

Northwest AHEC is a program of
Wake Forest School of Medicine and
part of the North Carolina AHEC System.



Northwest Area Health Education Center (Northwest AHEC)
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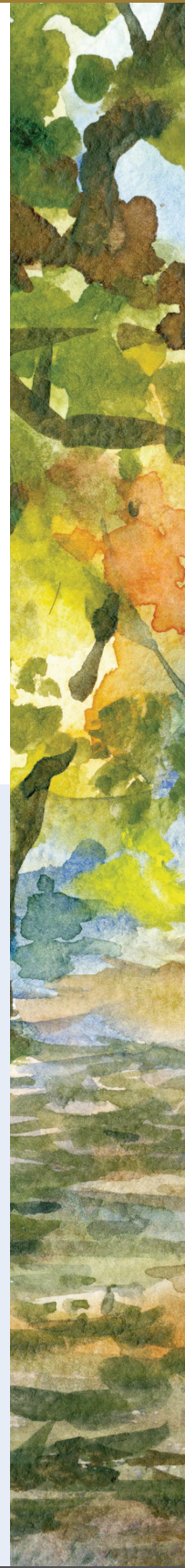
PARTNERING TO MAKE A GREATER IMPACT.
COLLABORATING TO RECRUIT, TRAIN AND RETAIN HEALTH PROFESSIONALS.

Working together to expand the reach and quality of health care.

Throughout the 17-county region of Northwest North Carolina, the Northwest Area Health Education Center is partnering with universities, providers and community organizations to bring more health care expertise within reach of more people. From urban neighborhoods to rural communities, Northwest AHEC takes a collaborative approach to attract the people, knowledge and resources for practical, lasting solutions to real health issues facing North Carolinians today and tomorrow.

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OUR MISSION.

THE NORTHWEST AHEC OF WAKE FOREST SCHOOL OF MEDICINE AND PART OF THE NORTH CAROLINA AHEC PROGRAM PROVIDES AND SUPPORTS EDUCATIONAL ACTIVITIES AND SERVICES WITH A FOCUS ON PRIMARY CARE IN RURAL AND UNDER-RESOURCED COMMUNITIES TO RECRUIT, TRAIN AND RETAIN THE WORKFORCE NEEDED TO CREATE A HEALTHY NORTH CAROLINA.

NORTH CAROLINA AHEC

Recruit, Train and Retain: Developing the Workforce to Create a Healthy North Carolina.

VISION

Every North Carolinian is healthy and supported by an adequate and well-trained health workforce that reflects the communities it serves.

VALUES

EXCELLENCE We deliver quality activities and services that our customers and partners value.

DIVERSITY We promote equity and inclusivity.

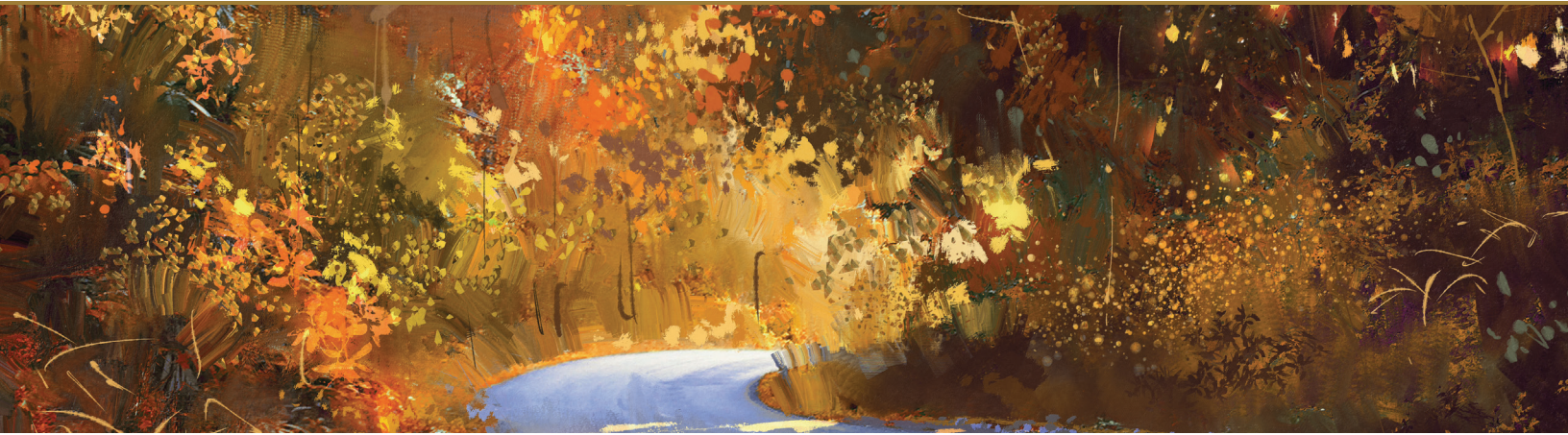
INTEGRITY We act with fairness, transparency and the highest level of ethics.

COLLABORATION We value partnerships and support interprofessional approaches.

IMPROVEMENT We continuously innovate and improve our work.

CORE SERVICES

1. Health Careers and Workforce Diversity
2. Student and Preceptor Support
3. Graduate Medical Education and Patient Services Support
4. Continuing Professional Development Activities and Services
5. Practice Support Services
6. Library Services and Information Technology



Guiding objectives for partnerships and collaborations.

Every collaboration starts with the following set of guiding objectives. These give all parties a clear understanding of roles, responsibilities and expectations moving forward.

- **Mission alignment:** While individual organizations have their own missions, partnership means investing where missions combine to create a shared vision of the future.
- **Shared resources:** When everyone brings something of value to the table, the shared human and material resources can accomplish so much more.
- **Shared relationships:** Extending existing relationships and establishing new ones broadens the visibility and value of each organization's activities.
- **Mutual benefit:** Each organization must gain from collaboration in terms of opportunities to improve their ability to pursue their mission.
- **Leveraged impact:** Results work harder for all partners when they are leveraged to enhance or further develop resources.
- **Measurable outcomes:** Clearly demonstrating effectiveness is critical. Building in metrics up front makes for more straightforward accountability for all.

Our method of partnership and collaboration.

At Northwest AHEC, partnership is about process and accountability. We look for organizations and communities to work with to develop activities based on specific, clearly defined goals and responsibilities. Rather than being a source of funding, we collaborate to prioritize and develop training, educational content and resident activities to create solutions for the shortage of health care options in underserved areas.

Letter to Stakeholders

On behalf of the entire Northwest AHEC staff, I welcome you to the 2018-2019 Annual Report. We are pleased and grateful for the support and collaboration of so many organizational and community leaders over the past year, including our executive leadership at Wake Forest Baptist Medical Center, our North Carolina AHEC colleagues and our more than 300 regional health care partners.

Partners.

That word is particularly important to this annual report. You will find it repeated often within this document because of its profound significance to everything we do. As we come to the end of our 45th anniversary year, I am reminded of how much we have been able to accomplish. But only because we have remained committed to the understanding that when we partner with providers, students, universities, governments, communities and leaders, we can all make a bigger impact in addressing the health challenges facing the people of North Carolina.

In keeping with our extended anniversary celebration, you will find little reminders throughout this report of some of the milestones the organization has achieved over the years. I am proud and humbled to now bear the title that so many tremendous leaders have held. I am especially proud to have had Richard M. Janeway, MD, former Dean of Bowman Gray School of Medicine of Wake Forest University, as my mentor. With Dr. Janeway's passing in March of 2019, we have lost a truly great man, physician, leader and friend. However, he left us with a tremendous legacy of partnership.

