



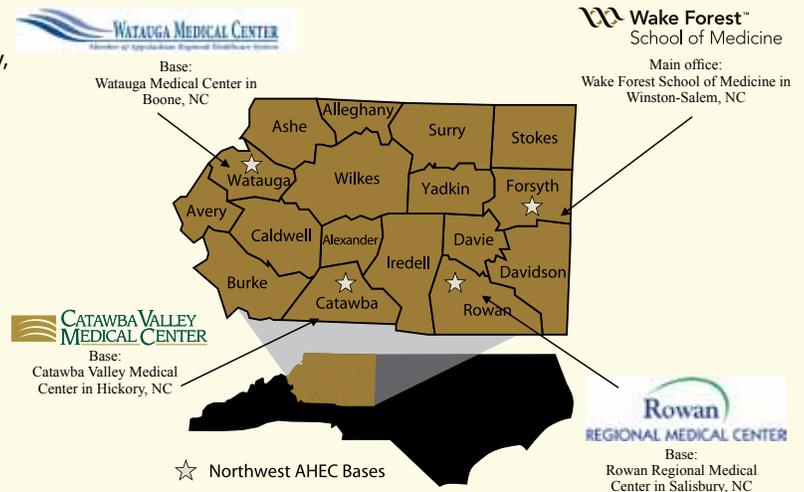
*Northwest Area Health Education Center (AHEC) of Wake Forest School of Medicine
and part of the North Carolina AHEC Program*

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)

2010-2011 Annual Report

The Northwest AHEC staff and I are very pleased to share our 2010-2011 Annual Report. As part of a community-wide economic development and business recruitment strategy, the Northwest AHEC and the Office of Continuing Medical Education moved from Reynolda Business Center to the Wake Forest Deacon Tower at BB&T Field this past February. We're very proud of our new facility and the expanded educational space available to us.

During this past fiscal year, we were fortunate to continue to have critical support and guidance from the senior leadership of Wake Forest Baptist Medical Center, Catawba Valley Medical Center, Rowan Regional Medical Center and Watauga Medical Center. The Northwest AHEC directly reported to Dr. William Applegate, Dean of Wake Forest School of Medicine and President of Wake Forest University Health Sciences until he stepped down on June 30, 2011. Now the Northwest AHEC reports to our new dean, Dr. Edward Abraham, whose appointment became effective August 2011.

We continued to partner with more than 165 different organizations across the region and with well over 30 distinct administrative units/academic departments/Wake Forest Baptist Medical Center. Northwest AHEC continued to seek new opportunities and new ways of partnering to fulfill our mission through the five core components: Health Careers, Diversity and Recruitment; Health Science Student Support; Graduate Medical Education and Patient Services Support; Continuing Education Activities and Services; and Information and Library Services.

As you read about our core components' accomplishments in this annual report, we'd like you to know that while we're proud, we've begun several explorations of quality and process improvements across the board. We look forward to sharing these with you next fiscal year.

While this past fiscal year was a challenge on many fronts, including but not limited to state budget cuts and continued regional partner-organizational changes, we were still able to move our mission forward. Our success is very much primarily attributed to the relationships that we have forged and maintained with our talented and resourceful partners. We continue to be appreciative of strong support and guidance from our Boards of Advisors, Wake Forest 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 motivated by our accomplishments and the many future challenges/issues. We anticipate another stellar year in 2011-12.



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



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Core Component 1:

Health Careers, Diversity & Recruitment

Grades K-12 Programs

The chart below summarizes activities for July 1, 2010 through June 30, 2011.

2010-2011 Northwest AHEC Health Careers Programs for K-12 Students

Type of Program	# Programs	# Hours	# Participants
Structured ¹	17	508	382
Awareness ²	142	196	31,708
Total	159	704	32,090

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 Northwest AHEC Puppet Bunch, CATCH and Choice or Chance. Catawba Science Center's programs and 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.
- **4,037** students participated from **51** schools.

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.
- **4,203** students participated from **50** schools.

Grades 6-8: Choice or Chance

- 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.
- **3,667** students participated from **26** schools.

