



## STRIDING FORWARD

TO RECRUIT, TRAIN AND RETAIN WITH EDUCATIONAL RESOURCES FOR ALL.



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.

Cover artwork, "The Deacon Stride" by Wendy Prior (@The\_Painted\_Porch\_Winston), a well-known local artist, arts advocate and leader in the Winston-Salem community. The original painting proudly hangs in the Northwest AHEC offices and depicts the exterior of our office building – McCreary Tower at Truist Field and formerly known as historic Groves Stadium, home of the Wake Forest University Demon Deacons football team.

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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

On behalf of the entire Northwest AHEC team, I welcome you to the 2020-2021 Annual Report. The past year has looked quite different than many in our 50-year history, full of unique challenges and obstacles to facilitating the education and growth of health care professionals.

Through the remarkable perseverance, flexibility, thoughtfulness and grit of our team and organizational partners, we didn't miss a stride.

The Northwest AHEC staff served as a facilitator connecting learners with experts, as we continued to build and support a collaborative culture of multiple perspectives and needs. Our connectedness to the different communities, providers and people we serve allowed us to be more proactive and flexible in developing and improving activities and programs. We were able to quickly evolve education pathways and individualized learning for students, residents, and practitioners by leveraging our years of experience with online and blended learning programs. This ability to adapt undoubtedly contributed to our record number of Continuing Professional Development participants this fiscal year.

Our staff provided steady insight into how the roles of learners and leaders shifted leading to new partnerships. One example is noted in an interprofessional collaboration between the Department of Physician Assistant (PA) Studies at Wake Forest School of Medicine and the Winston-Salem State University School of Health Sciences. These two institutions, in partnership with Northwest AHEC, began a pilot program in 2021 to add an electronic health record simulation software which allowed future PAs and all nurses and allied health students to learn together in a virtual setting.

Despite the changing educational and healthcare environment, we persevered through utilization of new tools and enhanced skill sets which helped us leverage data regarding our communications and marketing efforts, enabling greater results-based accountability.

Over the past fiscal year, we re-dedicated ourselves to issues of diversity, equity and inclusion in our own office and in the health care workforce. We've further developed our plans to encourage and assist all partners to include a specific learning objective to address diversity, equity and inclusion issues in every activity. This is particularly important to Northwest AHEC given the impact of health care worker shortages on underserved, under-represented populations. As an organization and as individuals, we are focused on conversations about these issues and putting educational activities in place in a safe approach to social determinants of health in order to meet basic health needs for all.

As we look forward, we are excited about the opportunities to both think bigger and be more targeted with our programs as a result of the growth of Wake Forest School of Medicine via the strategic combination of Wake Forest Baptist Health and Atrium Health. Now more than ever, we are committed to our role as the regional educational resource to support recruitment, training and retaining health care professionals in order to improve access to care across the region and state.



Michael P. Lischke, EdD, MPH

Richard Janeway, MD, Distinguished Director of Northwest AHEC



# CORE SERVICE 1

## Health Careers and Workforce Diversity

### Strengthening the experience.

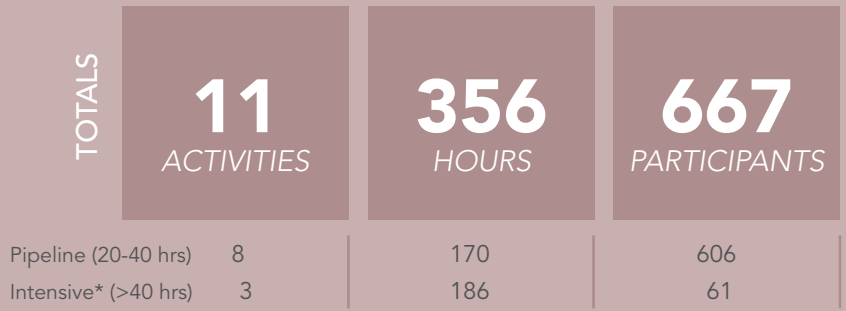
The North Carolina AHEC Scholars Program at Northwest AHEC increased its activity level over the past year despite difficulty in receiving clinical hours in the traditional face-to-face method due to the pandemic. The addition of Cohort 3 in FY21 led to a continued increase of 43 scholars participating in the required 80 hours of clinical and didactic programming. The program continues to be an important component in health careers, with clinical and didactic learning activities to train a diverse group of students.

The Future Clinicians Leaders College (FCLC) Leadership Development Series began at Wake Forest School of Medicine (WFSM) just three years ago. The program has now grown statewide with an interprofessional group of students from multiple institutions. It continues to be led by the Kanof Institute for Physician Leadership at the North Carolina Medical Society and in partnership with Northwest AHEC, representing the NC AHEC program.

Winston-Salem State University's (WSSU) School of Health Sciences and WFSM Department of PA Studies began a collaboration through Northwest AHEC to pilot a new inter-institutional, interprofessional program. The WSSU-WFSM IPE Series focuses on enhancing existing curricula by adding EHR Go software to the educational experience at both institutions.

The partnership secured access to the case-based, Electronic Medical Record learning software for 250 students for 2021, increasing to 300 and 350 students in 2022 and 2023, respectively. Using EHR Go, student teams and faculty can preview a patient case in a simulated medical chart reflecting notes from various health professionals.

### NORTHWEST AHEC HEALTH CAREERS OUTPUTS



\*Includes two intensive Camp Med programs held during the Spring of 2021

### NORTHWEST AHEC CAMP MED 2021



Although programs designed to increase exposure to health careers paused over the past year, face-to-face Camp Med activities resumed in a number of counties across the Northwest Region with programs in Alexander, Alleghany, Catawba, Davidson, Forsyth, Guilford, and Wilkes counties. Plus, Camp Med's Virtual Summer Program returned for 2021 in partnership with Appalachian State University, Brenner FIT®, Catawba College, College Foundation of North Carolina, High Point University, Wake Forest School of Medicine Center for Experiential and Applied Learning, and Winston-Salem State University.





## Diversity & Inclusion

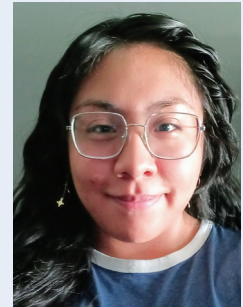
Northwest AHEC remained dedicated to developing and enhancing activities and resources to inform, support and nurture Diversity, Equity and Inclusion (DEI) in the health care workforce in order to better serve and respect the diverse populations of our region.

Our efforts and programs for this year included:

- ▶ Monthly Diversity, Equity and Inclusion (DEI) team awareness trainings. Topics focused on Institutional Racism in Health Care, The History and Evolution of Health Care in Winston-Salem, Active Bystander Training, Obesity & Health Disparities, Safe Zone in Medicine, Foodways & Roadways, Finding Our Way Home, and Senior Services Overview and Volunteering.
- ▶ In July of 2020 and April of 2021, staff assessed previous DEI team meetings and provided suggestions for future topics.
- ▶ Each Tuesday in FY21, staff continued discussing systemic racism in the United States, which has led to open and honest conversations around anti-racism including personal stories and sharing anti-racism reading lists.