Back in the early 1970s, Dr. Janeway joined Drs. Manson Meads and Emery C. Miller, also of Bowman Gray School of Medicine of Wake Forest University, in partnering with William Friday, President of the UNC System, and Dr. Reece Berryhill, Dean of the UNC Chapel Hill School of Medicine, to lay the groundwork for creating the Northwest AHEC in 1974. During his 23-year tenure as dean, he led what is now Wake Forest School of Medicine and Wake Forest Baptist Medical Center to incredible growth.

It is the very endowment that shares his name that allows me to serve you, Wake Forest Baptist Medical Center, as well as the staff and partners of Northwest AHEC.

Looking forward, this legacy of partnership serves as our foundation for continuing to build strong relationships with the dedicated professionals and organizations around us. Together, we will successfully recruit, train and retain exceptional health care professionals in every corner of Northwest North Carolina.

Michael P. Lischke, EdD, MPH
Richard Janeway, MD, Distinguished Director of Northwest AHEC



Michael P. Lischke, EdD, MPH, (left) with Richard M. Janeway, MD, former Dean of Bowman Gray School of Medicine of Wake Forest University, at the 35th anniversary reception of NW AHEC in 2009.



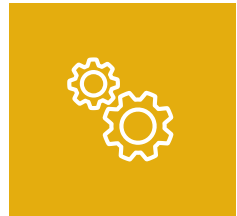
1974—The Northwest AHEC was formed with leadership from Richard M. Janeway, MD, Dean; Manson Meads, MD, Executive Vice President for Health Affairs; and Emery C. Miller, MD, Professor and Chair of Internal Medicine, all of Bowman Gray School of Medicine at Wake Forest University.

CORE SERVICE 1

Health Careers and Workforce Diversity

Recruiting young minds into fulfilling careers.

In keeping with funding requirements of the Health Resources & Services Administration (HRSA), Northwest AHEC focused on implementing an intensive, two-year program for college students. As the main activity in Health Careers, the Northwest AHEC Scholars Program consisted of clinical and experiential learning activities that proved to successfully enrich the training and lives of a diverse group of students.



Activities in Northwest AHEC Scholars involved **15 students each completing 80 hours of participation.**

In addition, Northwest AHEC was able to offer and support Camp Med activities across the region, totaling 23 camps and more than 640 hours. Northwest AHEC and Wake Forest University partnered with Appalachian State University, Catawba College, High Point University and Winston-Salem State University to provide support for the camps.

Even though the change in funding requirements meant activities such as Project Search Academy and other non-post-secondary efforts could no longer be provided, Northwest AHEC's Health Careers efforts still netted a greater level of engagement among participants.

NORTHWEST AHEC HEALTH CAREERS OUTPUTS

TOTALS	25 ACTIVITIES	732 HOURS	355 PARTICIPANTS
Volunteers (Exposure)	1	12	40
Camp Med (Pipeline)	23	640	300
NC Scholars (Intensive)	1	80	15

ACHIEVING DEEPER ENGAGEMENT IN EACH ACTIVITY

With fewer than half of the participants as last fiscal year, Northwest AHEC increased participant engagement by almost **48%**

	FY18	FY19
Number of Participants	820	355
Number of Hours	496	732

"In my first Camp Med in 2006, I had a student interested in becoming a nurse. Jaycee was bright, inquisitive and eager to learn. She was a rising freshman, so I wasn't sure she would follow through with that career choice. Today she is the Orthopedic Navigator at Lake Norman Regional Medical Center and just finished her master's degree in nursing."
- Mitzi McCurdy, Northwest AHEC Camp Coordinator for southern Iredell County

Diversity & Inclusion

Northwest AHEC continues to dedicate time and resources to activities around fostering diversity and inclusion within the health care workforce and in our partnerships across the region.

With funds from a HRSA Point of Service Maintenance and Enhancement Grant, three Northwest AHEC staff along with several staff from regional AHECs attended specialized training to become Certified Diversity Educators. As a result, the following goals have been established:

- ▶ Facilitate Diversity & Inclusion (D&I) awareness training for 2019 team meetings
- ▶ Accurately account for D&I activity objectives in the Northwest AHEC database
- ▶ Cultural Competency
 - health disparities
 - social determinants of health
 - document D&I initiatives in quarterly KPI reports

Examples of D&I activities and training conducted include:

- ▶ Awareness training for June and February team meetings. Topics included "The Generational Divide," "Generational Marketing," "How Are We Reaching Our Customers?" and "Unconscious Bias: Do I Have the Tools to Recognize It and Speak Up?"
- ▶ The July Northwest Health Coalition Coordinators' Network Meeting, titled "The Price of Privilege," was provided for health educators, health department, Federally Qualified Health Center (FQHC) and community health center personnel. Content focused on the definition of privilege, why it matters and the challenge it can pose personally and with daily work.

My Experience with the Northwest AHEC Scholars Program:



Mohammad Malik, Northwest AHEC Scholar, Biochemistry and Molecular Biology, Wake Forest University, Class of 2020

"The Northwest AHEC Scholars Program has dramatically enhanced and enriched my undergraduate pre-medical education. Being a part of the inaugural class from Wake Forest University allowed me to work closely with Melanee and other students in helping shape the program. The program utilizes a unique blend of didactic and clinical experiences that highlight current health care disparities and finds innovative ways to address them. Moreover, the program aims to increase diversity and minority representation in medical professions. Through various clinical and lecture-based programs, I acquired first-hand exposure to the disparities and inequities that exist within the health care community. More specifically, volunteering at the annual "Share the Health Fair" organized by WFSM students allowed me to develop deep and meaningful relationships with many individuals in my community while doing so in a health care setting."
- Mohammad Malik



CORE SERVICE 2

Student and Preceptor Support

Inspiring future health care professionals.

Working with each partnering university, Northwest AHEC's Student and Preceptor Support coordinates students' community-based education activities. Together, we help the schools secure preceptors and help provide housing for students while in rotations. Rotations are determined and organized by the schools. This core service is vital to training and retaining the next generation of health care practitioners, especially in rural areas.

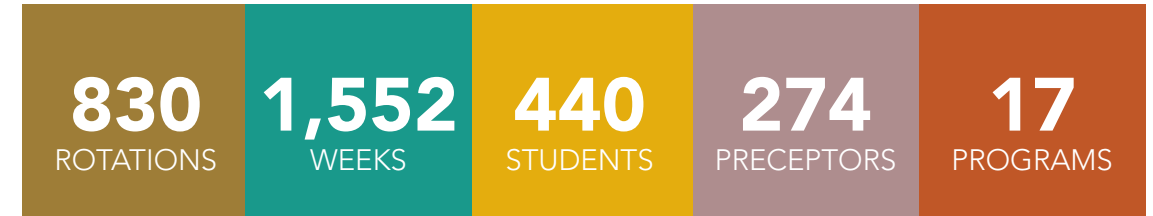
Housing plays an important role in student success.

Throughout the region, 6,345 nights of housing were provided to 172 students, enabling them to connect with more preceptors and serve a variety of communities. In total, 440 students participated with 274 preceptors, encompassing 1,552 weeks of community rotations.

