A YEAR OF RESILIENCE.
ADAPTING TO RECRUIT, TRAIN AND RETAIN HEALTH PROFESSIONALS.
We remain committed to bringing more health care opportunities and expertise within reach of more people throughout the 17-county region of Northwest North Carolina.

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OUR MISSION.
THE NORTHWEST AHEC OF WAKE FOREST SCHOOL OF MEDICINE PROVIDES AND SUPPORTS EDUCATIONAL ACTIVITIES AND SERVICES WITH A FOCUS ON PRIMARY CARE IN RURAL COMMUNITIES AND THOSE WITH LESS ACCESS TO RESOURCES 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 appropriate 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
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.

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.
Letter to Stakeholders

Welcome to the 2019-2020 Annual Report from all members of the Northwest AHEC team. Being able to write those words feels good. They mean that in this, one of the most challenging, yet important years in our history, we have continued to positively impact the direction and quality of health care in our region and our state. Those words are proof of an inspiring quality that our staff, organizational and community leaders, students, residents, practitioners and partners have demonstrated through it all.

Resilience.

Together, we have shifted and adapted to a changing world and an ongoing pandemic. We have stayed true to our mission of providing and supporting educational activities and services for the benefit of rural and under-resourced communities, and recruiting, training and retaining the workforce needed to create a healthy North Carolina.

When the pandemic initially spiked and stay-at-home orders were issued, Northwest AHEC operations shifted to remote working overnight. Without shutting down, we had prepared and planned to continue to make programs as accessible and valuable as possible. Our Camp Med program is a perfect example. With nearly half of these activities canceled due to COVID-19, the program shifted to a virtual and robust summer program attracting more than 900 student participants from all over North Carolina and beyond.

This resilience and adaptability was evident long before COVID-19 reached our country. Last fall we implemented a personalized, phone texting-based program to allow learners to more intentionally manage their profiles and develop tailored learning plans. The program is on track for more widespread implementation in the future. Our staff has spent the last few years developing our web-based learning capabilities and podcasts that allowed us to focus more easily and effectively on virtual learning options. North Carolina AHEC’s new leadership has fostered a more collaborative approach, leading the regional AHECs to work together as a system to coordinate and maximize the reach and impact of our programs. We have remained committed to developing health careers and supporting workforce diversity as we also work as an organization toward being more inclusive and intentional in standing against racism.

Our resilience is part of who we are as people, partners and communities. Looking ahead, our resilience is what will allow us to keep building, influencing and driving positive outcomes throughout Northwest North Carolina and beyond.

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


The Northwest AHEC Scholars program continues to be an important component in health careers, with clinical and didactic learning activities to train a diverse group of students. Although the clinical hours in the program were curtailed due to the pandemic, the program added a second cohort to increase the number of participants from 15 in FY19 to 36 in FY20.

Northwest AHEC also supported several efforts to increase student exposure to health careers by partnering with Northwest Region and Piedmont Triad Region Chapters of the Health Occupations Students of America (HOSA) for their annual fall leadership conference. The event allows high school students to elect regional officers and participate in workshops focusing on leadership, college admissions and health care/medical careers.

Wake Forest School of Medicine’s 21st Annual Share the Health Fair was held in Winston-Salem in mid-November 2019 in collaboration with Northwest AHEC. The fair provides basic medical screenings and information on health care and healthy living. The one-day event attracted 213 adults, with 70% reporting as uninsured and 60% reporting an annual household income below $15,000.

Other partnerships included student projects through High Point University (HPU) and Winston-Salem State University (WSSU):

- HPU Audiology Student Project
- HPU Student Tamiflu Project
- WSSU Health Care Legends of East Winston

Face-to-face Camp Med activities were canceled due to COVID-19. Northwest AHEC partnered with Appalachian State University, Catawba College, High Point University, Winston-Salem State University, as well as Brenner FIT®, a Center for Experiential and Applied Learning at Wake Forest School of Medicine, College Foundation of N.C., and HOSA to conduct the Camp Med 2020 Virtual Summer Program.

