

EDUCATING PEOPLE. STRENGTHENING COMMUNITIES.

RECRUITING, TRAINING AND RETAINING
TO ENHANCE HEALTHCARE FOR ALL
IN NORTHWEST NC.





As we commemorate our 50th year,
we remain committed to empowering
communities by bringing more health
care opportunities and expertise within
reach of more people throughout
Northwest North Carolina.

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OUR MISSION

The Northwest AHEC of Wake Forest University 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.

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.

50 YEARS OF PUTTING PEOPLE AND EDUCATION FIRST.

Northwest AHEC celebrated its 50th anniversary in 2024.

Founded in 1974 by esteemed Wake Forest University School of Medicine leaders, Drs. Manson Meads, Richard Janeway and Emery Miller, Northwest AHEC was born out of a vision to enhance health care accessibility in Northwest North Carolina.

Northwest AHEC has remained steadfast in its commitment to improving access to primary care, especially in rural communities and areas lacking sufficient resources.

To learn more about our 50-year history, use the QR code to view our short video. Or visit our website nwahec.org/50years to view our organization's timeline.



NORTH CAROLINA AHEC

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 Services
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



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

Letter to Stakeholders

I am pleased to welcome you to the Northwest Area Health Education Center (Northwest AHEC) Annual Report for 2023-2024. We are completing a landmark year for our organization as we continue to celebrate Northwest AHEC's 50th anniversary.

Fresh on the heels of North Carolina AHEC's own half-century celebration, what stands out to me about our regional AHEC's history is how we have stayed true to our mission. At our very heart, we are today, as we have always been, about people — committing and following through to educate and prepare people to improve health care for all across our region.

When we succeed in educating and motivating people to go into the health care workforce in our communities, our communities, in turn, have a better opportunity to thrive and succeed.

I think about how much our organization and our community partners have achieved in this regard over these five decades, and I am inspired.

I am inspired by the thousands of people who have been associated with our organization, both here in our 17-county region and across the state. People who were committed to improving care for every person by learning all they could to care as best they could for those who needed it most. Students who became health care professionals dedicated to our communities. Health care professionals who sought to bring services and compassion to every corner of our state, from urban centers to remote rural towns. Community leaders who looked for ways to improve access to care without compromising quality of care.

I am inspired by professional health care educators like Karen Fritz, who retired this year after 46 years with Northwest AHEC; Mona Ketner, who worked with new mothers in supporting postnatal behavioral health; and Walter Scott Duy and Pinyu Chen, two Wake Forest University School of Medicine graduate students recently named 2024-25 North Carolina Albert Schweitzer Fellows. As co-chairs of the student-run Share the Health Fair, they sought to fill gaps in the services offered and successfully brought vision and dental care this year to the event at the Atrium Health Downtown Health Plaza.

These last 50 years have been filled with truly remarkable examples of what people can accomplish for our communities when we work together. As we look ahead with optimism and determination, we look forward to partnering with community leaders, schools, universities and organizations across our region to help recruit, train and retain the needed health professionals to care for ALL citizens. Together we can continue our mission to create a healthier North Carolina.

A handwritten signature in black ink that reads "Michael P. Lischke". The signature is fluid and cursive, with the first name being the most prominent.

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

CORE SERVICE 1

Health Careers and Workforce Diversity



Camp Med in action at the Winston-Salem Forsyth County Schools Career Center (above) and Catawba Medical Center (below)



Providing people with knowledge and opportunity.

The North Carolina AHEC Scholars Program at Northwest AHEC had a year of phenomenal local and statewide programming with students from Salem College, Wake Forest University (WFU) and Winston-Salem State University (WSSU). These scholars participated in 40 hours of local and statewide didactic modules. New this year, the statewide didactic modules were presented in person over an engaging weekend in collaboration with High Point University.

The annual Fall Leadership and Regional Conferences were held for Health Occupations Students of America (HOSA) members of the Northwest Regional and Piedmont-Triad Regional Chapters of North Carolina. HOSA chapters also supported our Camp Med program with an introductory video and statewide promotion.

Wake Forest University School of Medicine medical students in partnership with Northwest AHEC held the annual Share the Health Fair (STHF) at the Downtown Health Plaza. The event provided no-cost screenings and services to underserved populations in the Winston-Salem community. STHF saw an estimated 300+ fair attendees.

The School of Medicine Chapter of the American Medical Women's Association partnered with Northwest AHEC to host 80 high school juniors and seniors from area schools. NC Scholars were also invited to The Salem College Health Leadership Forum for discussions on current trends while hearing from some of the nation's most widely recognized experts and innovators. Plus, Northwest AHEC nursing staff collaborated for Innovation Days at Salem Academy, allowing 20+ high school women to experience challenging simulations and critical-thinking activities.