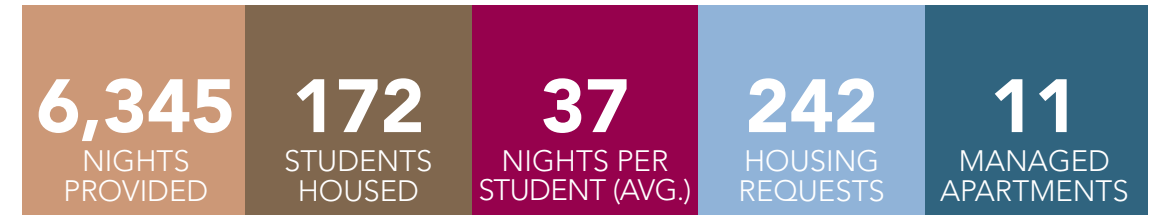


Student and Preceptor Support Key Indicators

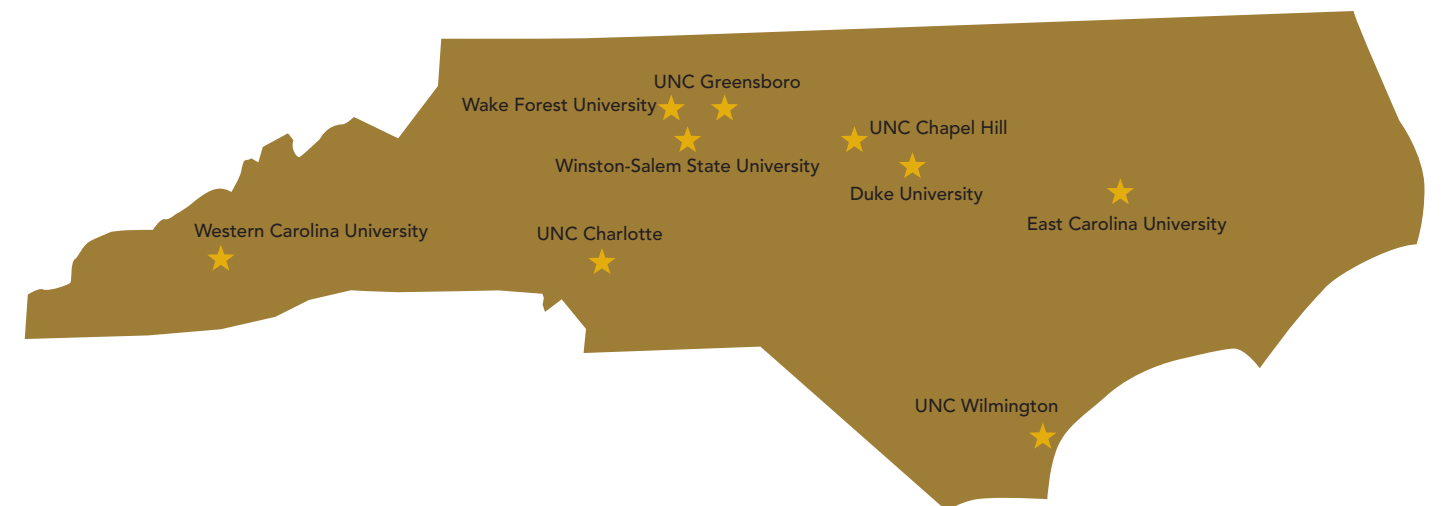
ROTATION TOTALS:



HOUSING TOTALS:



PARTNERING UNIVERSITIES:



CORE SERVICE 3

Graduate Medical Education and Patient Services Support

Partnering to train for all of our communities.

Our support of graduate education is designed to benefit the region and state by training and retaining more health care professionals in the state. The result of these efforts has a particularly vital effect on service to uninsured and underinsured residents in the region.



Of the Northwest AHEC-supported Wake Forest Baptist Medical Center residents who graduated in FY19:

64%
chose to stay in NC
(36 of 56)



Total estimated number of indigent/underserved patients served by the residents during FY19

39,868

Family and Community Medicine

16,579

Internal Medicine

12,544

Psychiatry and Behavioral Health

5,140

Pediatrics

5,605

In addition to retaining health care practitioners, this core service provides training in under-resourced communities and treatment of vulnerable populations. Examples of these community-based rotation initiatives include:

FAMILY AND COMMUNITY MEDICINE

- ▶ Behavioral Health rotation includes patient encounters at Family Medicine Practice (FMP) clinic and community-based facilities.
- ▶ Ambulatory rotation includes patient encounters at FMP clinic and community-based facilities, including the Community Care Center for underserved patients.
- ▶ Downtown Health Pediatrics rotation includes all patient encounters at the underserved downtown pediatric facility.
- ▶ The Peace Haven Urgent Care rotation includes patient encounters outside the FMP site and serves the Winston-Salem community.
- ▶ Stokes County OB rotation includes patient encounters at the Stokes County Health Department for obstetric care.
- ▶ The VA rotation includes patient encounters, providing surgical and radiology services for the veterans' community.
- ▶ Southside United Health Centers, part of both ambulatory and OB rotations, includes patient care at three Federally Qualified Health Centers, providing obstetrical and general care to the communities the three sites serve.
- ▶ Rural Dermatology rotation includes serving patient dermatological needs in the Elkin region.
- ▶ Refugee clinic at United Health Center, Peters Creek assists family medicine faculty members in providing refugee care to the Syrian population in this area.
- ▶ Holland Homes residents can give health-directed lectures to families of this low-income housing establishment in Winston-Salem, NC.
- ▶ Rural OB rotation/clinical experience is an elective rotation providing OB care to patients in Elkin, NC.
- ▶ Highland Avenue Clinic residents can complete an elective rotation

providing outpatient medical and mental health care to underserved patients.

INTERNAL MEDICINE

- ▶ All residents rotate at the VA Clinic in Kernersville, NC and the University Internal Medicine clinic. The VA clinic consists of a mix of primary care experiences.
- ▶ Wake Forest Internal Medicine residents and faculty provide continuity clinics and urgent care visits for underserved populations in both the Outpatient Department and Downtown Health Plaza (DHP), the largest primary care Outpatient Department in the Wake Forest Baptist Health system.
- ▶ Through three large clinics (Pediatrics, Adult Medicine and Ob/Gyn), more than 25,000 individual patients are offered continuity (primary) care, acute care (daytime and after hours) and post hospital services.
- ▶ Ongoing collaboration with the Northwest Community Care Network provides onsite case managers to patients in Pediatrics and Internal Medicine.
- ▶ Some residents on elective months choose to rotate at the Community Care Clinic which is a free clinic that serves patients in the community through a mix of primary and subspecialty care.

PSYCHIATRY AND BEHAVIORAL HEALTH

- ▶ Tele-Psychiatry Services – Wake Forest Behavioral Health provides mental health services to hospitals in underserved areas.
- ▶ Opioid Group Therapy and Opioid Treatment – Wake Forest Behavioral

Health continues to provide opioid recovery therapy through intensive substance abuse outpatient groups, along with medically assisted substance abuse treatment to patients in our specialized outpatient clinic.

- ▶ School Health Alliance, Crossnore School and Children's Home in Winston-Salem, NC – fellows provide psychiatric care to elementary and middle school aged students, as well as psychiatric and psychotherapy services to children living in the children's home.
- ▶ Children's Law Center, Winston-Salem, NC – fellows acquire forensic experience in the family court system.
- ▶ University-Based Student Health – provides psychiatric care to young adults in a university setting at UNC School of the Arts, as well as WFU and WSSU Student Health Centers in Winston-Salem, NC.