- ▶ Intentionally incorporated Social Determinants of Health (SDOH), Health Disparities (HD) and/or Cultural Competency (CC) into all service lines. Examples include:
  - Continuously updated the collaborative SDOH resource list and creating a blog focusing on Practice Support initiatives around SDOH.
  - The NC AHEC Scholars program incorporated modules and speakers that either addressed SDOH, HD and CC or featured these as main topics.
- ▶ All activity directors and planning committees were strongly encouraged by NWAHEC Continuing Education Coordinators to include at least one formal learning objective addressing SDOH, CC or HD into activities.
- ▶ In addition, the staff and leadership updated the Northwest AHEC DEI statement to the following:  
*As part of our commitment to diversity and inclusion, the Northwest AHEC provides compassionate education and respectful care for all, regardless of socioeconomic status, race, ethnicity, language, nationality, sex, gender identity, sexual orientation, religion, geography, disability and age.*

## My Experience with Northwest AHEC:



*Joselyn Sixtos-Aguirre, North Carolina AHEC Scholar and nursing major at Winston-Salem State University (Class of 2022)*

"I can say with confidence that entering the NC AHEC Scholars at the Northwest AHEC was one of the best decisions I ever made! This program served as a guiding hand through the various resources and opportunities that I was presented with as I experienced the health care field as a nursing student at Winston-Salem State University. Through the didactic portion, I gained knowledge and insight on the ethics and innovative developments of the continuously growing field of health care. For me, this program was an opportunity to develop relationships with my peers and mentors, and an opportunity to gain knowledge and confidence as a prospective health care professional. Once I graduate, I plan to improve my clinical skills in a medical-surgical setting. In addition, I plan to obtain a master's degree in nursing informatics."  
- Joselyn Sixtos-Aguirre

Learn more about the Scholars Program at [www.nwahec.org/ahecsolars](http://www.nwahec.org/ahecsolars)

24%

Percentage of  
Events in FY21  
Including a  
Targeted Objective

SOCIAL DETERMINANTS OF HEALTH, CULTURAL  
COMPETENCY, AND/OR HEALTH DISPARITIES

## CORE SERVICE 2

### Student and Preceptor Support

#### Supporting community-based opportunities.

Northwest AHEC takes an active role in coordinating students' community-based education activities. Together with each partnering university, we help the schools secure preceptors and provide housing for students while in rotations. Rotations are determined and organized by the schools. This support program is vital to training and retaining future health care practitioners in the communities where they are most needed.

Offering housing to rotating students relieves those visiting students of the burden of extra expenses and encourages them to live in the community and to become more familiar with the people they are there to serve.

#### The role of housing remains strong.

Over the past year, the pandemic continued to impact the availability of preceptors as well as the number of participating colleges and universities. However, the program saw an increase in students housed (172) and nights of housing provided (5,492), raising the average number of nights per student to 32. The program also experienced a considerable increase in the number of weeks of rotations 1,490 (95 more weeks than FY20 for a lift of nearly 7%).

There was an overall increase in the number of students in rotations, with 492 (almost 3% higher than in FY20) representing 16 of the 17 counties in our region. Even though there was a decline in the number of preceptors available (232 in FY21 versus 287 in FY20) due to ongoing pandemic-related responsibilities, students were able to work with preceptors and serve a variety of communities in rural and underserved areas.

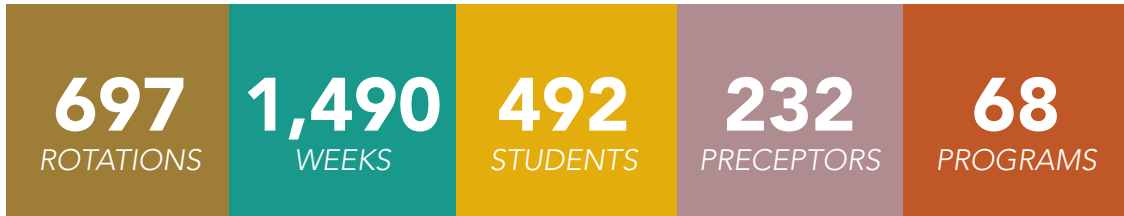


WSSU Contributed Photo

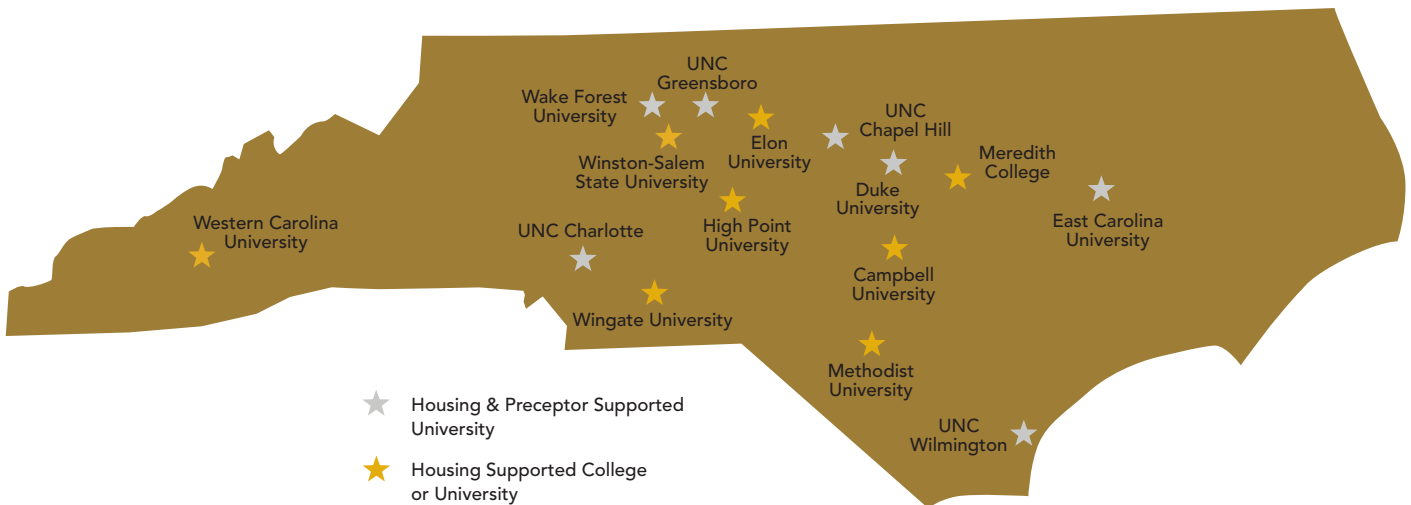
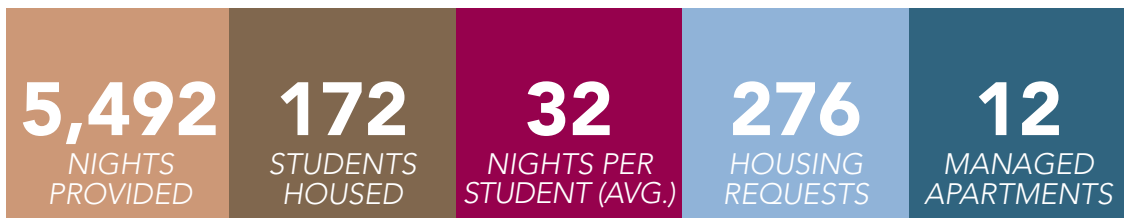