- 900+ PARTICIPANTS ENROLLED*
- 20+ HOURS PER PARTICIPANT

*from June 1 through July 31, 2020

NORTHWEST AHEC HEALTH CAREERS OUTPUTS

<table>
<thead>
<tr>
<th>TOTALS</th>
<th>ACTIVITIES</th>
<th>HOURS</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>19</td>
<td>483</td>
<td>724</td>
</tr>
<tr>
<td>Exposure (&lt;20 hrs)</td>
<td>5</td>
<td>43</td>
<td>521</td>
</tr>
<tr>
<td>Pipeline (20-40 hrs)</td>
<td>13</td>
<td>360</td>
<td>167</td>
</tr>
<tr>
<td>Intensive (&gt;40 hrs)</td>
<td>1</td>
<td>80</td>
<td>36</td>
</tr>
</tbody>
</table>

NORTHWEST AHEC CAMP MED 2020 VIRTUAL SUMMER PROGRAM
My Experience with Northwest AHEC:

“I’ve had the privilege of participating in various health care programs [through Northwest AHEC] that have allowed me to better myself, my knowledge of health care, and open up great networking opportunities. I will enroll in Baker University [located in Baldwin City, Kansas] in the fall of 2021, majoring in public health with a double minor in health education and infection control. Thanks to Camp Med and my other health care career program experiences, I have found a real passion for public health. Being able to educate people on proper germ preventing methods, teaching students and adults, and being an advocate for a healthy lifestyle is my calling!”

- Darius Walker

Diverstiy & Inclusion

Northwest AHEC built on its activities and resources to enhance and nurture diversity and inclusion (D&I) in the health care workforce and our partnerships.

Our efforts and programs were based on three goals:

- Facilitate Diversity & Inclusion (D&I) awareness training FY20 team meetings.
- Accurately account for D&I activity objectives in the Northwest AHEC database including Cultural Competency, Health Disparities and Social Determinants of Health.
- Document D&I initiatives in quarterly KPI reports.

Here are examples of D&I activities and training conducted by Northwest AHEC staff:

- Beginning in early June and continuing in FY21, staff have been discussing systemic racism and its implications leading to civil unrest in the United States. Ongoing conversations have led to open and honest discussions around anti-racism, shared anti-racism reading lists, and the writing of personal anti-racism statements.
- During team Zoom meetings in May, staff presented their “I AM” projects, designed to demonstrate that there is much more to a person than what comes out in face-to-face encounters. This also encouraged staff to ask meaningful questions and discover more information about their peers. Staff used pictures, music/instruments, written text, videos and pets to bring their “I AM” projects to life.
- On February 26, the Northwest Health Coalition Coordinators’ Network held an activity on “Responding to Adverse Childhood Experiences (ACEs) as a Social Determinant of Health: The Latest in Research and Practice.” Thirty-two health educators and coordinators of health coalitions participated.
- For the December 16 team meeting, a D&I awareness training activity titled, “My Culture & Traditions” was presented. Individuals were encouraged to discuss holiday traditions, dress, and food unique to their culture. Plus, a CPD coordinator, Christina Clarke shared “Christmas in Vietnam,” her experience learning the history and traditions of Vietnamese families during her fellowship abroad.
- For the October 15 team meeting, D&I awareness training included a Social Determinants of Health (SDOH) marbles activity. The focus of the activity was to give participants an overview of patients and how SDOH affect their lives.

Percentage of Continuing Education Objectives Related to Diversity & Inclusion

17.4% ↑ 6% GROWTH OVER FY19
Supporting the next generation of practitioners.

Northwest AHEC’s Student and Preceptor Support coordinates students’ community-based education activities. Together with each partnering university, we help the schools secure preceptors and provide housing for students while in rotations. With rotations determined and organized by the schools, this support program is vital to training and retaining future health care practitioners where they are most needed. By offering housing to rotating students, visiting students are not burdened with extra expenses and encouraged to live in the community to become more familiar with the people that they are there to serve.

Housing continues to play a vital role.

The COVID-19 pandemic has had an impact on the program, causing a 5% decrease in the number of students housed compared to last year (172). The major reduction happened after quarter three when most of our partnering schools moved all clinical rotations back into their home school clinics and hospitals. With the addition of six new affiliated universities, additional housing resources may be needed to ensure proper distancing among students in the program.

Throughout the 17-county region, the program provided 5,774 nights of housing to 163 students, allowing them to work with more preceptors and serve a variety of communities, especially rural and underserved areas. Overall, 478 students took part, working with 287 preceptors over 1,395 weeks of rotations. The decrease in rotations from FY19 (830) is also due to many of those health care professionals being unavailable to host students, as they were pulled to assist with emergent COVID-19 care within their organizations.
### Student and Preceptor Support Key Indicators

#### Rotation Totals:

<table>
<thead>
<tr>
<th>Rotation</th>
<th>Weeks</th>
<th>Students</th>
<th>Preceptors</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>799</td>
<td>1,395</td>
<td>478</td>
<td>17</td>
</tr>
</tbody>
</table>