PEDIATRICS

- ▶ Our outpatient clinic screens patients for social determinants of health, including two validated questions about food security.
- ▶ "Food Pharmacy," designed to meet the needs of our patients who report low food security, offers bags of food, a list of local food pantries and community organizations who assist with food security, and the opportunity to speak with a food pharmacy care coordinator.
- ▶ Identifying families with chronic food insecurity and offering them enhanced services.
- ▶ Fund that supports transportation for patients to assist them in attending medical appointments, both at the DHP and within the Wake Forest Baptist Health network.



In **1975**, the residency training program at Wake Forest School of Medicine accepts its first group of eight residents, working in close partnership with the Northwest AHEC to develop more family medicine practitioners in North Carolina.

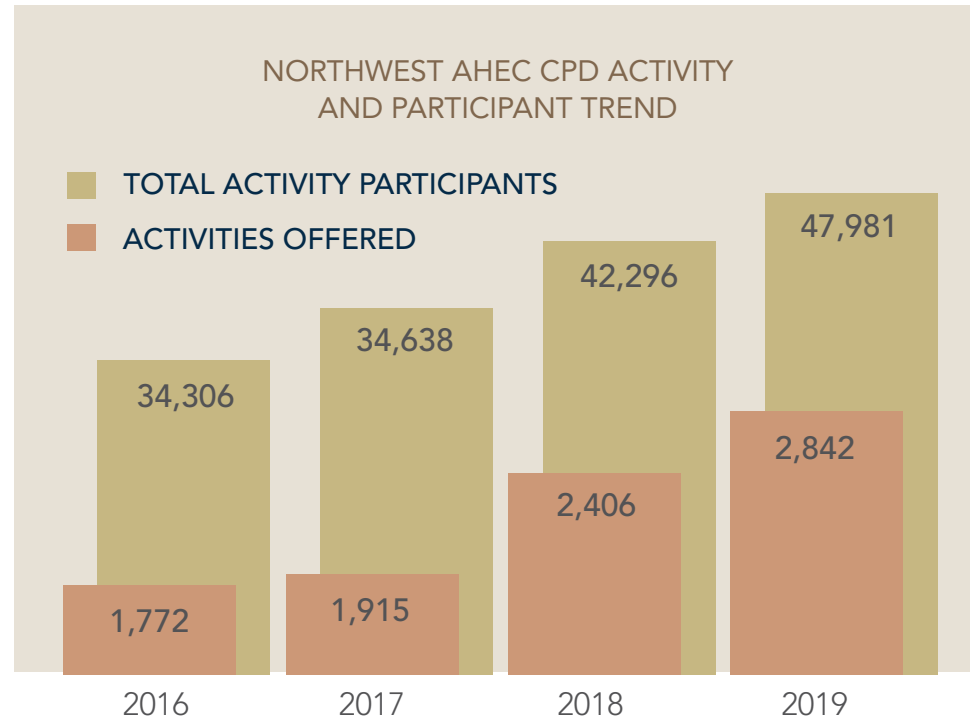
CORE SERVICE 4

Continuing Professional Development (CPD) Activities and Services

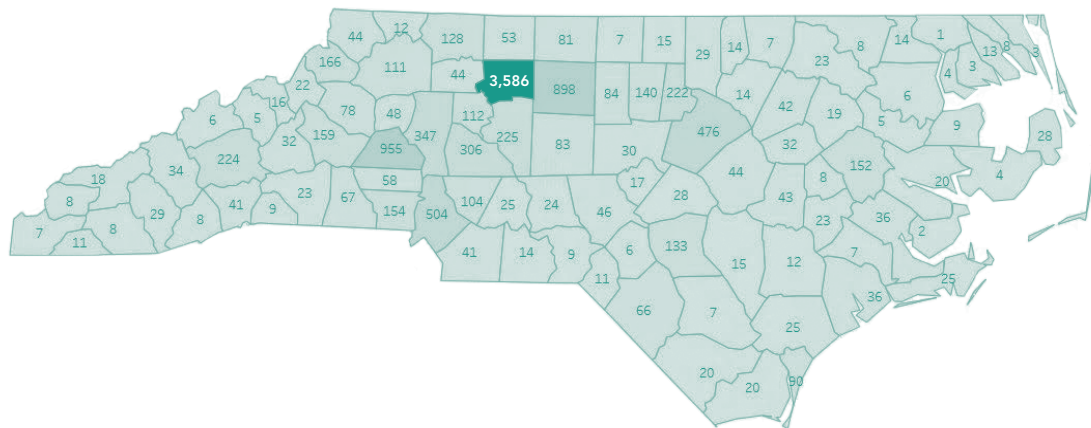
Retaining practitioners by making CPD more accessible.

Northwest AHEC is committed to professional development through ongoing training opportunities for current health care professionals. The key is providing quality training through various channels.

Overall, Northwest AHEC saw a 21.7% increase in CPD activities with a 19.2% increase in attendance. Both figures represent new highs for the number of activities and participants for FY19.



PARTICIPANTS BY COUNTY FOR FY19



Source: North Carolina AHEC

58%
from 17-county
NW AHEC region

42%
from the rest
of the state

11,089
health care
professionals
representing
all NC counties



During the past fiscal year, Northwest AHEC Continuing Professional Development (CPD) met the needs of its constituents while also providing topics that address the most critical health care issues of the region and the state as identified by Healthy North Carolina 2020: A Better State of Health. The learning objectives of each activity were categorized into one or multiple health care need categories based on the content of the activity. Following is a chart that summarizes the number of objectives from our activities and services that addressed Healthy North Carolina 2020, in addition to others identified by Northwest AHEC.

FY19 LEADING HEALTH ISSUE CATEGORIES

Northwest AHEC provides continuing education activities to support activities and services related to more than 20 health issue categories. The highest percentages of activities relate to:

Chronic Disease	19.7%
Leadership, Management, Education, Communication	18.6%*
Health Disparities	6.7%
Social Determinants of Health	5.0%
Women's Health	4.7%

Note: *The educational activities that utilized this classification included but are not limited to: quality improvement, Catawba Valley Medical Center accredited series via NC Medical Society, several other regional CME entities, Nurse Educator Institute (NEI), several statewide public health workshops, ethics programming, etc.

CORE SERVICE 4 (continued)

Continuing Professional Development (CPD) Activities and Services

HEALTH EDUCATION AND LITERACY

Since 2007, Northwest AHEC has collaborated with the Carolina Geriatric Education Center to work with the Carolina Geriatrics Workforce Enhancement Program. The goal has been to develop effective approaches to improve the health and well-being of older citizens of North Carolina. More than 3,141 health care professionals have received education related to geriatric care.

Northwest AHEC is also dedicated to the initiative of Health Literacy. Booklets similar to health journals were developed for patients and families. Since the booklets' development, more than 4,618 Spanish and 32,645 English versions have been distributed within the Northwest AHEC region, the state and out of state.

SOUTHERN TRANS HEALTH AND WELLNESS CONFERENCE

Northwest AHEC held the Southern Trans Health and Wellness Conference on March 7-9, 2019, in Winston-Salem to highlight clinical best practices, innovative research, and community partnerships to support the health and wellness of transgender communities. Over 200 people attended including professionals from allied health, education, medicine, mental health, nursing, pharmacy, and public health, in addition to advocates, community members, family members and students.