## Student and Preceptor Support Key Indicators

### ROTATION TOTALS:



### HOUSING TOTALS:



## CORE SERVICE 3

### Graduate Medical Education and Patient Services Support

#### Building on our abilities to serve.

Supporting graduate medical education at Wake Forest Baptist Medical Center allows Northwest AHEC to make an impact on the lives of uninsured and underinsured people in our communities. The work provides opportunities to train and retain health care professionals for the future and the ever-changing needs of different populations across North Carolina.



Of the Northwest AHEC-supported Wake Forest Baptist Medical Center residents who graduated in FY21:

**55%**  
chose to stay in NC  
(33 of 60)



Total estimated number of indigent/underserved patients served by the residents during FY21

**46,259**

Family and Community Medicine

**14,123**

Internal Medicine

**14,617**

Psychiatry and Behavioral Health

**6,353**

Pediatrics

**11,166**





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 in FY21 included:

## FAMILY AND COMMUNITY MEDICINE

- Behavioral health rotation at Family Medicine Piedmont Plaza (FMP) clinic and community-based facilities.
- Ambulatory rotation at FMP clinic and community-based facilities, including the Community Care Center for underserved patients.
- Downtown Health Pediatrics rotation covering all patient encounters at this underserved facility.
- The Peace Haven Urgent Care rotation includes patient encounters outside the FMP site and serves the Winston-Salem community.
- OB rotation at the Stokes County Health Department for obstetric care.
- VA rotation providing surgical and radiology services for veterans.
- United Health Centers as part of both ambulatory and OB rotations, including patient care at three Federally Qualified Health Centers providing obstetrical, gynecological and general care to the surrounding communities.
- Month-long elective rotations at Federally Qualified Health Centers to provide general as well as focused care in obstetrics or gynecological care.
- Refugee clinic at United Health Center, Peters Creek, where residents can assist a family medicine faculty member in providing care to the area's Syrian refugee population.
- Elective experience providing general care at the Samaritan Clinic for Homeless.
- Residents can complete an elective rural rotation providing OB care to patients in Elkin, NC.
- The Highland Avenue clinic allows residents to complete elective rotation providing outpatient medical/mental health care to underserved patients.
- The Community Care Center gives residents an elective experience providing general care to an underserved and mainly Latino population.
- Application of Social Determinants of Health resources and information into regular patient care, as well as at the Highland Avenue Clinic and the United Health Center.

## INTERNAL MEDICINE

- Residents rotate at the VA Clinic in Kernersville and the University Internal Medicine clinic, focusing mainly on primary care.
- Residents and faculty provide continuity clinics and urgent care visits for underserved populations in 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 primary care, acute care and post hospital services.
- The DHP patient population has a Medicaid enrollment of 15,109 (August 2018) and an aged, blind and/or disabled cohort of 3,361 — the largest of any NC Medicaid site.
- Integrated behavioral health, counseling, legal and food pantry services, and a community garden are available to families served by the DHP.

- 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 with primary and subspecialty care.

## PSYCHIATRY AND BEHAVIORAL HEALTH

- Tele-Psychiatry Services are available to provide mental health services to hospitals in underserved areas.
- Opioid group therapy and treatment are offered through Wake Forest Behavioral Health.
- School Health Alliance, Crossnore School and Children's Home in Winston-Salem are where fellows provide psychiatric care to elementary and middle school aged students, as well as services to children living in the Children's Home.
- 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 in a university setting.
- Funded through the United Way, Child & Adolescent Psychiatry provides mental health services to indigent children.

## PEDIATRICS

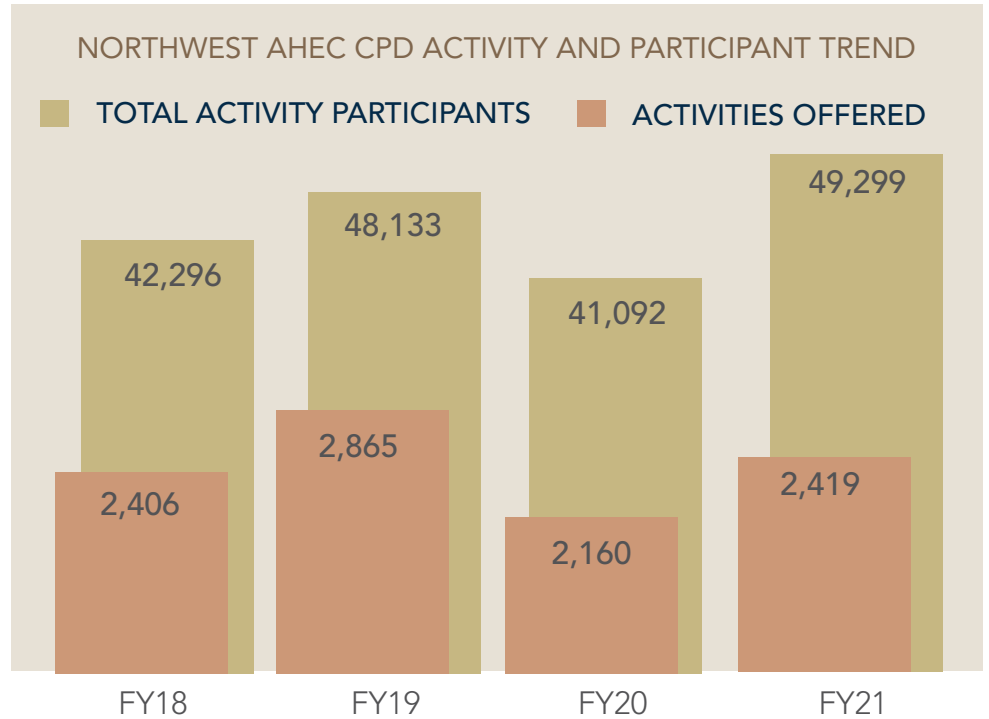
- Pediatric residents and medical students have been involved in projects relating to the Forsyth Refugee Health Collaborative, including advocacy, quality improvement initiatives, research, and efforts to expand the initiative to meet emerging needs in the refugee community.
- The work with refugees is part of a partnership between several medical practices, the health department, the refugee resettlement agency (World Relief), and other community partners.
- Residents rotate to a twice-monthly clinic at the Community Care Center for uninsured, immigrant adolescents.
- The DHP evaluates newly arrived immigrant children from under-resourced settings and offers expanded resources for legal referrals, in addition to conducting refugee health assessments for children as follow-up to screenings done at the Forsyth County Department of Public Health.
- The DHP screens children for social determinants of health, including a 10-question screening tool for determining assistance for food insecurity, transportation needs, basic needs, legal assistance, housing concerns, caregiver depression or substance use.
- Integrated mental health providers within the DHP assist residents in learning how to screen, diagnose and manage mental health disorders.
- The DHP has been certified by the National Committee for Quality Assurance as a Level 3 Patient-Centered Medical Home.