Northwest AHEC partnered with the WSSU Foundation in sponsoring the WSSU Run and Walk 5K/10K and Fun Run event in March. The focus of this event was about coming together as a community to make a positive impact on the health and wellness of our students and neighbors.

In April we helped fifth graders at Oldtown Elementary be doctors for the day. Students enjoyed learning about the profession, interviewing patients and discussing possible solutions to health care issues.

NORTHWEST AHEC HEALTH CAREERS OUTPUTS

TOTALS	37 ACTIVITIES	789 HOURS	1,032 PARTICIPANTS
Exposure	12	58	640
Pipeline (20-40 hrs)	23	611	326
Intensive (>40 hrs)	2	120	66

Northwest AHEC Camp Med AY24

Camp Med featured robust in-person participation with students representing all 17 counties in the Northwest Region. Programs were held in Alexander, Alleghany, Ashe, Burke, Caldwell, Catawba, Davie, Davidson, Forsyth, Guilford, Iredell, Rowan, Stokes, Surry, Watauga and Wilkes counties, as well as our Virtual Camp Med program.

66 Virtual Camp Med unique participants

297 In-person Camp Med unique participants

20+ Hours per unique participant



Wilkes Medical Center Camp Med Participants

NC Health Talent Alliance

The NC Health Talent Alliance is a statewide talent solution to aggressively address the state's critical health care talent shortages. The Regional TPM Manager works directly with employers, education providers and community partners to align all aspects of the health care talent pipeline around solving data-driven workforce issues. This is an exciting new endeavor for NC AHEC, NC Chamber Foundation, NC Center on the Workforce for Health and the State of North Carolina. Regional accomplishments to date include:

- Deployed an informational newsletter with an introduction to Talent Pipeline Management (TPM), a talent demand survey and invitation to virtual information sessions, reaching 4,000+ stakeholders.
- Information sessions attended by various health care providers across the region.
- Met with local chambers of commerce to establish relationships to better strengthen solutions to help close the health care talent gap.
- Kicked off the first Collaborative Group, a meeting that included a review of TPM methodology, collaborative commitment information and a brief overview of statewide/regional data results.
- Continuous recruitment of more health care employers to participate in monthly collaborative meetings.
- Engaging with regional education partners to establish relationships and include them in the next steps of the TPM process.

Diversity, Equity & Inclusion

Since Northwest AHEC began 50 years ago, we have concentrated on recruiting, training and retaining health care professionals who reflect the communities they serve. In Academic Year 2024 (AY24), we continued to conduct activities and develop resources to inform, support and nurture Diversity, Equity and Inclusion. Our efforts and programs for the year included presentations for staff each quarter:

- Quarter 1 - More Than Christianity: Folk/Traditional Religions of the World, Rev. Guila B. Cooper. Navigating the Multigenerational Workplace: Shoulder Pads Not Required - Ted Talk and Discussion
- Quarter 2 - Neurodiversity, Kim Shufan, iCan House. The Unhoused, William "Bo" McDonald, Executive Director, The Bethesda Center
- Quarter 3 - Inclusive Marketing, Kayla Lisenby-Denson, Director of LGBTQ+ Center, WFU. Women and Girls in Science Discussion. Women's History Month
- Quarter 4 - Emerging Technology for Community Based Occupational Therapy, Chinno Ingram, WSSU / Tour of Intergenerational Center. Military Appreciation Month. Living on the Edge, a Poverty Simulation and Crisis Control Ministry Tour, Rev. George Banks

26% OF AY24 OPEN REGIONAL EVENTS INCLUDED A TARGETED OBJECTIVE*

197 open regional events
including a targeted objective

751 total open
regional events

**Targeted objectives: Cultural Competency, Health Disparities, Health Outcomes by Race and Ethnicity, Impact of Racism on Health, and Social Determinants of Health*

WSSU and Northwest AHEC honor Healthcare Legends of East Winston



The WSSU School of Health Sciences and Northwest AHEC celebrated the 7th Annual Healthcare Legends of East Winston event honoring groups and individuals who have made a profound impact on the health and wellness of the residents of East Winston-Salem. Honorees included:

- Debra Benbow, PhD (ABD) (posthumously)
- Cathy Canzona, PhD, MSN, BSN
- H. Montclair Creque, MD
- Wilbert Dillard, PA
- Renee Harrison, PhD (ABD)
- William Hoffler, DDS (posthumously)
- Cecil Holland, RN, BSN, MSN, APRN, FNP, MEd, EdD, PhD
- Barry Williams, MD

This recognition is designed to bring attention to the evolution and transformation of health care provision in East Winston-Salem.

CORE SERVICE 2

Student Services



Creating connections between students and communities.

Northwest AHEC helps coordinate with each affiliated university to secure housing for students during rotations. Making housing available to students helps reduce their expenses while engaging in community-based education activities. This invaluable experience is vital for training and retaining future health care practitioners in communities where they are needed most.