#### Housing Totals:

<table>
<thead>
<tr>
<th>Nights Provided</th>
<th>Students Housed</th>
<th>Nights Per Student (Avg.)</th>
<th>Housing Requests</th>
<th>Managed Apartments</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,774</td>
<td>163</td>
<td>34</td>
<td>267</td>
<td>13</td>
</tr>
</tbody>
</table>

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*Campbell University*  
*Elon University*  
*High Point University*  
*Wake Forest University*  
*Western Carolina University*  
*Winston-Salem State University*  
*Elon University*  
*High Point University*  
*Wingate University*  
*Wake Forest School of Medicine*  
*Western Carolina State University*  
*Campbell University*  
*Meredith College*  
*East Carolina University*  
*Methodist University*  
*UNC Chapel Hill*  
*Duke University*  
*UNC Greensboro*  
*UNC Charlotte*  
*Winston-Salem State University*  
*Elon University*  
*High Point University*  
*Campbell University*  
*Methodist University*  
*UNC Wilmington*  
*Campbell University*  
*ELON University*  
*HIGH POINT University*  
*MEREDITH college*  
*METHODIST University*  
*WIN G A T E*
CORE SERVICE 3
Graduate Medical Education and Patient Services Support

Developing more ways to serve.
By supporting graduate medical education at Wake Forest Baptist Medical Center, Northwest AHEC is working to train and retain more health care professionals for the changing needs of the region and state. The value is in how this training benefits uninsured and underinsured people in our communities.

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Number of Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total estimated number of indigent/underserved patients served by the residents during FY20</td>
<td>34,487</td>
</tr>
<tr>
<td>Family and Community Medicine</td>
<td>9,417</td>
</tr>
<tr>
<td>Internal Medicine</td>
<td>14,390</td>
</tr>
<tr>
<td>Psychiatry and Behavioral Health</td>
<td>5,216</td>
</tr>
<tr>
<td>Pediatrics</td>
<td>5,464</td>
</tr>
</tbody>
</table>

Of the Northwest AHEC-supported Wake Forest Baptist Medical Center residents who graduated in FY20: 51% chose to stay in NC (31 of 61)
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**

- Peace Haven ambulatory clinic rotation in a busy suburban family medicine clinic where one resident works with faculty providers.
- Davie emergency medicine rotation in a community hospital serving a semi-rural county of 42,000 people.
- The VA rotations in Kernersville and Salisbury in surgery, radiology and the longitudinal nursing home experience.
- OB and Intern Maternal Child Health rotations include residents attending the Stokes County Health Department for twice-weekly prenatal and women’s health clinics.
- United Health Center at Waughtown where residents and faculty provide family medical care including prenatal care at this urban Federally Qualified Health Center to assist uninsured patients and improve health and education in the community.
- The Community Care Center, also known as “Centro Clínico,” and the largest free medical clinic in N.C., provided multi-specialty health care and dental services to low income, uninsured residents of Forsyth, Stokes and Davie Counties.
- The Downtown Health Plaza (DHP) is an urban National Health Service Corps approved site seeing 72,000 patient visits per year.
- The Holland Homes program provides a health education session to the primarily elderly residents of this urban section-8 housing facility.
- The medical center provides free training room care and on-site athletic event coverage for all 12 of the Winston-Salem/Forsyth County high schools.
- Winston-Salem State University receives free training room care and on-site event coverage for the athletic department at this Historically Black University with limited resources.
- Residents travel to Hugh Chatham Memorial Hospital, a rural hospital in Elkin, N.C., as part of their dermatology rotation and obstetrics elective.
- Davie County Medical Center includes training for residents as part of their community emergency medicine rotation.
- Residents aid the Dragonfly House, an advocacy center for the victims of child abuse in Mocksville, during outpatient pediatric rotation.
- Local community physicians allow residents to receive part of their outpatient specialty training in urology.
- Gastric Associates of the Piedmont provides residents with part of their outpatient specialty training in gastroenterology.

**PSYCHIATRY AND BEHAVIORAL HEALTH**

- Integrated behavioral health, counseling, legal, food pantry services, and community garden are available to families served by the DHP.
- Through three large clinics (Pediatrics, Adult Medicine and Ob/Gyn), more than 25,000 individual patients are offered primary care, acute care 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, a free clinic serving patients through a mix of primary and subspecialty care.

**PEDIATRICS**

- Pediatric residents and medical students have been involved in projects relating to the Forsyth Refugee Health Collaborative at the DHP, including advocacy, quality improvement initiatives, and research.
- The work with refugees is part of a partnership between several medical practices, the health department, the refugee resettlement agency (World Relief), and other community partners.
- The Children’s Law Center in Winston-Salem provides fellows with forensic experience in the family court system.
- University-Based Student Health provides psychiatric care to young adults at UNC School of the Arts, WFU and WSSU Student Health Centers.
- Wake Forest Behavioral Health has recently launched an initiative to provide top-notch collaborative care with PCPs, including pediatricians.