# CORE SERVICE 4

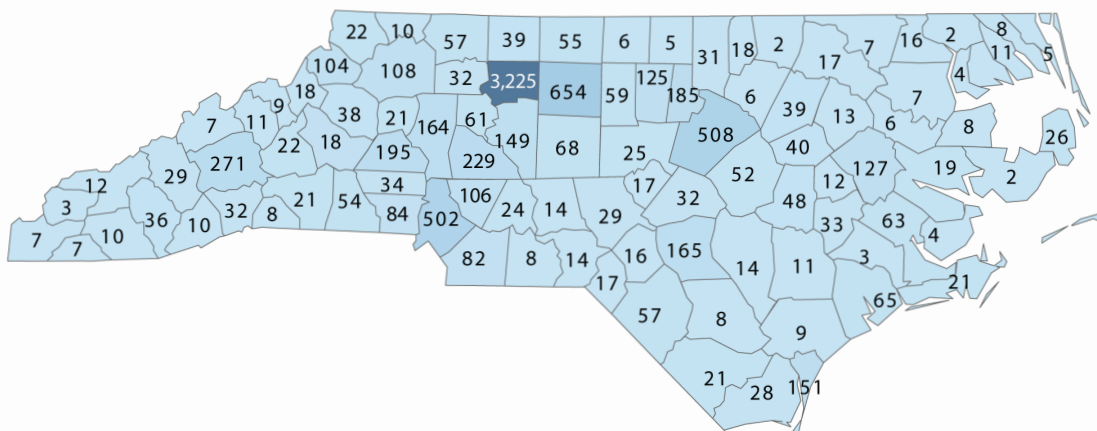
## Continuing Professional Development (CPD) Activities and Services

### Evolving CPD to reach more health professionals.

After dropping in FY20 due to the COVID-19 pandemic, Continuing Professional Development quickly transitioned to see participant levels eclipse the previous high mark set in 2019. As an essential part of Northwest AHEC's mission, CPD efforts were refined to make quality training more accessible to more health professionals.



UNIQUE PARTICIPANTS BY COUNTY FOR FY21



Source: North Carolina AHEC

- 9,797** total unique participants
- 46%** from NW AHEC 17-county region
- 45%** from the rest of the state
- 9%** from the rest of the country



Northwest AHEC Continuing Professional Development (CPD) continued to meet the needs of its constituents over the past fiscal year, while also providing topics that address the most critical health care issues of the region and the state. The learning objectives of each activity were categorized into one or multiple health indicators based on the content of the activity.

The following chart summarizes objectives assigned to our activities over FY21.

### FY21 LEADING HEALTH INDICATORS

Total educational activities focused on a leading health indicator are listed in the table below:

Chronic Disease	878
Injury and Violence	272
Social Determinants of Health	253
Health Disparities	234
Leadership, Management, Education, Communication	198*
Cultural Competency	169
Quality Assurance/Improvement	155

**24%** of events in FY21 included a targeted objective focusing on: Social Determinants of Health, Cultural Competency, and/or Health Disparities

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.



## CORE SERVICE 4 (continued)

### Continuing Professional Development (CPD) Activities and Services

#### PRACTICAL PEDIATRICS

Practical Pediatrics is an Annual Pediatric Conference that consistently produces 100 to 150 or more participants. Provided by the Department of Pediatrics at Wake Forest Baptist Medical Center, the conference focuses on the latest evidence-based clinical and non-clinical updates to help clinicians in the treatment of pediatric patients. Due to the pandemic, the planning committee took a new approach to delivery and formatting of the latest iteration.

The conference was able to maintain its educational quality and Continuing Medical Education (CME) credits by offering the event virtually. Speakers pre-recorded lectures that were uploaded to a learning management system. Participants could send questions directly to a particular speaker. Despite the change in delivery, there were 115 participants, consisting mainly of physicians with the remainder being nurses, physician assistants, and nurse practitioners.

#### SUMMER INTERPRETER SERIES

For a second year the Summer Interpreter Series was offered in a blended format. Northwest AHEC staff and the instructor improved the series for 2021. Participants had one week to complete modules at their own pace, followed by a live webinar with the instructor at the conclusion of each level. The series is designed to improve the skills of individuals who provide or wish to provide interpreter services in any language in health or human services settings. Overall, the 2021 series had 51 attendees with 30 unique participants.

#### ONE COMMUNITY IN RECOVERY

The Annual North Carolina "One Community in Recovery" Conference is planned by a statewide committee of behavioral health providers and advocates, many of whom have lived experience with recovery from mental health and/or substance use.

This year's conference, "Centering Equity, Justice, and Inclusion in the Recovery Movement," focused on how racism and other biases affect mental health on personal, community and societal levels and what we can do to promote healing, recovery, and resilience.

The conference was presented via live webinar. To drive interaction using the virtual format, we set up a "photo booth" for attendees to post their pictures and record short video messages to share during the conference. Participants also appreciated the ability to talk with each other during breaks and breakout sessions, making good use of the chat feature to network and share. This year's event attracted 146 attendees. See the quote below from one of the attendees.

*"This was my first One Community conference, and my experience was nothing less than inspirational. Most important to me, I'm more mindful of how I communicate with others so I won't cause any more harm, trigger trauma, stigmatize or come from a place of bias. I thank all of you that put this event together."*  
- Linda Brandariz, 2021 Attendee

#### UNC Chapel Hill School of Nursing RN Refresher Program

The RN Refresher program effectively adapted to the COVID-19 pandemic and the lack of clinical placement availability in the first and second quarters of FY21. During the third and fourth quarters of FY21, seven students completed their clinical experiences and have reentered the nursing workforce. Five students completed their clinical experiences at Wake Forest Baptist Health and two at Novant Health.

Nine students have completed theory modules during the fourth quarter and are preparing for their clinical experiences. In June of 2021, there was a pause in enrollment for the RN Refresher program.

44

FY21  
Northwest AHEC  
accelerated and  
traditional RNRs



## CULINARY MEDICINE

The fourth year of the Northwest AHEC and Brenner FIT® (Families In Training) partnership continues to address the goals to increase the health and wellbeing of families in Northwest North Carolina. Due to COVID-19, Culinary Medicine workshops for 2020 were canceled. However, Brenner FIT® quickly adapted and created a blended learning experience that incorporated online learning modules with virtual demonstrations and Q&A.