Much of our success was due to outreach by our planning partners. We created a Facebook event page for the conference that reached more than 10,000 people.

The conference was organized around five tracks: Advocacy, Health Care, Research, Support & Wellness, and Training & Education. The conference featured three plenary sessions, 35 breakout sessions, as well as poster sessions.

SOCIAL DETERMINANTS OF HEALTH: HEALTH OPPORTUNITIES OF THE PIEDMONT

Northwest AHEC received a grant in July 2018 to develop and manage a social determinants of health (SDOH) regional pilot program. The program, Health Opportunities of the Piedmont (HOOP), an initiative of Piedmont Triad Regional Council (PTRC), provides enhanced case management services based on evidence-based interventions for individuals with certain diagnoses and risk factors. The goal is to improve health outcomes and lower costs by addressing issues like housing instability, transportation insecurity, food security, violence and toxic stress.

HOOP has made meaningful progress towards competing to serve as a Lead Pilot Entity (LPE) under Medicaid's Regional SDOH Pilot. The focused effort has attracted additional private funding from both Kate B. Reynolds (KBR) Charitable Trust, and Blue Cross and Blue Shield of North Carolina Foundation (BCBSNCF), allowing PTRC to expand development activities.

The most significant outcome of this project so far is the momentum and community engagement behind the effort.



Nurturing a unique collaboration: Brenner FIT®

Northwest AHEC also shares a unique partnership with Brenner FIT (Families In Training) of Wake Forest Baptist Medical Center, a program that helps people develop skills and tools to achieve their health goals. Some of the latest enhancements to this collaboration include:

- ▶ A newly renovated teaching kitchen to open up the dining space and increase seating. We also lowered our bar top countertop to allow for a better view during our cooking demonstrations.
- ▶ Brenner FIT Fellows are students who have demonstrated positive attitudes, leadership skills and a passion for helping others. Brenner FIT Fellows regularly and reliably assist in community-based, family-centered culinary and activity programs.
- ▶ Kohl's Cooks Mobile Kitchen initiative, which enjoyed its second year of delivering free hands-on cooking classes in local communities. The mobile kitchen held 29 cooking classes (10 in Spanish) reaching 376 adults and 186 children.
- ▶ Trained three area practices on family-centered obesity care using the Brenner FIT Academy Lunch and Learn model.

ACCREDITATIONS

We've earned accreditation from the Accreditation Council for Continuing Medical Education (ACCME), American Dental Association Continuing Education Recognition Program (ADA CERP), North Carolina Nursing Association through American Nurses Credentialing Center (NCNA ANCC) and the National Board for Certified Counselors (NBCC) with varying reaccreditation cycles. In addition, we are able to offer credit with the following boards through accreditation under NC AHEC; Board of Certification for the Athletic Trainer (BOC), American Speech-Language-Hearing Association (ASHA), National Commission for Health Education Credentialing, Inc. (NCHEC), North Carolina Board of Physical Therapy Examiners (NCBPTE) and the National Association of Social Workers North Carolina (NAS-NC).

UNC Chapel Hill School of Nursing RN Refresher Program

During this fiscal year, 16 students were actively enrolled in the program which represented an estimated 11% of the 146 nurses enrolled statewide in the UNC-CH School of Nursing RN Refresher Program. Our students were fortunate to be accepted and placed at six of our partnering institutions to complete their clinical practicum.



In the late **1980s**, the UNC Chapel Hill School of Nursing RN Refresher Program was developed in response to the state's nursing shortage. Northwest AHEC orchestrates clinical placement and supports nurses as they meet the NC Board of Nursing requirements.

CORE SERVICE 5 Practice Support Services

Bridging the gap in urban and rural care.

Northwest AHEC provides a range of services designed to support health care practices in improving the level of care in their communities as well as reducing costs. Activities have shifted to provide additional on-site and online activities to make support more accessible to other practices throughout the 17-county Northwest North Carolina region.

INCREASE IN ENROLLMENT
IN NORTHWEST AHEC
PRACTICE SUPPORT ACTIVITIES
FROM FY18 TO FY19.

Counties:
10 to 15

Practices:
42 to 126

Providers:
196 to 393

	PRACTICES	PROVIDERS
Alleghany	2	2
Ashe	4	9
Avery	2	4
Burke	11	35
Caldwell	5	15
Catawba	31	105
Davidson	5	19
Davie	1	1
Forsyth	13	81
Iredell	21	21
Rowan	6	23
Surry	9	18
Watauga	12	54
Wilkes	2	4
Yadkin	2	2
Total	126	393



Best Practices in Opioid Prescribing and Management (Lunch & Learn Series)

The Practice Support Team produced an accredited webinar series titled "Best Practices in Opioid Prescribing and Management." The series featured 11 lectures that focused on different topics around opioid usage, prescribing and harm reduction strategies, all designed to help practitioners address the opioid crisis in their communities.

The event was presented at 22 sites in the Northwest AHEC region.

- 382 individuals registered for this event and attended at least one session
- 220 attended two sessions
- 167 attended three sessions
- 118 attended four sessions



LUNCH AND LEARN LOCATIONS IN FY19

Lexington Gastonia
Jefferson Conover
Winston-Salem
Statesville
Newton
Elkin
Hickory
Morganton
Taylorsville
Lenoir

Using technology to reach more people.

One important improvement to Northwest AHEC practice support is the development of lunch and learn events at partner practices. The web-based events allow participants to log on remotely from their offices, rather than requiring them to come to us. The events are also recorded and made accessible online so that more practices can benefit from the sessions.



In **2011**, Greenway Medical Associates and Dr. Marshall C. Murrey in Boone, NC, turned to the Northwest AHEC for help achieving Level 3 PCMH (Patient-Centered Medical Home), becoming one of many practices that continue to find support through Northwest AHEC.