**INTERNAL MEDICINE**

- Residents and faculty provide continuity clinics and urgent care visits for underserved populations in both the Outpatient Department and DHP, the largest primary care outpatient department in the Wake Forest Baptist Health system.
- The DHP patient population Medicaid enrollment of 15,109 (August 2018) and an Aged, Blind and/or Disabled (ABD) cohort of 3,361 - the largest of any Medicaid site in N.C.
Adjusting to the CPD needs of practitioners.

Professional development has been and continues to be an essential part of Northwest AHEC’s mission. In FY20, the organization sought to refine and adapt activities for current health care professionals to make quality training more accessible.

Understandably, the COVID-19 pandemic kept many practitioners away from traditional CPD activities in Q4.

Source: North Carolina AHEC
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.

**FY20 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:

<table>
<thead>
<tr>
<th>Issue Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronic Disease</td>
<td>19.4%</td>
</tr>
<tr>
<td>Leadership, Management, Education, Communication</td>
<td>15.9%</td>
</tr>
<tr>
<td>Cultural Competency</td>
<td>6.4%</td>
</tr>
<tr>
<td>Social Determinants of Health</td>
<td>6.1%</td>
</tr>
<tr>
<td>Behavioral Health</td>
<td>5.2%</td>
</tr>
<tr>
<td>Health Disparities</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Note: *The educational activities that utilized this classification included but are not limited to: quality improvement, regional CME entities, Nurse Educator Institute (NEI), several statewide public health workshops, ethics programming, etc.
PERINATAL POST
Perinatal Post is a biannual newsletter that was started in 2010 and has been distributed via email to approximately 1,500 subscribing North Carolina health care professionals each winter and summer. Included in the newsletter are national and state updates related to various perinatal trends, such as changes to “STI Testing during Pregnancy in North Carolina.” Other highlights include information about a range of topics from “Breastfeeding in the Age of COVID-19” to “National Syphilis Trends.”

Upcoming continuing professional development opportunities, such as the Annual Breastfeeding Forum or Annual Gravidas at Risk Perinatal Conference, are also listed in this newsletter.

ANNUAL BREAST CANCER SYMPOSIUM
In collaboration with Northwest AHEC, the Breast Care Center of the Comprehensive Cancer Center at Wake Forest Baptist Medical Center has conducted the Annual Breast Cancer Conference for the past 20 years. During this time, the conference has hosted some of the nation’s foremost surgeons, oncologists and radiologists as keynote speakers.

Each year the planning committee develops education on the cutting edge of breast cancer treatment and research in genetics, innovative surgeries and therapies. With a multidisciplinary audience of physicians, nurses, nurse practitioners and physician assistants, the conference attracts an average of 100 participants every year.

NURSING REFRESHER PROGRAM
The Northwest AHEC RN Refresher (RNR) program meets the intent of North Carolina legislation and helps ensure that nurses are available for the workforce. This year, due to the COVID-19 pandemic, 189 nurses heeded the call to return to work under an accelerated RNR program. Northwest AHEC admitted 27 accelerated RNRs in April 2020, to complete the traditional program in three months. This past year, nine traditional refresher nurses completed the program in 12 months.

ELITE REWARDS
The ELITE Rewards Program is Northwest AHEC’s personalized engagement program that is designed to provide intentional, timely and effective education offerings to the learner. ELITE was launched this year to provide a pathway for priority access to CPD activities, discounts on select events and personalized notifications for health care professionals. Participants can sign up for this free membership by texting their contact information to 336-793-9317 or logging into their Northwest AHEC account at northwestahec.wakehealth.edu/elite.

UNC Chapel Hill School of Nursing RN Refresher Program
The year 2020 brought about clinical changes for the refresher program due to COVID-19 and a lack of clinical space for refreshers. Our online clinical and traditional labs continued with an average of 55 nurses in attendance for a total of nine sessions. A new lab, Shadow Health, has been offered to the accelerated RNRs as a digital clinical experience, allowing them to receive 60 hours of clinical credit (of the 160 needed) via this enhanced computer experience.