For Spring 2021, three reformatted Culinary Medicine workshops were held, enabling Brenner FIT® to provide culinary medicine education for health professionals from multiple counties within North Carolina. The workshops even attracted a few participants from as far away as San Mateo, California and Norwood, Massachusetts for a total of 58 registrations.



## Audio-Digest Foundation Fund for CME

Audio-Digest Foundation's support for the Audio-Digest Foundation Fund for Continuing Medical Education has helped strengthen the commitment of Northwest AHEC and the Wake Forest School of Medicine Office of Continuing Medical Education (OCME).

In FY21, income from the endowment was used to support the salary of the Associate Dean for CME/Richard Janeway MD Distinguished Director of Northwest AHEC, therefore freeing up grant funds to support more activities/programs.

The Audio-Digest Foundation supports professional education in the health care community through contributions, grants, and scholarships. Part of the foundation's mission is to help organizations like Northwest AHEC and OCME provide high-quality, convenient, and affordable continuing professional education to physicians and other health care professionals.

Endowed gifts, such as the Audio-Digest Foundation Fund, are vital to Northwest AHEC's programs to help train and retain health care professionals for improving public health in the region and the state. However, these funds hold meaning beyond the raw numbers. They are the basic building blocks for dreams and aspirations—for students and faculty as they forge meaningful careers, for scientists and clinicians as they collaborate on solutions that benefit public health, and for researchers as they pursue innovative breakthroughs.

Everyone at Northwest AHEC and the Wake Forest School of Medicine is grateful for the generous support of the Audio-Digest Foundation and other contributors.

## ACCREDITATION STATEMENTS

Northwest AHEC is approved as a provider of continuing professional development by the American Dental Association Continuing Education Recognition Program (ADA CERP), International Board of Lactation Consultant Examiners (IBLCE) Continuing Education Recognition Points (CERPs), 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 (NASW-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.

# CORE SERVICE 5

## Practice Support Services

### Expanding the value of support activities.

Northwest AHEC has effectively adapted to continue to deliver content in ways that work best for providers and practices. Throughout the 17-county region and beyond, the production of online modules made it possible to more than triple the number of providers enrolled in practice support activities. As more activities are developed with online applications in mind, the practice support service line has made CPD programs more accessible 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.**

#### PROJECTS

Ongoing QI Teams **69**

Behavioral Health  
Electronic Health Record  
Implementations **14**

Medicare Access and  
CHIP Reauthorization Act  
of 2015 (MACRA) **81**

Medicaid Transformation **50**

Meaningful Use **41**

Quality Improvement **30**

#### ENROLLMENT IN NORTHWEST AHEC PRACTICE SUPPORT ACTIVITIES

	PROVIDERS	PRACTICES
Alexander	8	1
Alleghany	4	2
Ashe	9	4
Avery	4	2
Burke	31	9
Caldwell	14	4
Catawba	96	26
Davidson	13	3
Davie	2	2
Forsyth	82	13
Iredell	19	26
Rowan	24	7
Surry	16	8
Stokes	1	1
Watauga	55	10
Wilkes	4	2
Yadkin	1	1
<b>Total</b>	<b>383</b>	<b>121</b>



## Practice Support Blog

Among the many challenges experienced in FY21, keeping regular communication with regional health care practices required creativity and utilization of new technology. The Northwest AHEC Practice Support team began a weekly blog which detailed emerging updates and policy briefs. The Practice Support Team produced 136 blogs which detail the changing landscape of health care and strategies for providing excellent care. **The blog can be reviewed in detail at [www.nwahec.org/practicesupportblog](http://www.nwahec.org/practicesupportblog).**

## NCCARE360 Live Webinars

As part of the statewide educational initiative to highlight NCCARE360 — the coordinated response to Health Equity and Health Determinants in North Carolina — Northwest AHEC produced a series of live webinars. Experts from human service organizations in the region covered the range of services offered, including client case studies, and joined a representative from UniteUs/NCCARE360 in lively discussions. There were 411 registrations for this program including 314 registrations from the 17-county Northwest AHEC region.

## Collaboration with the Office of Rural Health

Building on the NCCARE360 program series, Northwest AHEC worked with the Office of Rural Health (ORH) to record the live webinars and make them available to health care professionals serving rural communities. Modules included case studies that tell meaningful client stories and convey the role of the NCCARE360 platform in a practical setting. Northwest AHEC's practice support team created an additional, enduring module titled, "Screening and Intervening for Unmet Social Needs," which provides online access to evidence-based resources and practical tools. The program received 285 registrations including 86 from the Northwest AHEC region.

## Online Education on Falls Screening, Assessment and Care Planning

In their work with rural, independent practices in the Northwest AHEC 17-county region, practice support coaches identified a need for clinical practice staff education in serving older adults in the community. Supported by the UNC Center for Aging and Health, and the Carolina Geriatrics Workforce Enhancement Program, the practice support team used the framework from the Center for Disease Control's STEADI ("Stopping Elderly Accidents, Deaths and Injuries") program. This one-hour engaging online program focuses on falls risk assessment and care planning from the perspective of ambulatory care clinical staff. The program has attracted 106 registrations, with 21 from Northwest AHEC counties and 20 from outside the state.

## Online Modules Best Practices in Opioids Prescribing and Management

This series of 10, one-hour online modules leveraged the highly successful Opioid Lunch and Learn program lectures developed and recorded in 2019. The activities and marketing efforts reached out to a wide range of health care and social service professionals interested in best practices for opioid prescribing and management and opioid use disorder.

Content encompassed various elements required by individual boards for opioid-focused continuing professional development. Content also highlighted vulnerable and special populations such as adolescents, geriatrics, pregnant women, those in hospice, and those affected by homelessness.

The 10 modules have received 385 registrations, with 97 of those coming from within the Northwest AHEC region.

Find out more information and register for these modules at [www.nwahec.org/opioids2020](http://www.nwahec.org/opioids2020).



## CORE SERVICE 6

### Library Services and Information Technology

#### Transforming the exchange of information.

Northwest AHEC began using Library Services and Information Technology to help evolve and support initiatives throughout the five core service areas long before the COVID-19 pandemic. This commitment to improve and progress the flow of information helped our region adapt quickly to new channels and new opportunities. The result is greater access to high-quality information and resources to educate and engage students and professionals.

#### ENGAGEMENT WITH LIBRARY SERVICES

- Consultations: **3,901**
- Interactions: **3,740**
- Document delivery requests: **700**
- ADL logins by regional health professionals: **1,956\***
- Interlibrary loans: **209**
- ADL registered users: **97**
- Search requests: **49**
- Virtual Site visits: **3**
- Classes/orientations: **38**

\*Excludes logins by Northwest AHEC staff as all are formal employees of WFSM and therefore are eligible to fully utilize all resources provided by the WFSM Carpenter Library.