Northwest AHEC provided technical assistance and partnership for the following activities/programs:

- **The "Sisters in Science" Annual Symposium** – Allows partnering with the American Medical Women's Association chapter of WFSM to provide opportunities for high school girls to interact with women in medicine and science. Sixty-six girls participated in this 6 hour activity.
- **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 227 students participated in these science fairs.
- **Catawba Science Center's "Health Investigators!" Science Inquiry Festival** - Northwest AHEC was a major sponsor of the Catawba Science Center's (CSC) 2010-2011 Science Inquiry Festival featuring three programs: *Attack of the Bloodsuckers*, *Bloodsuckers and Microcosm: an Adventure Within*. This major outreach program was implemented at the science center and continued to utilize a hands-on approach to science inquiry. This year's program engaged an estimated 19,000 children, including home-schooled students.



Winston Lake YMCA Health Careers Achievers Program

- Wake Forest School of Medicine's Northwest AHEC and Office of Student Affairs collaborated and partnered with the Winston Lake YMCA to implement the Health Careers Achievers Program. The program was initiated by two WFSM students, Tracy Cassagnol and Brianna Crosby, who were awarded Albert Schweitzer Fellowships during 2010. The program continued this year under the leadership of Brittany Larson and Margaux Noble. The students planned, developed and implemented the two week program hosted by the Winston Lake YMCA. A total of 24 high school students participated in a health careers program, including tours of WFBMC, 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.

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 6 of our 17 counties: Alexander, Burke, Caldwell, Forsyth, Stokes, and Wilkes.
- Participants gain exposure to college-level Biology Lab.
- Students work with a guidance counselor to plan their academic course schedule.
- Students also tour the medical center, listen to presentations, tour labs, meet healthcare professionals, etc.

Rising 10th 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 Chemistry 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.
- Participants gain exposure to college-level Chemistry Lab
- Students work with a guidance counselor to plan their academic course schedule
- Students also tour medical center, listen to presentations, tour labs, meet healthcare professionals, etc

Grades 9-12: Camp Med

- One-week summer day camp held throughout the 17-county region in various venues (schools, community colleges, hospitals, etc.).
- Northwest AHEC collaborated with local school systems and hospitals/medical centers in its 17-county region.
- Students explore a variety of health professions and receive access to the NC Health Careers manual, which provides information about 88 unique health careers.
- Camp Med activities were implemented in 16 of our 17 counties with 258 participants this fiscal year.

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 13 students were able to participate in the FLHC Conference and represented the following six counties: Alexander, Catawba, Forsyth, Iredell, Rowan, and Surry.

Health Science Student Support



2010-2011 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	19.2	16.2	-	154.2	-	-	-	379.6	-	-	-	569.2
PA	48	-	-	-	-	-	-	344.0	-	-	-	392.0
NP	67.9	84.5	-	72.2	36	116.8	9	-	180.6	19.8	-	586.8
PharmD	-	-	-	344	-	-	-	-	-	-	-	344.0
Total	135.1	100.7	-	570.4	36	116.8	9	723.6	180.6	19.8	-	1,892.0

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 1,892 student-weeks with preceptors across our region. This year placements were facilitated for 9 schools/15 academic programs. The students in these approved courses received free housing in rural areas, e.g., rent, utilities, etc. Funds were expended to recruit and pay preceptors for their clinical training services.

Other Accomplishments

- Northwest AHEC managed 11 apartments and worked with 14 host families to house students on community rotations.
- Seven housing requests were not met making FY11 the first year housing requests were not entirely met. This was due to requests being made for more weeks than could be accommodated. The areas where this occurred were in Mooresville (2 occurrences) and one occurrence each in Hickory, Lexington, Morganton, Taylorsville/Hickory and Winston-Salem.
- The highest housing demand came from UNC-CH pharmacy, medical and nurse practitioner students (570.4 student weeks) and WFSM medical and PA students (723.6 student weeks).
- Northwest AHEC continued financial support for the outreach nursing programs of UNC-Greensboro (Hickory). A total of 18 students were enrolled during

the past year in the 2008-2011 MSN cohort and 21 students graduated in June 2011 from the RN/BSN cohort.

- More than 650 community participants utilized the services of the 2011 *Share the Health Fair*, a free annual health fair organized by WFSM 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 has partnered with this student-initiated community activity for at least the last five years.
- Northwest AHEC also partnered with medical students for the *4th Annual Premedical Student Conference* hosted by WF 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 100 minority pre-med students attended the conference and represented undergraduate institutions from across NC. Northwest AHEC has been a partner of this student-led initiative since its inception.