Prior to COVID-19, clinical placements included: 3 at Iredell Health System; 3 at Novant Health; 2 at Wake Forest Baptist Health; 1 at Catawba Valley Medical Center; and 1 at Ashe Memorial Hospital.
Moving forward with Brenner FIT®

The third year of the Northwest AHEC and Brenner FIT (Families In Training) partnership has moved forward addressing goals to increase the health and wellbeing of Northwest North Carolina. Despite limitations due to COVID-19, the partnership continued to:

▶ Offer culinary medicine programs for health professionals. Although low registration and COVID caused programs to be canceled, the curriculum will be adjusted for a virtual option this fall.
▶ Share health information through cooking classes, community events and social media. More than 700 people were reached through 66 classes while social media views surpassed 120,000.
▶ Evaluate and plan for continued implementation of a group learning continuing education series to improve medical care for children with obesity.

During the final year of this three-year partnership, Northwest AHEC and Brenner FIT have built a strong foundation, impacting community and health professionals in many ways and positioning many activities to continue well into the future.

ACCREDITATION STATEMENTS

Northwest AHEC is approved as a provider of continuing professional development by the 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, Northwest AHEC is 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).

The Wake Forest School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.
Continually improving care across the region.
Northwest AHEC has continued to support health care practices by shifting to meet providers and practices where they work throughout the 17-county Northwest North Carolina region. As more of these activities are moved online, the practice support staff remains committed to making programs more accessible in order to help improve the level of care and reduce costs in each community.

Northwest AHEC Practice Support is active in all 17 counties in the region.

<table>
<thead>
<tr>
<th>PROJECTS</th>
<th>ENROLLMENT IN NORTHWEST AHEC PRACTICE SUPPORT ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing QI Teams</td>
<td>PROVIDERS</td>
</tr>
<tr>
<td>Behavioral Health</td>
<td>63</td>
</tr>
<tr>
<td>Electronic Health Record</td>
<td>14</td>
</tr>
<tr>
<td>Implementations</td>
<td>89</td>
</tr>
<tr>
<td>Medicare Access and</td>
<td></td>
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<tr>
<td>CHIP Reauthorization Act of 2015 (MACRA)</td>
<td>36</td>
</tr>
<tr>
<td>Medicaid Transformation</td>
<td></td>
</tr>
<tr>
<td>Meaningful Use</td>
<td>48</td>
</tr>
<tr>
<td>Quality Improvement</td>
<td>36</td>
</tr>
<tr>
<td>Total Providers: 124</td>
<td></td>
</tr>
</tbody>
</table>
Iredell Physician Network (IPN)
Multisite PCMH Recognition
The Northwest AHEC practice support staff assisted IPN in achieving Patient-Centered Medical Home (PCMH) recognition for seven primary care offices and two rural health clinics. This process typically takes 12 months to achieve. However, with the assistance of Northwest AHEC, IPN was able to achieve this recognition in only 10 months, meeting and exceeding a strategic plan deadline set by the organization’s vice president.

“I am very proud of our accomplishment at obtaining PCMH recognition from the National Commission on Quality Assurance. This goal underscores our commitment to quality and person-centered care. The leadership, expertise, and support of Ryan Wilkins from the Northwest AHEC was critical to our success.”

- Harold Brown, MBA, FACHE, CMPE, Vice President, Iredell Physician Network

“During the journey to obtaining the PCMH recognition we were thankful to have the content experts of Northwest AHEC staff. Every hurdle we encountered, they cleared the way and calmly lead us.”

- Carla Johnson, CMPE, Director of Operations, Iredell Physician Network

Supporting the launch of Medication Assisted Treatment (MAT)
Northwest AHEC also partnered with the Wake Forest Baptist Health Department of Family and Community Medicine to provide practice support services in the launching of the Office Based Outpatient Treatment (OBOT) program in their outpatient clinic. This year-long project saw the project team develop the clinic infrastructure to incorporate MAT services in the primary care clinic. Northwest AHEC Practice Support Coach, Tamela Yount, worked on this project and co-authored a paper summarizing the process. The peer-reviewed article appeared in the Journal of Primary Care and Community Health.*


Web-based events, now more than ever.
Last year, Northwest AHEC’s practice support staff developed web-based lunch and learn events that were accessible at partner practices. In supporting practices during the COVID-19 pandemic, these remote-access events provided 373 hours of accredited Controlled Substance CME to regional health professionals as required by the NC Medical Board under the NC STOP Act for Licensure.

A planning committee was assembled and a new continuing medical education application was peer reviewed for CME and CNE in June of 2020. Twelve new lectures are currently being recorded and prepared for the next version of Best Practices in Opioid Management.

The events are also recorded and made accessible online so that more practices can benefit from these sessions.
Evolving how information is shared.

Library Services and Information Technology was essential to Northwest AHEC’s ability to shift and support the other five core service areas in our 17-county region. While still providing access to high-quality information and resources, Northwest AHEC built on several distance learning initiatives in order to begin remotely engaging students and professionals during the COVID-19 pandemic.