## Web Activity: Site, Blog, Email and Social Media

Northwest AHEC was able to achieve dramatic growth in reaching, engaging, training and retaining more health care professionals. This was due, in part, to greater emphasis on leveraging online resources and the Customer Relationship Management (CRM) system implemented in the second half of FY20. Using new tools also provided Northwest AHEC with new insight into measuring the effectiveness of each online channel of communication.

The gains in web traffic and engagement have been remarkable. However, Northwest AHEC and the community will see the real benefit over time by utilizing this knowledge to enhance the organization's online resources.

- ▶ New email campaign tools allowed for 341 email campaigns for more than 2.16 million emails. The CRM contributed to click through (recipient opens and clicks a link within an email) and engagement rates of over 13%.
- ▶ While the increase in activity was positive, it is important to note that there was a slight decline in click rates (where recipients open the email). This could be attributed to an increase in virtual CPD offerings from a myriad of sources.
- ▶ Social media interactions increased across all channels over the past fiscal year, leading to a 48% increase in social media post impressions to more than 54,000.
- ▶ Email and social media campaigns together led directly to 25% of Northwest AHEC website traffic. As this percentage increases, Northwest AHEC will be able to better understand how visitors get to our website and how to guide them to the most relevant educational tools.
- ▶ Direct traffic continues to be our main channel for website sessions followed by strong email marketing traffic and organic search.
- ▶ The Northwest AHEC blog launched to drive additional traffic to the website. The blog attracted 5,788 total views this fiscal year, with practice support updates added in October accounting for 2,031 of those page views. **The blog is available at [www.nwahec.org/blog](http://www.nwahec.org/blog).**

### Social Media Follower Growth

     
↑ 23.17%

### Online Learning Management System:

241 ↑ 77%  
Courses








6,131 ↑ 93%  
Enrollments



2,165,561  
Total Emails Sent

\$49,282.24  
Total Session Revenue  
from Email

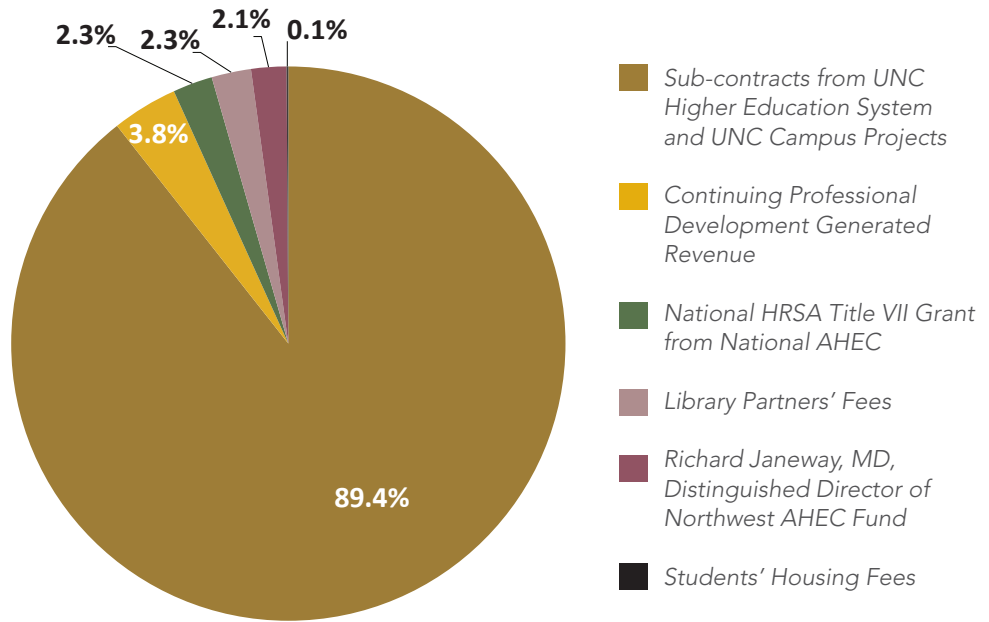
### Connect With Us Online

-  [facebook.com/nwahec](https://facebook.com/nwahec)
-  [@northwestahec](https://twitter.com/northwestahec)
-  [@northwestahec](https://instagram.com/northwestahec)
-  [linkedin.com/company/nwahec](https://linkedin.com/company/nwahec)
-  [nwahec.org/blog](https://nwahec.org/blog)
-  [youtube.com/northwestahec](https://youtube.com/northwestahec)
-  Join our email list at [www.nwahec.org/email](https://www.nwahec.org/email)

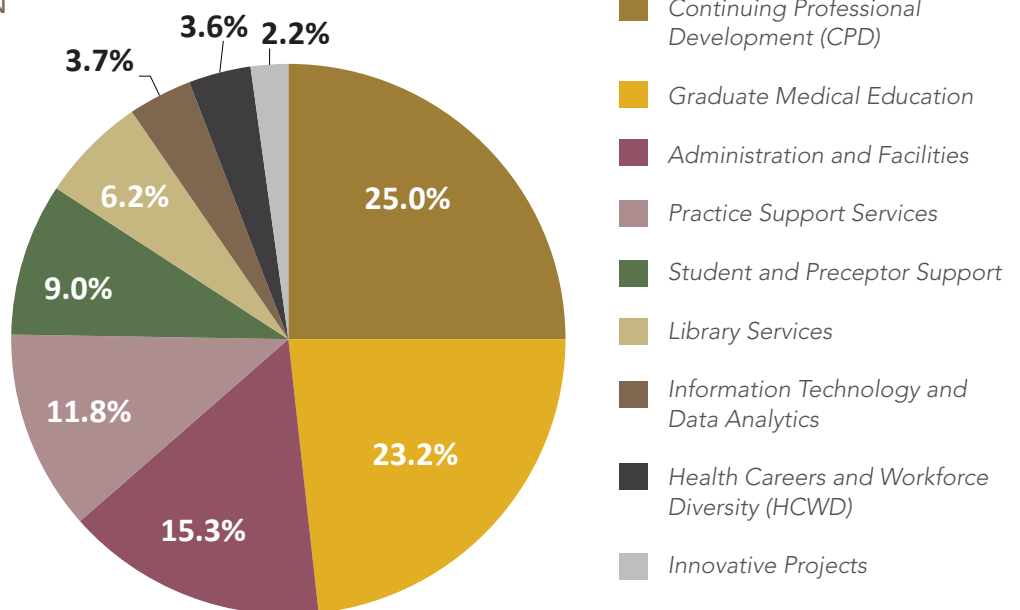


# FUNDING SOURCES AND EXPENDITURES

TOTAL ANNUAL BUDGET OF \$5,222,000



CORE SERVICE ALLOCATION



## The Northwest AHEC Team.



The Northwest AHEC team includes:

Michelle Adams; Amy Basham; Andrew Brewer; Reed Burger; Christina Clarke; Alana Dodson; Kojo Danquah-Duah; Nedra Edwards Hines; Karen Fritz; Angela Hodges; Ellen Hohf; Lee Howard; Chris Jones; Samantha Joyner; Ellen Kesler; Mona Brown Ketner; Brooke Kochanski; Michael Lischke; Lindsey MacLean, Leslie McDowell; Melanee Mills; Janice Moore; Gail Pawlik; Amanda Pearson; Marie Simos; Lisa Thomas; Leigh Watkins; Medina Wilson; Tammy Yount  
*Not pictured: Robin Daniels, Michael Hulme, Ryan Wilkins*



*Photo taken by Cameron Dennis & Lauren Carroll on July 12, 2021 at Reynolda Gardens of Wake Forest University*



### The Roderica "Nicole" McLaurin Grant

Roderica "Nicole" McLaurin was a beloved staff member of the Northwest AHEC. She unexpectedly passed away in October 2020 after delivering her second son, Dylan. Nicole grew up in Winston Salem and graduated from Fayetteville State University. During her childhood she was a little sister in the local Big Brothers Big Sisters (BBBS) organization. When she returned home from college, she worked at BBBS and became a Big Sister herself. She lived the vision of the organization "all youth achieve their full potential."



To help continue her legacy, the Northwest AHEC partnered with BBBS of Winston Salem to create a \$10,000 endowment to provide at least one \$500 Roderica "Nicole" McLaurin Grant to one Little Sister or Big Sister of color to help young women achieve their highest potential.

Pictured to the left is Michael Lischke with Nicole's Mother, Stephina Walker, and Nicole's oldest son, Kameron McLaurin, at the dedication ceremony on August 4, 2021.

## PARTNERS

*Northwest AHEC is grateful to have had the opportunity to collaborate with the following organizations, providers and agencies during FY21.*

A Woman's View  
 Access Healthcare  
 Advance Family & Sports Medicine Center  
 Alexander County  
 Alexander County Schools  
 Alleghany Chamber of Commerce  
 Alleghany County Schools  
 Alleghany Family Practice  
 Alleghany Memorial Hospital  
 Alliance for Health Professions Diversity  
 Appalachian Regional Healthcare System  
 Appalachian State University  
     Beaver College of Health Sciences  
         Department of Psychology  
 Appalachian District Health Department  
 Appalachian Regional Healthcare System  
 Appalachian Regional Medical Associates  
 Ardmore Family Practice PA  
 Area LAHEC  
 Ashe County Board of Commissioners  
 Ashe County Schools  
 Ashe Family Healthcare  
 Ashe Memorial Hospital  
 Ashe Pediatrics  
 Atrium Health  
     Behavioral Division - Davidson  
     Blue Ridge  
     Carolinas Medical Center  
 Avery County Board of Commissioners  
 Avery County Schools  
 Behavioral Health Solutions, PA  
 Benson Area Medical Center, Inc.  
 Best Clinic, P.L.L.C.  
 Bethany Medical Center  
 Black River Health Services  
 Blue Ridge Medical Group  
     Cardiology & Internal Medicine - Dobson  
     Nephrology & Hypertension Center  
     Pediatric and Adolescent Medicine  
     Womens Center  
 Blue Ridge Pediatric and Adolescent Medicine - Boone  
 Boone Dermatology Clinic, P.A.  
 Burke County Schools  
 Burke Primary Care  
 Cabral internal Medicine

Caldwell Community College & Technical Institute  
 Caldwell County Health Department  
 Caldwell County Schools  
 Caldwell UNC Health Care  
 Campbell University  
 Cardiology Associates of the Carolinas  
 Caring Community Clinic  
 Carolina Foot & Ankle Associates  
 Catawba College  
 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 Valley Psychiatry Services  
 Catawba Women's Center, PA  
 CATS/Iredell-Statesville Schools  
 Center for Trauma Resilient Communities at Crossnore School  
 Challie Minton, M.D.  
 Charles W Jones, M.D., P.A.  
 Charlotte AHEC  
 Cherokee Indian Hospital  
 Clark Family Medicine  
 Clay Comprehensive Health Services  
 CLECO Primary Care Network  
 ClubHaven Family Practice  
 College Foundation of North Carolina (CFNC)  
 Collettsville Medical Center  
 Community Care Center  
 Community Care Clinic of High Point  
 Community Care Clinic of Highlands-Cashiers  
 Community Care Clinic of Rowan County  
 Compassionate Care  
 Cove Creek School  
 Crisis Control Ministry  
 Crossriver Cardiology  
 Crossroads Counseling Center, Inc.  
 Crossroads Family Medical Care, P.A.  
 Crown Health Care, P.A.  
 Davidson College  
 Davidson County Community College  
 Davidson County Schools  
     Career & Technical Education Department  
 Davidson Medical Ministries Clinic  
 Davidson Pediatric Partners, PLLC  
 Davie County Health Department  
 Davie County Schools  
 Davis Regional Medical Center  
 Department of Veterans Affairs  
     WB "Bill" Hefner Medical Center Salisbury  
     Kernersville Outpatient Clinic  
     Winston-Salem Outpatient Clinic  
 Desantis Family Practice  
 Douglas D Pritchard, M.D., P.L.L.C.  
 Dr. Michael R Sigmon  
 Dr. David M. Cline  
 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  
 First Horizon Bank  
 Forsyth County Department of Public Health  
 Forsyth Medical Center Foundation  
 Forsyth Technical Community College  
     Career Center  
 Forsyth, Stokes, and Davie County Medical Society  
 Foundation for Health Leadership Institute (FHLI)  
 Free Clinic of Our Towns  
 Frye Regional Medical Center  
 Full Circle Community Wellness  
 Gastroenterology Associates of the Piedmont  
 Grace Clinic of Yadkin Valley  
 Greater Hickory Cooperative Christian Ministry  
 Green Tree Peer Center  
 Greensboro AHEC  
 Guilford Technical Community College  
 Hardee Family Medicine  
 Hart Family Practice  
 HealthReach Community Clinic  
 Helping Hands Clinic of Caldwell  
 Hickory Chest, P.L.L.C.  
 Hickory Public Schools  
 High Country Community Health  
 High Country Family Medicine  
 High Point University  
 High Rock Internal Medicine  
 Hospice and Palliative Care of Iredell County  
 Housing Authority of the City of High Point  
 Hugh Chatham Memorial Hospital  
 Iredell County Health Department  
 Iredell Health System  
 Iredell Physician Network  
 Iredell-Statesville Schools  
 Jamarda Resources  
 Campbell University  
     Jerry Wallace School of Osteopathic Medicine  
     School of Pharmacy  
 John F. Kennedy High School  
 Kaleideum Science Center  
 Kate B. Reynolds Charitable Trust  
 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 Family Physicians  
 Lexington Internal Medicine Clinic, P.A.  
 LifeBrite Community Hospital of Stokes  
 Lincoln County Board of Commissioners  
 LliBott Consultorios Medicos  
 March of Dimes of Northwest North Carolina  
 Marshall C. Murrey, MD dba Greenway Medical  
 Marshall Murrey, MD