Core Component 3:

Graduate Medical Education

For the eighth 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. Family Medicine, Pediatrics and the Physician Assistants Program participated in FY11. This is the PA's fifth consecutive year of participation. Interest in the community plunge concept continues to be enthusiastically accepted and embraced throughout the Medical School and community.

The NW AHEC-supported Wake Forest Baptist Medical Center's primary care and psychiatry residency programs graduated 61 physicians in 2011. Thirty-four of these new physicians (56%) 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.

2010-2011 Northwest AHEC-supported Wake Forest 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 2010 graduation	5 (56%) n = 9	3 (33%) n = 9	18 (69%) n = 26	2 (40%) n = 5	6(50%) n = 12	34 (56%) n = 61
Number and % of Graduated Residents in North Carolina during 2007-2011 (5-year cumulative initial practice location data)	31 (63%) n = 49	14 (56%) n = 25	90 (61%) n = 148	8 (32%) n = 25	31 (51%) n = 61	174 (56%) n = 308
Racial/Ethnic Composition number and % of Total Residents for FY10						
African American	1 (3%)	4 (13%)	7 (8%)	1 (5%)	2 (5%)	15 (7%)
Latino	0 (0%)	1 (3%)	2 (2%)	0 (0%)	0 (0%)	3 (1%)
Other	1 (3%)	6 (19%)	16 (17%)	0 (0%)	3 (8%)	26 (12%)
Caucasian	28 (93%) n = 30	21 (66%) n = 32	69 (73%) n = 94	19 (95%) n = 20	34 (87%) n = 39	171 (80%) n = 215
Number and % of Graduated Residents employed in NC Public Mental Health Sector during 2006-2010	N/A	4 (15%) n = 27	N/A	N/A	N/A	N/A
Number of FTE Residents	30.0	32.0	94.0	20.0	39.0	215.0
Est. number of Indigent/Underserved Patients	6,208 ^a	6,589	17,891 ^b	7,274 ^b	13,610 ^b	51,572

a. includes inpatient and outpatient

b. includes outpatient only.

Core Component 4:

Continuing Education Activities & Services

Overall Activity

- Northwest AHEC planned, implemented and accredited 2,102 continuing education activities which resulted in 37,876 registrants while offering 6,575 contact hours.
- For FY11, the total number of CE events decreased 5%, the number of registrants decreased 10% and the total number of contact hours offered increased 8% versus FY10. In general, the number of activities and registrations reduction is from online activities that were not renewed in FY11 after their initial one year accreditations.
- We earned accreditation from seven accreditation boards with the capability of providing credits for 74 distinct types of healthcare professional CE.

Traditional/Classroom Activities

- Traditional educational activities accounted for 93% of total activities and the number of these activities decreased 3%. Participation also decreased 13% while the total number of contact hours offered increased 12% versus FY10. A review of the data seems to indicate that an increase in online registration partially offset the registration decline in traditional CE.

Online Activities

- Online educational activities accounted for 155 activities (7% of total activities), 4,608 registrations (12% of total registrations), and 363 contact hours offered (6% of total contact hours).
- The number of online educational activities and the total number of contact hours offered decreased 24% and 34%, respectively. Accredited online courses are only available for one year after initial accreditation. After the initial year, a course can be reaccredited only after it is thoroughly reviewed and revised.
- The total number of registrations increased 17% versus FY10.

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, 56 students were actively enrolled in the program which represented an estimated 24.3% of the 230 nurses enrolled statewide in the UNC-CH School of Nursing and NC AHEC RN Refresher Program.
- From 1990-2011, a total of 592 students have completed the course in the Northwest AHEC region.
- Of this total, 339 students completed the didactic component of the program which consists of 140 contact hours of theory involving a full range of common nursing problems and is a medical-surgical review. The student must complete this self-paced course before beginning the clinical practicum.
- Of this total, 253 students completed the clinical portion of the program which includes 160 hours of work within one of our regional partner clinical sites.
- Based upon student requests, a series of professional development courses have been especially designed for nurses entering practice again. This fall will be the first time that the courses will be offered in a complete series: *Transitions I, II, and III* pilot courses had 10 students; *Computer Technology I and II* had 15 students; *Electronic Access to Nursing Resources* will be added this fall.
- Our program continued its partnership with the WFBMC Center for Applied Learning (simulation laboratory) and Winston-Salem State University. A total of 95 students attended various clinical and simulation labs at WFBMC. A Clinical Skills Summer Camp taught at WSSU for 30 students allowed them to thoroughly review concepts.