ENGAGEMENT WITH LIBRARY SERVICES

- Consultations: 4,607
- Interactions: 4,446
- Document delivery requests: 1,673
- ADL logins by regional health professionals: 1,531*
- Interlibrary loans: 258
- ADL registered users: 132
- Search requests: 58
- Site visits: 43
- Classes/orientations: 29

*Excludes logins by Northwest AHEC staff
Website Activity
Although overall website engagement and traffic were down, Northwest AHEC was able to leverage targeted, personalized communications through a new Customer Relationship Management (CRM) system to gain higher conversion rates in the second half of FY20.

Creative solutions allowed Northwest AHEC to adapt and grow online capabilities in ways that have positioned the organization to enhance traffic and engagement moving forward.

- Visits from emails went up significantly and social media traffic has started to grow, corresponding to a new full-time marketing position that was added to the team. Email marketing clicks accounted for 559 unique page views.
- Significant upgrades made to the website streamlined the registration process and eliminated the event and session detail pages from the visual catalog, accounting for some of the overall decrease in page views.
- The “Northwest AHEC Healthcare Insights” podcast that started in spring 2019 grew from zero to 34 episodes with almost 1,600 downloads.
- A new blog, “What’s New at NWAHEC,” was launched by the staff in May as part of the Customer Relationship Management program to create and leverage content for driving additional site traffic. The blog is available at go.northwestahec.wakehealth.edu/blog.
- Over the last six months of FY20, COVID-19 contributed to sharp declines in revenue and transactions compared to the same period last year. However, the conversion rate (converting visitors to event registrations) saw a modest gain of 1.93%.

Social media follower growth during COVID-19 Pandemic:*  

- Increased from 444 to 489 10%
- Increased from 823 to 857 4%
- Increased from 65 to 128 97%
- Increased from 52 to 70 35%

*from April 8 through July 1, 2020
FUNDING SOURCES AND EXPENDITURES

TOTAL ANNUAL BUDGET OF $5,817,000

- 83.2% Sub-contracts from UNC Higher Education System and UNC Campus Projects
- 11.2% Continuing Professional Development Generated Revenue
- 1.8% Richard Janeway, MD, Distinguished Director of Northwest AHEC Fund
- 1.6% National HRSA Title VII Grant from National AHEC
- 1.8% Library Partners’ Fees
- 0.4% Students’ Housing Fees

CORE SERVICE ALLOCATION

- 36.1% Health Careers and Workforce Diversity (HCWD)
- 20.8% Graduate Medical Education
- 14.1% Continuing Professional Development (CPD)
- 8.1% Practice Support Services
- 6.2% Library Services
- 3.7% Innovative Projects
- 3.2% Information Technology and Data Analytics
- 1.0% Administration and Facilities
- 1.0% Other Services
The Northwest AHEC Team.

The flexibility of the Northwest AHEC staff allowed the team to quickly adapt to a remote business model while continuing to maintain a high level of commitment and dedication to the region it serves. While safely practicing personal distancing, the team remained focused on fulfilling its mission by supporting and providing education to North Carolina’s health care workforce.

The Northwest AHEC team includes:
Michelle Adams; Lindsey Arthur; Amy Basham; Carty Beaston; Sheila Bogan; Andrew Brewer; Reed Burger; Christina Clarke; Robin Daniels, Kojo Danquah-Duah; Nedra Edwards Hines; Karen Fritz; Kay Herr; Angela Hodges; Lee Howard; Michael Hulme; Chris Jones; Ellen Kesler; Mona Ketner; Brooke Kochanski; Michael Lischke; Leslie McDowell; Nicole McLaurin; Melanee Mills; Janice Moore; Gail Pawlik; Amanda Pearson; Jennifer Sherrill; Marie Simos; Leigh Watkins; Ryan Wilkins; Medina Wilson; Tammy Yount
PARTNERS

Northwest AHEC is grateful to have had the opportunity to collaborate with the following organizations, providers and agencies during FY20.