CORE SERVICE 6

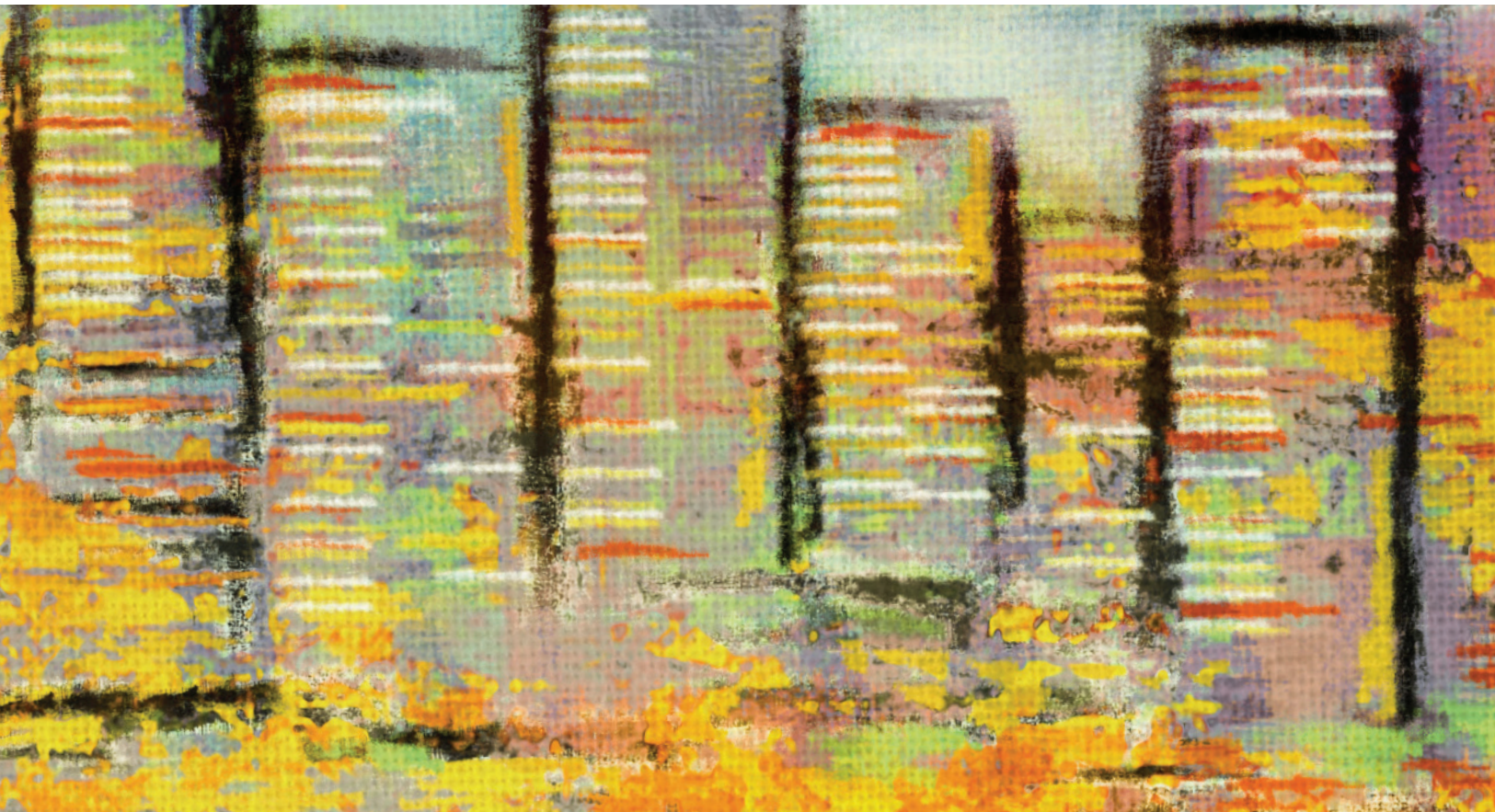
Library Services and Information Technology

Providing convenient access to information.

Library Services supports our six core service areas throughout our 17-county region. We focus on providing access to high-quality health information, resources, services, classes and consultations for students and professionals, in order to further the organization's mission.

Distance learning to expand our reach.

In FY19, Northwest AHEC continued to offer several distance learning modalities including video conferencing, live webinars, recorded lectures for on-demand viewing, and custom-designed web-based courses.



ENGAGEMENT WITH LIBRARY SERVICES

- Interactions: **5,785**
- Partnering institutions: **8**
- AHEC ADL registered users: **942**
- Document delivery requests: **3,795**
- Interlibrary loans: **301**
- Site visits: **175**
- Classes/orientations: **75**
- Consultations: **5,621**
- ADL logins by non-Northwest AHEC paid regional health professionals: **4,767**

Our Information Technology Infrastructure supported a number of activities, including:

- ▶ The Best Practices in Opioid Prescribing and Management (Lunch & Learn Series) leveraged Library Services and Information Technology to make the content accessible for more practices across the region.
- ▶ A new open source lecture capture system was implemented to record live lectures and captured 38 live presentations for inclusion in enduring online courses.
- ▶ The new "Healthcare Insights" podcast has been listened to 598 times on SoundCloud. Guests have included Julie Freischlag, MD, CEO of Wake Forest Baptist Health and Dean of the School of Medicine, and Dr. Anthony Atala, one of the pioneers of regenerative medicine. The podcast is also available on Apple, Google, Spotify and Stitcher.
- ▶ Increased learning engagement through use of interactive polling with "bring your own device" (BYOD) classroom experiences.
- ▶ Completed the 10th year of the accredited Perinatal Post online newsletter with 1,246 registrants to date.
- ▶ Recorded and offered 18 one-hour sessions for Internal Medicine Grand Rounds each offering AMA PRA Category 1 Credit™.
- ▶ Provided 1,667 CPD certificate credit hours to health professionals through online courses.

Website Activity

The Northwest AHEC website continues to show increases in the number of mobile users over desktop users. By continuously improving our email marketing efforts and campaign management, we are better able to target our communication to the right professionals and students, and drive traffic to our website.

WEBSITE STATISTICS:

- Transactions (registering and paying for CPD activities on website): **7,124**
- Website revenue (generated from online registrations): **\$858,525**
- Conversion rate (how often a visit yields a transaction): **4.44%**
- Number of total users: **100,881; 78% new visitors, 22% returning**
- Average number of visitors per day: **276**
- Number of mobile users: **29,709**
- Percent of total unique users: **30%**

Hosted
112
active courses
on our online Learning
Management System

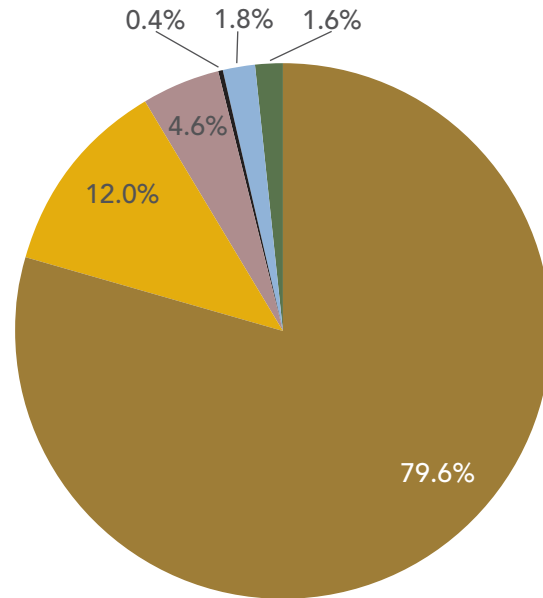
Processed a total of
51,419
registrations for
all CPD courses,
both traditional and
online versions



Did you know? The AHEC library network began as a circuit-riding decentralized consortium program with four base libraries in the early **1970s**.

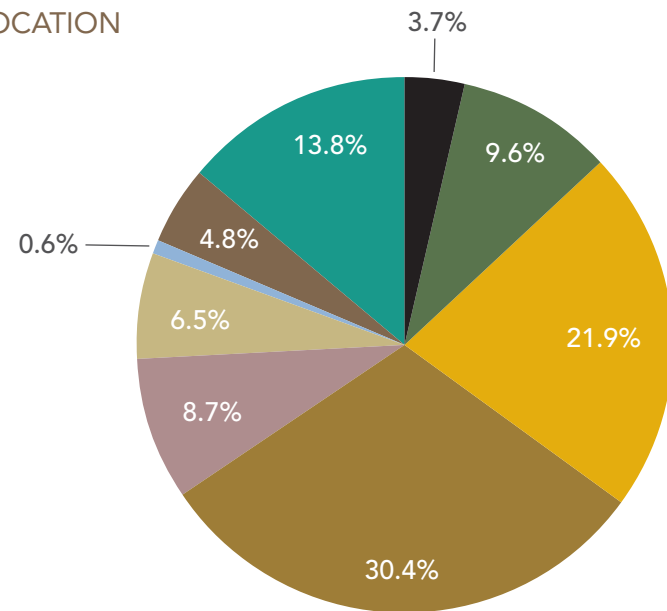
FUNDING SOURCES AND EXPENDITURES

TOTAL ANNUAL BUDGET OF \$6,066,000



- Sub-contracts from UNC Higher Education System and UNC Campus Projects
- Continuing Professional Development Generated Revenue
- Library Partners' Fees
- Students' Housing Fees
- Richard Janeway, MD, Distinguished Director of Northwest AHEC Fund
- National HRSA Title VII Grant from National AHEC