2010-2011 Northwest AHEC Continuing Education Activities & Services

Discipline	Type	# Activities	# Participants	# Hours
Allied Health	traditional/classroom	8	325	43
	online education	0	0	0
	total	8	325	43
Dentistry ¹	traditional/classroom	53	1,372	302
	online education	0	0	0
	total	53	1,372	302
Interdisciplinary ²	traditional/classroom	55	1,778	305
	online education ³	118	3,461	257
	total	173	5,239	562
Library/Information ⁴	traditional/classroom	80	648	29
	online education	1	8	0
	total	81	656	29
Management/Administrative ⁵	traditional/classroom	32	343	294
	online education	0	0	0
	total	32	343	294
Medicine	traditional/classroom ⁶	1,481	26,419	2,651
	online education ³	17	211	17
	total	1,498	26,630	2,668
Mental Health	traditional/classroom	80	1,562	640
	online education	1	7	3
	total	81	1,569	643
Nursing	traditional/classroom	103	1,956	397
	online education ⁷	18	921	86
	total	121	2,877	483
Pharmacy	traditional/classroom	21	447	620
	online education	0		
	total	21	447	620
Public Health ⁸	traditional/classroom	34	1418	931
	online education	0	0	0
	total	34	1418	931
Sub-total	traditional/classroom	1,947	33,268	6,212
Sub-total	online education	155	4,608	363
GRAND TOTALS		2,102	37,876	6,575

NOTES

Northwest AHEC FY11 data differs from that generated by the Program Office as a result of one factor. Northwest AHEC counts online events (asynchronous workshops) session registrations while the Program Office does not include session registrations and only counts event registrations.

¹ Programs are co-sponsored by the WFSM 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.

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. Catawba Valley Medical Center offered and accredited 87 activities, 1647 participants and 98 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 under Medicine.

⁷ Nursing "online" includes the Nurse Educator Institute, 2 new nursing legal courses, the CTA Program 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 2,352 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.

2010-2011 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	61	1.70%
2. Chronic Disease	1,061	29.60%
3. Community Health	69	1.93%
4. Disability	49	1.37%
5. Environmental Health	5	0.14%
6. Health Promotion	130	3.63%
7. Infant Mortality	113	3.15%
8. Infectious Diseases	51	1.42%
9. Injury	97	2.71%
10. Mental Health	470	13.11%
11. Older Adult Health	37	1.3%
12. Oral Health	209	5.83%
Sub-Total	2,352	65.6%
Additional Health Issue Categories		
13. Health Disparities	49	1.37%
14. Cultural Competency	35	0.98%
15. Women's Health	757	21.12%
16. Complementary Alternative Medicine (CAM)	64	1.79%
17. Leadership, Management, Education, and Communication	139	3.88%
18. Quality Assurance/Improvement	89	2.48%
19. Other	99	2.76%
Subtotal	1,232	34.4%
GRAND TOTAL	3,584	100%



Quality Improvement Initiatives

Northwest AHEC has continued its commitment to quality initiatives and participated in several major activities/initiatives, all of which are summarized below:

Regional Extension Center

During this past fiscal year, Northwest AHEC completed the staffing of its Regional Extension Center (REC). As a federally-designated Regional Extension Center, the Northwest AHEC provides individualized, on-site electronic health record (EHR) consulting tailored to each healthcare practice's needs at no charge.

Northwest AHEC's REC Team provided the following services:

- Prepared practices for an EHR by assessing and redesigning office systems,
- Helped to evaluate and select certified EHR systems that offer the best value,
- Identified and enhanced workflows in practices,
- Successfully implemented certified EHRs,
- Achieved state and federal standards for "meaningful use" of EHR incentive payments to regional providers, and
- Helped providers use EHR as a tool to improve care and satisfaction for practice staff, patients and providers.

Due to the dedicated and strategic efforts of the Northwest AHEC REC Team, the goal of 393 providers was exceeded during this past fiscal year. This team worked with **399 eligible providers** across our seventeen county region to improve the delivery of patient care through certified software systems..

