsletter, Perinatal Post, to electronic format and distributed statewide to perinatal

educators.

- ✓ Processed a total of 3,894 registrations online for all CE courses (traditional and online types) or 3.9% of total registrations for fiscal year.
- ✓ Generated a total of 4,978 certificates through the online certificate process rather than the paper/mailed process.

Staff Technology Development Activity

- ✓ Led Moodle Club LMS training symposium for at least nine NWAHEC staff for seven sessions.
- ✓ Continued the quarterly Staff Technology Forum begun in FY09 to review relevant topics in health education information systems while improving knowledge and utilization of technical tools.

Strategic Planning Activity

- ✓ Created analytic dashboard system to target unserved and underserved customers, yielding an average 29% increase in participation from targeted counties. Non targeted counties demonstrated an 11% decrease during the same time period.

Other WFUBMC Support Activity

- ✓ Partnered with the WFUBMC Clinical Translational Science Institute to create and post a nine-lecture series and collaborative site entitled Learn Anytime.

Technology Equipment Activity

- ✓ Upgraded Mediasite capture equipment and software to most current version.

Statewide Activity

- ✓ Created collaborative site for NCAHEC CIO Group.

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 page view for fiscal year	646,138
Average number of page views/day	1,770
Total number of visitors for fiscal year; number of unique visitors	106,200; 52,355
Average number of visitors/day; average number of unique visitors/day	290; 143
Number of visitors who bookmarked website	13,391
Average time spent on website	4 minutes, 22 seconds
Top five most popular webpages	<ol style="list-style-type: none"> 1. Main website page/Northwest AHEC CE Events page 2. <i>Nursing Practice and the Law</i> (online CE course) 3. Library Services 4. <i>Counseling for Change: An Online Tobacco Cessation Course</i> 5. <i>4th Annual NC Women's Health Symposium</i> (CE Course)

Library Services FY10 Statistics

During FY10, Northwest AHEC Information & Library Services provided the following services to its 24 member institutions (healthcare and educational entities):

Element/Activity	FY09	FY10	% Change
Number of members	24	24	0%
Number of registered AHEC Digital Library (ADL) users	611	677	+10.8%
Document delivery requests ¹			
excludes base libraries	1,990	2,281	+14.6%
base libraries (Catawba Valley, Rowan Regional & Watauga Medical Centers)	7,422	6,088	(19.1%)
total	9,412	8,289	(11.9%)
Interlibrary loans ²	93	109	+17.2
Site visits ³			
marketing, library consultation, visit	69	144	+108.7%
classes	41	27	(34.1%)
total	110	171	+55.5%
Consults ⁴	5,206	3,889	(25.3%)
Search requests ⁵	281	691	+145.9%
Base Libraries			
orientations	32	18	(43.8%)
classes	18	20	(6.15%)
Total	50	38	(24.0%)

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. Services which increased in FY10 versus FY09 were interlibrary loans, site visits (outreach efforts) and search requests. The remaining requested services have experienced declines, such as document delivery, consults and base libraries' overall activity mainly attributed to constituents finding alternative sources of information.

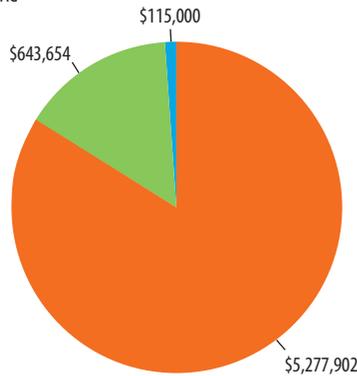
611 non-Northwest AHEC paid regional health professionals logged into ADL at least once

	106	(16%)	people logged into ADL one time
	342	(51%)	people logged into ADL 2-5 times
	83	(12%)	people logged into ADL 6-12 times
	81	(12%)	people logged into ADL 13-26 times
	35	(5%)	people logged into ADL 27-52 times
Subtotal	647	(96%)	people designated as "light users" of ADL (less than one time per week)
	15	(2%)	people logged into ADL 53-103 times
	15	(2%)	people logged into ADL 104 or more times
Subtotal	30	(4%)	people designated as "heavy users" of ADL (more than one time per week)
GRAND TOTAL	677	(100%)	