CORE SERVICE ALLOCATION



- Health Careers and Workforce Diversity (HCWD)
- Student and Preceptor Support
- Graduate Medical Education
- Continuing Professional Development (CPD)
- Practical Support Services
- Library Services
- Investments in the Future/ Emerging Issues
- Information Technology and Data Analytics
- Administration and Facilities



The Northwest AHEC team pictured in Wake Forest Innovation Quarter in Downtown Winston-Salem. The team includes: Michelle Adams; Lindsey Arthur; Amy Basham; Carty Beaston; Sheila Bogan; Andrew Brewer; Reed Burger; Christina Clarke; Kojo Danquah-Duah; Nedra Edwards Hines; Karen Fritz; Kay Herr; Angela Hodges; Lee Howard; Michael Hulme; Chris Jones; Ellen Kesler; Mona Ketner; Michael Lischke; Melanee Mills; Janice Moore; Gail Pawlik; Amanda Pearson; Jennifer Sherrill; Marie Simos; Leigh Watkins; Ryan Wilkins; Medina Wilson; Tammy Yount

Not pictured: Barbara Bainbridge; R. Nicole McLaurin; Dena Morrow

PARTNERS

Northwest AHEC is grateful to have had the opportunity to collaborate with the following organizations, providers and agencies during FY19.

ABC of NC Child Development Center
Addiction Professionals of NC
Adult Internal Medicine, P.A.
Advance Family & Sports Medicine Center, PLLC
Alabama North Carolina STD HIV Prevention Training Center
Allergy & Asthma Assoc., P.A.
Alexander County Health Department
Alexander County Schools
Alleghany County Schools
Alleghany Family Practice
Alleghany Memorial Hospital
Alliance Behavioral Health
American Council on Pharmaceutical Education
Appalachian District Health Department
Appalachian Family Practice, P.A.
Appalachian Regional Healthcare System (Blowing Rock Rehabilitation & Davant Extended Care Center, Cannon Memorial Hospital, and Watauga Medical Center)
Appalachian Regional Medical Associates
Appalachian State University
Ardmore Family Practice, P.A.
Ashe County Schools
Ashe Family Healthcare
Ashe Medics WINGS air
Ashe Memorial Hospital
Ashe Pediatrics
Avery County Health Department
Avery County Schools
Barium Springs Home for Children
Bathory International, P.L.L.C.
Best Clinic, P.L.L.C.
Bethany Medical Center
Blowing Rock Medical Clinic, P.A.
Blue Ridge Medical Group
Cardiology & Internal Medicine – Dobson
Cardiology & Internal Medicine – Elkin
Cardiology & Internal Medicine – Mt. Airy
Cardiology & Internal Medicine – N. Wilkesboro
Cardiology & Internal Medicine – Sparta
Cardiology & Internal Medicine – Yadkinville
Nephrology & Hypertension Center
Pediatric & Adolescent Medicine, Inc.
Pharmaceutical Association
Women’s Center
Boone Dermatology Clinic, P.A.
Brain Injury Association of NC
Broughton Hospital

Brunswick County Health Department
Burke County Health Department
Burke County Schools
Burke Primary Care
Cabral Internal Medicine, P.L.L.C.
Caldwell Community College & Technical Institute
Caldwell County Health Department
Caldwell County Schools
Caldwell UNC Healthcare
Cardinal Innovations Healthcare Solutions (MCO)
Cardiology Associates of the Carolinas & Internal Medicine
Carolina Foot & Ankle Associates
Carolinas HealthCare System
Carolinas HealthCare System Blue Ridge (Grace and Valdeese Hospitals)
Carolinas Medical Center
Catawba College
Catawba County Department of Public Health
Catawba County Department of Social Services
Catawba County Schools
Catawba Pediatric Associates, P.A.
Catawba Science Center
Catawba Valley Community College
Catawba Valley Healthcare
Catawba Valley Medical Center
Catawba Valley Primary Care
Catawba Valley Psychiatric Services
Catawba Women’s Center, P.A.
Challie Minton, M.D.
Charles W. Jones, MD, P.A.
City of Winston-Salem Human Relations Department
Clark Family Medicine
Clay County Health Department
David M. Cline, M.D.
ClubHaven Family Practice
College Foundation of North Carolina (CNFC), Inc.
Collettsville Medical Center
Columbus County Department of Public Health
Community Care Center of Forsyth County, Inc.
Community Care of North Carolina (CCNC)
Compassionate Care
CooperRiis Healing Community
Cornerstone – Conover Family Practice
Cornerstone Health Care Foundation
Cotton Grove Family Physicians
Cross River Cardiology
Crossroads Counseling Center, Inc.
Crossroads Family Medical Care, P.A.
Cumberland County Department of Public Health
Dare County Department of Health and Human Services
Davidson County Community College
Davidson County Health Department
Davie County Department of Public Health
Davie County Schools
Davie County EMS
Davis Regional Medical Center
Desantis Family Practice, P.L.L.C.
Michael C. DeSantis, M.D.
Duke University Medical Center: Department of Psychiatry and Behavioral Sciences Addictions Program
Durham County Department of Public Health
East Carolina University: Brody School of Medicine and the School of Dental Medicine
East Tennessee State University
Elizabeth City State University
Elkin City Schools
Elkin Pediatric & Adult Medicine, P.A.
Equality NC

Evergreen Health Promotion, P.A.
Fairgrove Primary Health
Family Care Center, P.A.
Family Healthcare Practice
Forsyth County
Forsyth County Department of Public Health
Forsyth Technical Community College
Forsyth, Stokes, and Davie County Medical Society
Frye Regional Medical Center
Full Circle Community Wellness
Gastroenterology Associates, P.A.
Gaston County Health Department
Good Samaritan Clinic
Granville Vance Department of Public Health
Guilford County Department of Public Health
Guilford Technical Community College
Hancock Surgery Center
Happy Valley Medical Center
Hardee Family Medicine
Hart Family Practice, P.A.
Haywood County Health and Human Services Agency
Healing Transitions
HealthyUNCG
Healthview
Hickory Chest, P.L.L.C.
Hickory County Schools
High Country Community Health
High Country Family Medicine
High Country Pharmacy Association
High Point Housing Authority
High Point University
Daniel Holcombe, PhD
Holladay Healthcare Pharmacy
Hopeway
Hugh Chatham Memorial Hospital
iCan House
IMPROVment / Wake Forest University School of Dance
Internal Medicine and Psychiatric Services of the Piedmont, PLLC
Iredell County Health Department
Iredell Health System
Iredell-Statesville Schools
Jackson County Department of Public Health
J. Iverson Riddle Developmental Center
Johnston County Department of Public Health
Kate B. Reynolds Charitable Trust
Kernersville Primary Care
Kids Count Pediatrics
Lake Norman Regional Medical Center
Lees McRae College School of Nursing
Lenoir-Rhyne University: Nursing and PA Programs
Lexington City Schools
Lexington Family Physicians, P.A.
Lexington Internal Medicine Clinic, P.A.
Lyndhurst Gynecologic Associates
March of Dimes of Northwest North Carolina
Marshall C. Murrey, M.D.
Medical Heights OB-GYN, P.A.
Mental Health Association of Forsyth County
Meridian Behavioral Health
Michael Sigmon, OD
Mitchell Community College
Monarch
Morganton Internal Medicine, P.A.
Mountain Laurel Family Practice
Mountain Laurel Internal Medicine, P.A.
Mountain View Pediatrics, P.A.
Mt. Airy City Schools
National Association of Free and Charitable Clinics