McCleod Health  
 Mental Health Association in Forsyth County  
 Meredith University  
 Methodist University  
 Meridian Resources, Inc.  
 Michael C. DeSantis, M.D.  
 Mitchell Community College  
 Mooresville Graded School District  
 Morgan Stanley Smith Barney  
 Morganton Internal Medicine, P.A.  
 Mountain AHEC  
 Mountain Community Health Partnership  
 Mountain Laurel Family Practice  
 Mountain Laurel Internal Medicine, P.A.  
 Mountain View Pediatrics, P.A.  
 Mt. Airy City Schools  
 National Board of Certified Counselors  
 NC AHEC Program Office  
 NC American Indian Health Board (AIHB)  
 NC Board of Nursing  
 NC Culture Change Coalition  
 NC Dept of Public Instruction/Health Science Education  
 NC Healthcare Information and Communication Alliance  
 NC Medical Group Managers Association  
 NC Perinatal Association  
 NC Providers of Abuser Treatment (NCPAT)  
 Nephrology Associates  
 New Options for Violent Actions (NOVA)  
 Newton Conover Schools  
 Newton Family Physicians, P.A.  
 North Carolina A&T State University  
 North Carolina Association for the Management and Treatment of Sex Offenses (NCAMTSO)  
 North Carolina Association of Free & Charitable Clinics  
 North Carolina Association of Professional Psychologists  
 North Carolina Community Health Center Association  
 North Carolina Department of Health and Human Services  
 North Carolina Health Occupation Students of America (HOSA)  
 North Carolina Healthcare Association  
 North Carolina Institute for Public Health (NCIPH)  
 North Carolina Medical Society  
 North Carolina Respiratory Care Board (NCRCB)  
 North Carolina State University  
 Northern Hospital of Surry County  
 Northlake Pediatric Care  
 Northwest Community Care Network  
 Novant Health  
     Forsyth Medical Center  
     Rowan Medical Center  
     Thomasville Medical Center  
 Old Vineyard Behavioral Health Services  
 Open Door Clinic of Alamance County  
 Partners Behavioral Health Management  
 Piedmont Endocrinology, P.A.  
 Piedmont Triad Regional Council  
 Primedical Healthcare, P.A.  
 Project Lazarus  
 Promise Resource Network  
 Provide Inc.  
 Randolph Health  
 Reynolda House Museum of American Art  
 Ronald McDonald House of Winston-Salem  
 Rowan-Cabarrus Community College  
 Rowan County Board of Commissioners  
 Rowan County Department of Social Services  
 Rowan County Health Department  
 Rowan-Salisbury School District  
 Salisbury Internal Medicine Associates  
 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  
 St. Peter's Church and World Outreach Center  
 Stokes County Schools  
 Sunrise Community for Recovery and Wellness  
 Surry Community College  
 Surry County Schools  
 Surry Rural Health Center  
 Swisher Internal Medicine  
 The Child Health Center  
 The Consortium for Southeastern Hypertension Control  
 The Duke Endowment  
 The Enrichment Center  
 The Salem Center  
 The Salvation Army of Winston-Salem  
 The Shalom Project  
 Thomasville City Schools  
 Timothy Dailey, M.D.  
 Toe River Health District  
 Trellis Supportive Care  
 Trevett Cristo  
 Trinity Health Care, P.A.  
 Trinity Medical Care  
 UNC Chapel Hill  
     School of Allied Health Sciences  
     School of Dentistry  
     School of Medicine (includes Asheville Branch Campus)  
     School of Public Health  
     School of Social Work  
 UNC Charlotte  
 UNC Greensboro  
     School of Nursing  
 UNC Health Care  
 UNC Wilmington  
 Unifour Family Practice  
 Unifour Pediatrics, P.A.  
 United Health Centers  
 University of Alabama at Birmingham, Division of Infectious Diseases  
 University of North Carolina School of the Arts  
 NC HIV Training and Education Center (NC ATEC)  
 Urban League of Winston-Salem  
 Vaya Health  
 Viewmont Internal Medicine  
 Wake AHEC  
 Wake Forest Baptist Health  
     Brenner FIT®  
     CareNet Counseling  
     Clinical Ethics Committee  
     Comprehensive Cancer Center  
     Downtown Health Plaza  
     Human Resources Office  
     HP Rehab Services Acute Care  
     Office of Cancer Health Equity  
     Office of Inclusion and Diversity  
 Wake Forest School of Medicine  
     Anesthesiology  
     Cardiothoracic Surgery  
     Center for Experiential and Applied Learning (CEAL)  
     Clinical and Translational Science Institute  
     DEAC Clinic  
     Dentistry  
     Dermatology  
     Emergency Medicine  
     Family and Community Medicine  
     General Surgery  
     Gerontology and Geriatric Medicine  
     Hematology and Oncology  
     Hospital Medicine  
     Infectious Disease  
     Internal Medicine  
     Maya Angelou Center for Health Equity  
     Nephrology  
     Neurology  
     Neurosurgery  
     Nurse Anesthesia Program  
     Obstetrics and Gyn  
     Ophthalmology  
     Orthopedic Surgery  
     Otolaryngology  
     PA Studies  
     Pediatrics  
     Psychiatry and Behavioral Medicine  
     Public Health Sciences  
     Radiology  
     Rheumatology  
     Share the Health Fair  
     Student National Medical Association  
     Office of Student Affairs  
     Student Inclusion and Diversity  
     Undergraduate Medical Education  
     Urology  
     Vascular and Endovascular Surgery  
 Wake Forest University  
     College LAUNCH Leadership Program  
     Department of Counseling  
     Department of Psychology  
     LGBTQ+ Center  
     Magnolia Scholars Office  
     Pre-College Programs  
     Reynolda Gardens  
 WakeMed Cary Hospital  
 Watauga County Schools  
 Watauga Medical Center (App. Regional Healthcare System)  
 Watch Healthcare Program  
 West Alexander Middle School  
 West Caldwell Health Council  
 Western Carolina University  
 Western Piedmont Community College  
 WHAP - Lyndhurst Gynecologic Associates  
 Wilkes Community College  
 Wilkes County Schools  
 Wingate University  
 Winston-Salem State University (WSSU)  
     School of Health Sciences  
 Winston-Salem Pediatrics Highroad  
 Winston-Salem/Forsyth County Schools  
 Womble Bond Dickinson  
 Yadkin County Board of Commissioners  
 Yatawara Gynecology, Wellness, and Aesthetics

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

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Wake Forest School of Medicine  
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336-713-7700 | fax 336-713-7701

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