Funding Sources and Expenditures

FY10 Funding Sources

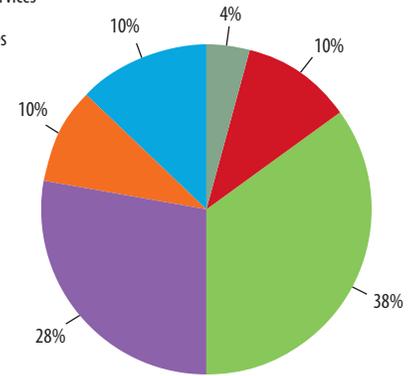
- ◆ Sub-Contracts from UNC Higher Education System & UNC Campus Projects
- ◆ Generated Revenue
- ◆ National AHEC Federal MSSAG



Total Budget: \$6,036,556

FY10 Expenditures

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



Advisory Committee Members - July 1, 2009 - June 30, 2010

Regional Advisory Committee

William B. Applegate, MD, MPH, FACP, Chair
President, Wake Forest University Health Sciences
Dean, Wake Forest University School of Medicine

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

Jeff Lindsay
Chief Executive Officer
Rowan Regional Medical Center

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

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

Lynne 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

Tony Rose, FACHE
Chief Executive Officer
Catawba Valley Medical Center

Richard 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 Internal Advisory Committee

Patricia H. Petrozza, MD, Chair
Associate Dean for Graduate Medical
Education

Jon S. Abramson, MD
Chair, Department of Pediatrics

Ronny A. Bell, PHD
Director, Maya Angelou Center
for Health Equity

John M. Boehme, MBA
Associate Vice President for Academic
Enterprise Systems

Michael L. Coates, MD
Chair, Department of Family &
Community Medicine

Thomas D. DuBose, MD
Chair, Department of Internal Medicine

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

Brenda A. Latham-Sadler, MD
Assistant Dean for Student Affairs and
Director Minority Affairs