National Board of Certified Counselors
National Committee for Quality Assurance
National Library of Medicine
Neil Medical Group
Nephrology Associates
Newton Conover Schools
Newton Family Physicians, P.A.
NC AHEC: Program Office, Area L, Charlotte, Duke, Eastern, Greensboro, Mountain, South East, Southern Regional, and Wake
NC Alliance for Health Professions Diversity
NC American Indian Health Board
NC Arts for Health
NC Association of Free and Charitable Clinics
NC Association of Women’s Health, Obstetric and Neonatal Nurses
NC Board of Nursing
NC Center for Pharmaceutical Care
NC Community Health Center Association
NC COPD Task Force, L.L.C.
NC Council of Community Programs
NC Culture Change Coalition
NC DHHS Division of Developmental Disabilities and Substance Abuse Services
NC DHHS Division of Mental Health
NC DHHS Division of Public Health-Cancer Prevention & Control Branch
NC DHHS Division of Public Health-HIV/STD Prevention & Care Unit
NC DHHS Division of Public Health-NC Tobacco Prevention and Control Branch
NC DHHS Division of Public Health-Preparedness and Response
NC DHHS Office of Rural Health & Community Care
NC DHHS Office of Women’s Health Branch
NC Environmental Health State of Practice Committee
NC Healthcare Information and Communication Alliance (NCHICA)
NC Healthcare Association (NCHA)
NC Hospital Association
NC Infusion Nurses Society
NC Medical Group Managers Association
NC Medical Society
NC Perinatal Association
NC Providers of Abuser Treatment
NC Quality Center
NC School-Based Health Alliance
Northern Hospital of Surry County
Northern Medical Group – Family
Northlake Pediatric Care
Northwest Community Care Network
Northwest Region School Nurses Association of NC
Novant Health Forsyth Medical Center: Departments of Nursing and Pharmacy
Novant Health Rowan Medical Center
Novant Health Thomasville Medical Center
Old Vineyard Behavioral Health Services
Partners Behavioral Health Management (MCO)
PFLAG – Winston-Salem
Piedmont Alliance for Triad Healthcare
Piedmont Endocrinology, P.A.
Piedmont OB/GYN Society
Primary Care of Mt. Airy
Primedical Healthcare, P.A.
Douglas D. Pritchard, M.D., P.L.L.C.
Promise Resource Network
Provide, Inc.
Quest for Life Wellness Center
Recovery Innovations
Regionally Increasing Baccalaureate Nurses (RIBN)
Reynolda House Museum of American Art
Richmond Department of Public Health
Robeson Department of Public Health

Rowan-Cabarrus Community College
Rowan County Department of Public Health
Rowan-Salisbury School System
Rudisill Family Practice
Salvation Army of Winston Salem – Boys and Girls Club
Salisbury Internal
Salisbury Pediatric Associates
Senior Services, Inc.: Meals-on-Wheels Program
SHIFT NC
Southern Pharmacy Services
Southside United Health Center
Statesville Primary Care
Stokes County Health Department
Stokes County Schools
Surry Community College
Surry County Health & Nutrition Center
Surry County Schools
Swisher Internal Medicine
Tall Oaks Family Practice
The ARC of Davidson County
The ARC of Rowan County
The Association of Ringside Physicians
The Child Health Center, P.A.
The Duke Endowment
The Enrichment Center
The Salem Center
Thomasville City Schools
Thomasville Medical Center
Thomasville OB-GYN., Assoc., P.A.
Toe River District Health Department
Trellis Supportive Care
Trinity Health Care, P.A.
Trinity Medical Care
Troyer Medical
Twin County Hospital
University of Alabama School of Medicine
UNC AIDS Training and Education Center
UNC-Asheville
UNC-Chapel Hill School of Allied Health Sciences
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/NC Institute for Public Health
UNC-Chapel Hill School of Social Work; Behavioral Health Springboard; MSW Program
UNC-Greensboro: Health Coaching Programs and School of Nursing
UNC-Wilmington
Unifour Family Practice, P.L.L.C.
Unifour Pediatrics, P.A.
Vaya Health (MCO)
Veterans Affairs Medical Center-Kernersville and Salisbury
Viewmont Internal Medicine
Wake Forest University: Departments of Athletics, Health and Exercise Science, Humanities Institute, LGBTQ Center
Wake Forest Baptist Health System:
Alzheimer’s Disease Research Center
Brenner Children’s Hospital
Brenner Families in Training (FIT)
Cardiology/Heart Center
CareNet Counseling, Inc.
Center for Experiential and Applied Learning
Clinical Ethics Committee
Communication, Marketing and Media (Creative Communications, Media Relations and the Print Shop)
Community Clinical Oncology Program Research Base
Consortium for Southeastern Hypertension

Wake Forest Baptist Health System (Contd.):
Comprehensive Cancer Center
Davie Medical Center
Dermatology
Diabetes and Endocrinology Center
Downtown Health Plaza
Endocrinology & Metabolism
Eye Center
FaithHealthNC
Family and Community Medicine
Family Medicine Student Interest Group
Gastroenterology
High Point Medical Center
Infectious Diseases
Information and Technology Services and Information Sciences (Carpenter Library)
Institute for Regenerative Medicine (WFIRM)
Internal Medicine
-Interventional Radiology
Lexington Medical Center
Life Support Education
Maya Angelou Center on Health Equity
NC Baptist Nursing Fellowship
Neurology
Nursing Education and Research
Obstetrics/Gynecology
Office of Alumni Affairs
Office of Continuing Medical Education
Office of Student Inclusion and Diversity
Orthopaedics
Otolaryngology
Pediatrics
Pediatric Emergency Department Radiology
Physician Assistant Studies
Psychiatry and Behavioral Medicine
Public Health Sciences
Rehabilitation Services
Share the Health Fair Student Committee
Student National Medical Association
Surgery
Translational Science Institute (TSI)
-Transportation Services
Urology
Wake Forest Health Network (Cornerstone, Wilkes, Community Physicians)
Wilkes Regional Medical Center
WakeMed Mothers’ Milk Bank
Watauga Medical Center
Watauga County Schools
Western Carolina University
Western Piedmont Community College
Wilkes Community College
Wilkes County Health Department
Wilkes County Schools
William G. White, Jr. Family YMCA
Wingate College
Winston-Salem/Forsyth County Schools
Winston-Salem & Kernersville Pediatrics
Winston-Salem Urban League
Winston-Salem State University
Winston-Salem Symphony
Womble Bond Dickinson
Yadkin County Health Department
Yadkin County Health Alliance
Yadkin County Schools
Yadkin Community Hospital
Yadkin Valley Regional Career Academy
Yatawara Gynecology, Wellness, and Aesthetics