A Womens View
ABC of NC Child Development Center
Access Healthcare
Advance Family & Sports Medicine Center
Alexander County Board of Commissioners
Alexander County Schools
Alleghany Chamber of Commerce
Alleghany County Board of Commissioners
Alleghany Family Practice
Alleghany Memorial Hospital
Appalachian Regional Healthcare System
Appalachian State University
Beaver College of Health Sciences
Blue Cross NC Institute of Health & Human Services
Department of Psychology
Appalachian District Health Department
Atrium Health - Behavioral Division; Davidson
Atrium Health - Blue Ridge
Atrium Health - Carolinas Medical Center
Atrium Health - Levine Cancer Institute
Atrium Health - Myers Park
Atrium Health - North Carolina School of Science
Broughton Hospital
Burke County Board of Commissioners
Burke County Health Department
Burke County Public Schools
Burke County Schools
Burke Primary Care
Cabral internal Medicine
Caldwell Community College & Technical Institute
Caldwell County Health Department
Caldwell County Public Schools
Caldwell UNC Health Care
Campbell University
Cardinal Innovations Healthcare Solutions (MCO)
Career Center
Caring Community Clinic
Carolina Foot & Ankle Associates
Catawba College
Catawba County Board of Commissioners
Catawba County Department of Social Services
Catawba County Public Health Department
Catawba County Schools
Catawba Science Center
Catawba Valley Behavioral Healthcare
Catawba Valley Community College
Catawba Valley Medical Center
Catawba Women’s Center, P.A.
Center for Trauma Resilient Communities
Challie Minton, M.D.
Charles W Jones, M.D., P.A.
Charlotte AHEC
City of Winston-Salem Human Relations Department
Clark Family Medicine
Clay Comprehensive Health Services; Inc.
CLECO Primary Care Network
ClubHaven Family Practice
College Foundation of North Carolina (CNFC)
Collettsville Medical Center
Community Care Center
Community Care Center of Rowan County
Community Care Clinic of High Point
Community Care Clinic of Highlands-Cashiers
Compassionate Care
County of Durham
Cove Creek School
Crisis Control Ministry
Crossroads Counseling Center; Inc.
Crossroads Family Medical Care P.A.
Crown Health Care, P.A.
David M. Cline, M.D.
Davidson College
Davidson County Board of Commissioners
Davidson County Community College
Davidson County Health Department
Davidson County Schools
Davie County Board of Commissioners
Davie County Health Department
Davie County Schools
Davis Regional Medical Center
Douglas D Pritchard, M.D., P.L.L.C.
Dream Connections
Duke AHEC Program
Duke University Medical Center
Duke University School of Medicine
East Carolina University
Eastern AHEC
ECHO Clinic
Elkin City Schools
Elkin Pediatric & Adult Medicine
Elliot Morgan Parsonage P.A.
Evergreen Health Promotion
Faegre Baker Daniels Consulting
Fairgrove Primary Health
Family Care Center, P.A.
Family Healthcare Practice
Fifth Street Ministries
Forsyth County Board of Commissioners
Forsyth County Department of Public Health
Forsyth Medical Center Foundation
Forsyth Technical Community College
Forsyth; Stokes; and Davie County Medical Society
Forsyth Technical Community College (FTCC)
Free Clinic of Our Towns
Frye Medical Center
Frye Regional Medical Center
Full Circle Community Wellness
Gastroenterology Associates of the Piedmont
Good Samaritan Clinic
Grace Clinic of Yadkin Valley
Greater Hickory Cooperative Christian Ministry
Green Tree Peer Center
Greensboro AHEC
Greenway Medical Associates
Guilford Technical Community College (GTCC)
Happy Valley Medical Center
Hardee Family Medicine
Har Family Practice
HealthReach Community Clinic
Hickory Chest, P.L.L.C.
Hickory Public Schools
High Country Community Health
High Country Family Medicine
High Point Housing Authority
High Point University
HopeWay
Hugh Chatham Memorial Hospital
Hunger & Health Coalition
iCan House
Institute for Regenerative Medicine
Iredell County Board of Commissioners
Iredell County Health Department
Iredell Health System
Iredell-Statesville Schools
J Iverson Riddle Developmental Center
Jerry Wallace School of Osteopathic Medicine
Kaleideum Science Center
Kate B. Reynolds Charitable Trust