Improving Performance in Practice (IPIP)

Northwest AHEC has been involved in the Improving Performance in Practice (IPIP) for the past several years. IPIP is a collaborative effort of the NC AHEC program, Community Care of North Carolina, the North Carolina Academy of Family Physicians, and the Carolinas Center for Medical Excellence. The primary purpose of IPIP is to close the quality gaps in asthma, diabetes, and hypertension care at the primary care level. This is accomplished through a series of practice redesign strategies to improve efficiency and implement best clinical practices facilitated by a Quality Improvement Consultant (QIC).

During this fiscal year, the QIC worked with Northwest Community Care Network QI staff to coach and guide six primary care practices toward Patient Centered Medical Home (PCMH) designation from NCQA. In addition, four practices within the AccessCare Network are utilizing the QIC for PCMH guidance. The QIC coaches these practices on the methods used to structure and document practice improvement achieved through IPIP to meet the requirements to achieve PCMH recognition.

In summary, the IPIP program has been under-enrolled in FY11. Participation in this project declined from 15 practices in FY10 to one practice submitting quality data in FY11. The staff has developed detailed improvement plans, and it is anticipated that our numbers will increase in FY12, as more practices implement EHR software and aspire to become designated as PCMH.

Community Health Partnerships

Northwest AHEC's Community Health Partnerships program was initiated to enhance the work of health coalitions in our region and to link them with the resources of the NC AHEC system. Since 2000, we have co-sponsored, with the Regional NC DHHS Healthy Carolinians/health education consultant, meetings of the Coalition Coordinators' Network, a networking and education venue for those involved with coalition work. This year's topics were physical activity and nutrition, health disparities, mental health and substance abuse issues 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.

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. A total of 22 workshops were offered during the fiscal year.

Core Component 5:

Information & Library Services

Building upon our 37-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 11 year partnership with the WFBMC's Academic Computing and Information Sciences (includes Carpenter Library) continually keeps us in 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

- ✓ Developed an online Health Literacy course funded by a Carolina Geriatric Education Center Grant.
- ✓ Developed an online course entitled Diabetes and Pregnancy
- ✓ Recorded and compiled 62 hours of Medical Coding Training.
- ✓ Launched a new version of northwestahec.org that features improved usability and many additional features.
- ✓ Provided CE to 5,986 health professionals through online courses.
- ✓ Processed a total of 16,343 registrations online for all CE courses (traditional and online versions).
- ✓ Generated a total of 5,834 certificates through the online certificate process rather than the paper/mailed process.

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.

	FY11	FY10	Percent Change
Total number of page view for fiscal year	636,313	646,138	(1.5%)
Average number of page views/day	1,743	1,770	(1.5%)
Total number of visitors for fsical year; number of unique visitors	113,615 65,134	106,200 52,355	7.0% 19.6%
Average number of visitors/day; average number of unique visitors/day	311 178	290 143	7.2%; 24.5%
Average time spent on website	4 minutes, 5 seconds	4 minutes, 22 seconds	(6.5%)
Top five most popular webpages	1. Northwest AHEC - Home 2. Northwest AHEC - Library Resources 3. Northwest AHEC - CE General Information 4. Northwest AHEC - Classroom Event List 5. Get Certificate Link	1. Main website page/Northwest AHEC CE Events page 2. Nursing Practice and the Law (online CE course) 3. Library Services 4. Counseling for Change: An Online Tobacco Cessation Course 5. 4th Annual NC Women's Health Symposium	

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 WFBMC Support Activity

- ✓ Developed an online course with Dr. John Spangler offering tobacco training for healthcare providers of free clinics throughout North Carolina.
- ✓ Partnered with the WFBMC OB/GYN department to convert traditional paper newsletter, *Perinatal Post*, to electronic format and distributed statewide to perinatal educators. In FY11, an online testing component was added for CME credit.
- ✓ Recorded and produced a lecture series for the Translational Science Institute (TSI).

Technology Equipment Activity

- ✓ Facilitated technical support and guidance in Northwest AHEC's move to Deacon Tower. Worked with various A/V vendors to install, program and test state of the art equipment in 3 classrooms and common spaces.

Statewide Activity

- ✓ Provided a proposal to reduce strain on the statewide database system and improve performance for all users.
- ✓ Provided troubleshooting assistance to NC AHEC Program Office for statewide conference registration application.
- ✓ Developed marketing materials which were uploaded to flash drives and distributed at the NC Association of Free Clinics Executive Directors' meeting.