W. Vaughn McCall, MD
Chair, Department of Psychiatry and
Behavioral Medicine

David C. Merrill, MD
Chair, Obstetrics and Gynecology

K. Patrick Ober, MD
Associate Dean for Medical Education

Sally A. Shumaker, PhD
Senior Associate Dean for Research

Partners

Alleghany County Schools
 Alleghany Memorial Hospital
 Alexander County Health Department
 Alexander County Schools
 American Council on Pharmaceutical Education
 American Institutes of Research
 Anesthesia History Association
 Appalachian District Health Department
 Appalachian Regional Healthcare System (Blowing Rock Hospital, Cannon Memorial Hospital, and Watauga Medical Center)
 Appalachian State University
 Appalachian State University Center at Burke
 Appalachian State University Center at Caldwell
 Appalachian State University Center at Hickory
 Appalachian State University Greater Hickory Partnership
 Applied Behavior Analysis Center of North Carolina
 Arbor Acres United Methodist Retirement Community
 Ashe County Schools
 Ashe Memorial Hospital
 Autism Society of North Carolina
 Avery County Schools
 BB&T Corporation
 Blue Ridge HealthCare
 Blue Ridge Pharmaceutical Association
 Brenner Children's Hospital
 Brody 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
 Carolinas HealthCare System (Grace and Valdesse Hospitals)
 Carolinas 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.
 Community Partnership for the End of Life Care
 Cornerstone Health Care Foundation
 Crossroads Behavioral Healthcare (Local Management Entity)
 Davidson County Community College
 Davidson County Health Department
 Davie County Health Department
 Davie County Hospital
 Davis Regional Medical Center
 Duke University School of Medicine
 Elizabeth City State University
 Elkin City Schools
 Family Services, Inc. of Forsyth County
 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 Piedmont Triad Physicians of Indian Origin
 Greater Winston-Salem Chamber of Commerce
 High Country Pharmacy Association
 High Point Regional Health System
 Hospice and Palliative Care Center of Winston-Salem
 Hugh Chatham Memorial Hospital
 Iredell County Health Department
 Iredell Memorial Hospital
 Iredell-Statesville & Mooresville Graded Schools
 J. Iverson Riddle Developmental Center
 Kate B. Reynolds Charitable Trust
 Lake Norman Regional Medical Center
 Latino Health Coalition
 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 Partners (Local Management Entity)
 Methodist University
 Mitchell Community College
 Mt. Airy City Schools
 National Board of Certified Counselors
 National Center for Complementary and Alternative Medicine, NIH
 National Library of Medicine, NIH
 NC AHEC: Program Office, Area L, Charlotte, Eastern, Greensboro, Mountain, South East, Southern Regional, and Wake
 NC Association of Free Clinics
 New River Behavioral HealthCare
 North Carolina Arts for Health
 North Carolina Baptist Hospital
 North Carolina Center for Pharmaceutical Care
 North Carolina Chapter of the Special Olympics
 North Carolina Council of Community Programs
 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
 North Carolina Infusion Nurses Society
 North Carolina LEAN Healthcare Alliance (NC State University and NC Center for Hospital Quality and Patient Safety)
 North Carolina Medical Society
 North Carolina Region 5 Science Fair
 Northern Hospital of Surry County
 Northwest Community Care Network
 Northwest Diabetes Today Project
 Northwest NC Chapter of the American Red Cross
 Northwest Pharmacists Association
 Northwest Piedmont Council of Governments
 Northwest Public Health Incubator Group
 Novant Health, 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
 Partnership for Innovation and Education
 Piedmont Alliance for Triad Health
 Piedmont Behavioral Healthcare (Local Management Entity)
 Piedmont OB/GYN Society
 Piedmont Triad Partnership
 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
 Smoky Mountain Center (Local Management Entity)
 Southeastern Fracture Consortium
 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-Reynolds 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
 Thomasville Medical Center
 Toe River District Health Department
 Twin County Hospital
 UNC-Chapel Hill School of Allied Health Sciences
 UNC-Chapel Hill Eshelmin School of Pharmacy
 UNC-Chapel Hill School of Dentistry
 UNC-Chapel Hill School of Medicine
 UNC-Chapel Hill School of Nursing
 UNC-Chapel Hill School of Public Health
 UNC-Chapel Hill School of Social Work
 UNC-Charlotte
 UNC-Greensboro School of Nursing
 UNC-Wilmington
 University of Virginia School of Medicine
 Veterans Affairs Medical Center
 Viewmont Urology
 Wake Forest University
 Wake Forest University Baptist Medical Center: Academic Computing and Information Sciences (Carpenter Library and the Print Shop)
 Cardiology/Heart Center
 Center for Applied Learning
 Center of Excellence for Research Teaching and Learning (CERTL)
 Communications, Marketing & Media (Creative Communications)
 Community Clinical Oncology Program Research Base
 Comprehensive Cancer Center
 Dentistry
 Dermatology
 Diabetes Care Center
 Endocrinology & Metabolism
 Family & Community Medicine
 Family Medicine Student Interest Group
 Gastroenterology
 Infectious Diseases
 Life Support Education
 Maya Angelou Center on Health Equity
 Neurology
 Obstetrics/ Gynecology
 Office of Alumni Affairs
 Office of Continuing Medical Education
 Orthopaedics
 Otolaryngology
 Pediatrics
 Physician Assistant Studies
 Psychiatry & Behavioral Medicine
 Public Health Sciences
 Rehabilitation Services
 Share the Health Fair Student Committee
 Sisters in Science Program Committee
 Surgery Urology
 Student National Medical Association
 WFU Eye Center
 Watauga County Schools
 Western Carolina University
 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
 Yadkin Valley Community Hospital

** We have made every attempt to recognize and acknowledge our partnerships of the past fiscal year.*



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

Non-Profit Organization
U.S. Postage
PAID
Winston-Salem, NC
Permit No. 154