WakeHealth.edu/Northwest-AHEC
Keiger Printing
Kernersville Primary Care
Kilpatrick Townsend & Stockton LLP
Lake Norman Community Health Clinic
Lake Norman Regional Medical Center
Lee Physician Group
Lees McRae College School of Nursing
Lenoir County Board of Commissioners
Lenoir-Rhyne University
Lexington City Schools
Lexington Internal Medicine Clinic, P.A.
March of Dimes of Northwest North Carolina
Marshall Murrey, M.D.
Mayfieldgenty Realty Advisors
McCleod Health
Mental Health Association in Forsyth County
Merck & Co, Inc
Meridian Resources, Inc.
Michael C. DeSantis; M.D.
Michael Sigmon Optometry
Mitchell Community College
Moore Free Care Clinic
Mooreville Graded School District
Morgan Stanley Smith Barney
Morganton Internal Medicine, PA
Mountain AHEC
Mountain Laurel Family Practice
Mountain Laurel Internal Medicine, P.A.
Mountain View Pediatrics, P.A.
Mt. Airy City Schools
Myrtle Beach Manor
National Board of Certified Counselors
National Library of Medicine
NC AHEC Program Office
NC American Indian Health Board (AIHB)
NC Board of Nursing
NC Culture Change Coalition
NC Dept of Health and Human Services
NC Dept of Public Instruction/Health Science Education
NC Healthcare Information and Communication Alliance
NC HOSA Future Health Professionals
NC Medical Group Managers Association
NC Perinatal Association
Nephrology Associates
Newton Conover Schools
Newton Family Physicians, P.A.
North Carolina Association of Free Clinics
North Carolina Community Health Center Association
North Carolina Department of Health and Human Services
North Carolina General Assembly
North Carolina Healthcare Association
North Carolina Infusion Nurses Society
North Carolina Medical Society
Northern Hospital of Surry County
Northlake Pediatric Care
Northwest Community Care Network
Northwest Region School Nurses Association of NC
Novant Health
Novant Health Forsyth Medical Center
Novant Health Rowan Medical Center
Novant Health Thomasville Medical Center
Old Salem Museums & Gardens
Old Vineyard Behavioral Health Services
Open Door Clinic of Alamance County
Partners Behavioral Health Management
Patient Sim Lab at WF SOM
PFLAG – Winston-Salem
Piedmont Endocrinology, P.A.
Piedmont Triad Regional Council
Primary Care of Mt. Airy
Primedical Healthcare P.A.
Project Lazarus
Promise Resource Network
Provide Inc.
Randolph Health
Reynolda House Museum of American Art
Ronald McDonald House
Rowan Cabarrus Community College
Rowan County Board of Commissioners
Rowan County Department of Social Services
Rowan County Health Department
Rowan Medical Center
Rowan-Cabarrus Community College
Rowan-Salisbury School District
Salisbury Internal
Salisbury Pediatric Associates
Scotland Community Health Center
Senior Services, Inc./Meals-on-Wheels Program
South East AHEC
Southern Pharmacy Services
Southern Regional AHEC
Southside United Health Center
Sparta Elementary School
St Peter's Church and World Outreach Center
Stokes County Board of Commissioners
Stokes County Health Department
Stokes County Schools
Surry Central High School
Surry Community College
Surry County Board of Commissioners
Surry County Health and Nutrition Center
Surry County Schools
Swisher Internal Medicine
The Arc Davidson County
The Duke Endowment
The Enrichment Center
The Free Clinics
The Salem Center
The Salvation Army of Winston-Salem
The Shalom Project
Thomasville City Schools
Thomasville High School
Timothy Dailey, M.D.
Toe River Health District
Trellis Supportive Care
Trevett Cristo
Trinity Health Care, P.A.
UNC Chapel Hill
School of Social Work
SoM Asheville Branch Campus
School of Allied Health Sciences
School of Medicine
School of Public Health
School of Social Work
UNC Greensboro
UNCG School of Nursing
UNC Health Care
UNC Higher Education System
UNC Wilmington
Unifour Pediatrics P.A.
United State Senate
United States House of Representatives
United Way of Greater Greensboro
University of Alabama at Birmingham
University of North Carolina - School of the Arts
Urban League of Winston-Salem
Vaya Health (MCD)
W. G. (Bill) Hefner VA Medical Center
Wake AHEC
Wake Forest Baptist Health System
Downtown Health Plaza
WFBH Comprehensive Cancer Center
Wake Forest School of Medicine
Wake Forest University
Department of Counseling
Department of Psychology
WakeMed Cary Hospital
Watauga County Board of Commissioners
Watauga County Schools
Watauga Medical Center/App.Regional Healthcare System
Watch Healthcare Program
West Alexander Middle School
Western Carolina University
Western Piedmont Community College
WHAP - Lyndhurst Gynecologic Associates
Wilkes Community College
Wilkes County Board of Commissioners
Wilkes County Health Department
Wilkes County Schools
Wingate College
Winston-Salem State University (WSSU)
Winston-Salem State University School of Nursing
Winston-Salem & Kernersville Pediatrics
Winston-Salem City Council
Winston-Salem/Forsyth County Schools
Womble Bond Dickinson
Yadkin County Board of Commissioners
Yadkin County Health Department
Yatawara Gynecology; Wellness; and Aesthetics
YMCA of Northwest North Carolina
Northwest AHEC is a program of Wake Forest School of Medicine and part of the North Carolina AHEC System.