Library Services FY11 Statistics

During FY11, Northwest AHEC Information & Library Services provided the following services to its 21 member institutions (healthcare and educational entities):

Element/Activity	FY11	FY10	% Change
Number of members	21	24	(12.5%)
Number of registered AHEC Digital Library (ADL) users	556	677	(17.9%)
Document delivery requests ¹			
excludes base libraries	2,024	2,281	(11.3%)
base libraries (Catawba Valley, Rowan Regional & Watauga Medical Centers)	6,163	6,088	+2.6%
total	8,187	8,289	(1.2%)
Interlibrary loans ²	267	109	+145.0%
Site visits ³			
marketing, library consultation, visit	62	144	(56.9%)
classes	25	27	(7.4%)
Consults ⁴	6,804	3,889	+75.0%
Search requests ⁵	459	691	(33.6%)
Base Libraries			
orientations	10	18	(44.4%)
classes	65	20	+225.0%

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.

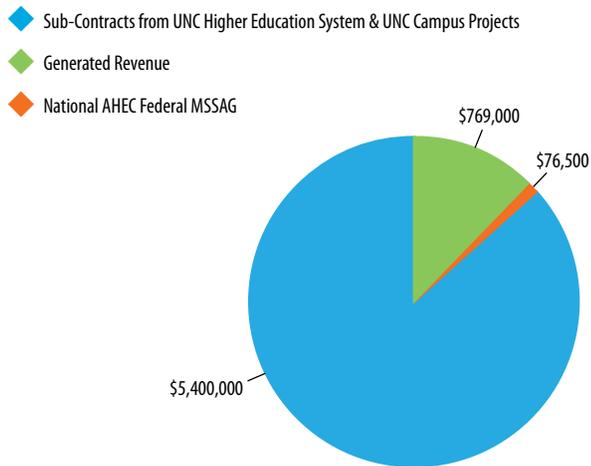
The preceding table represents the major services provided by Northwest AHEC librarians. Services which increased in FY11 versus FY10 were document delivery requests and classes for the base libraries and interlibrary loans. Consults appear to have increased primarily due to the inclusion of "short consults" which were not previously counted. All other services have declined which is mainly attributed to constituents finding alternative sources of information.

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

	169	(30%)	people logged into ADL one time
	200	(36%)	people logged into ADL 2-5 times
	74	(13%)	people logged into ADL 6-12 times
	39	(7%)	people logged into ADL 13-26 times
	41	(7%)	people logged into ADL 27-52 times
Subtotal	523	(94%)	people designated as "light users" of ADL (less than one time per week)
	22	(4%)	people logged into ADL 53-103 times
	11	(2%)	people logged into ADL 104 or more times
Subtotal	33	(6%)	people designated as "heavy users" of ADL (more than one time per week)
GRAND TOTAL	556	(100%)	

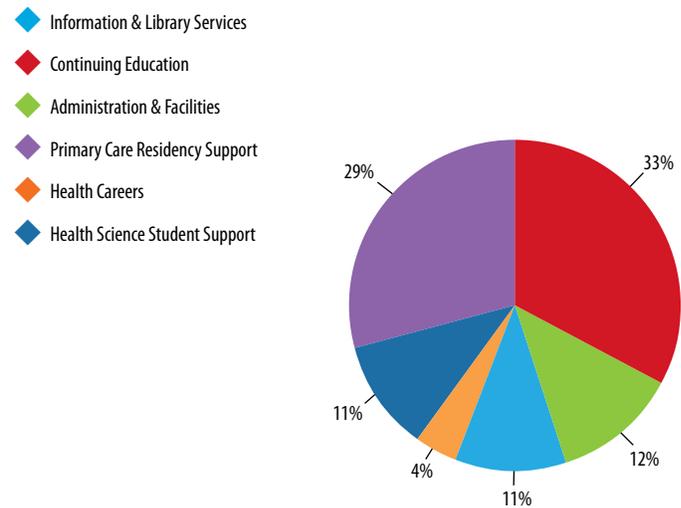
Funding Sources and Expenditures

FY11 Funding Sources



Total Budget: \$6,245,500

FY11 Expenditures



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Partners

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

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



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