In April of 2024, Northwest AHEC made the important decision to move forward with single occupancy bedrooms for students.

Single bedrooms allow students to have private, personal space while they are already sharing the housing with other students. Students will be more comfortable having their own space without concerns of sharing a bedroom or worrying if their sleep and study habits will be compatible with others. The goal is to provide all students with a better environment for studying and preparing assignments for a superior clinical experience.

Housing students more nights

Housing numbers from Academic Year 2024 reveal that students stayed 14% more nights versus AY23, despite overall nights provided and students housed decreasing. North Carolina A&T University joined the affiliation, bringing the number of schools to 20.

STUDENT SUPPORT HOUSING TOTALS:

4,544
NIGHTS
PROVIDED

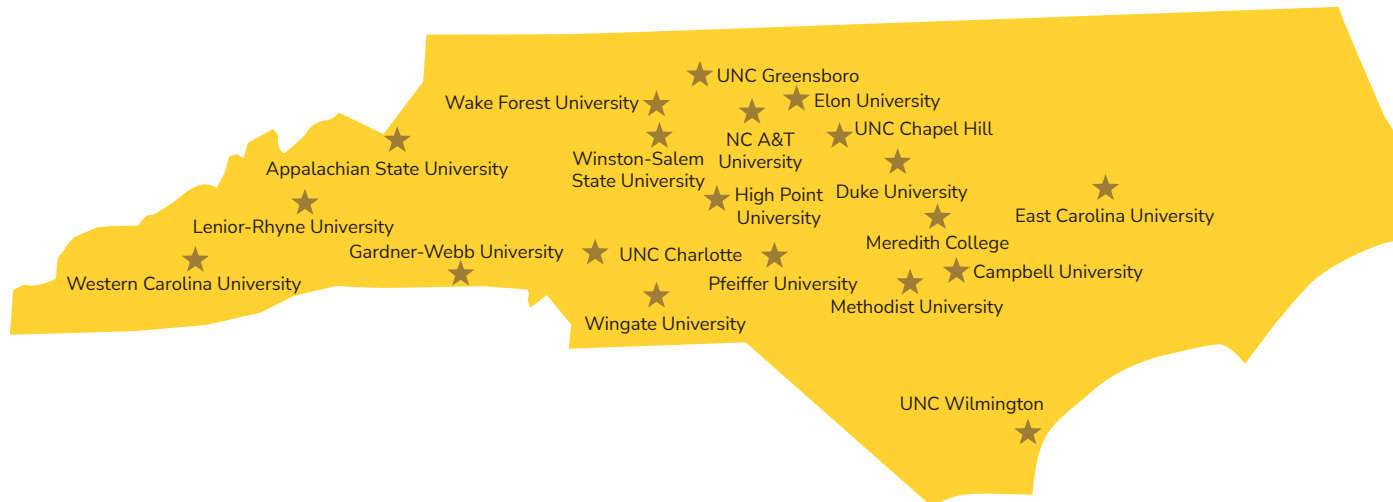
141
STUDENTS
HOUSED

32.2
NIGHTS PER
STUDENT (AVG.)

200
HOUSING
REQUESTS

11
MANAGED
HOUSING
LOCATIONS

HOUSING SUPPORTED COLLEGES AND UNIVERSITIES:



CORE SERVICE 3

Graduate Medical Education
and Patient Services Support



Firsthand experience in making a difference.

Through its educational programs, Northwest AHEC helps residents and medical students recognize and best meet the needs of people in our communities who are uninsured, underinsured and underserved. Our support of graduate medical education helps create training and retention opportunities to keep health care professionals thoughtfully and expertly serving diverse communities of people everywhere in North Carolina today, tomorrow and always.

Of the Northwest AHEC-supported
Atrium Health Wake Forest Baptist
residents who graduated in AY24:

71%
chose to stay in NC (45 of 63)

Total estimated number of indigent/underserved patients served by the residents during AY24	50,550
Family and Community Medicine	15,000
Internal Medicine	12,597
Psychiatry and Behavioral Health	12,980
Pediatrics	9,973

This core service provides training in under-resourced communities and treatment of vulnerable populations. Examples of these AY24 community-based rotation initiatives included:

FAMILY AND COMMUNITY MEDICINE

- ▶ OB rotation at the Stokes County Health Department providing prenatal care in a rural community.
- ▶ Providing general outpatient care at the Bethesda Center for the homeless population.
- ▶ Elective rotation providing outpatient medical and behavioral health care to underserved patients at the Highland Avenue clinic.
- ▶ Providing obstetrical, gynecological and general care at four Federally Qualified Health Centers and surrounding communities.
- ▶ Providing care to Winston-Salem State University student-athletes during sports medicine rotations.
- ▶ Refugee clinic at United Health Center, Peters Creek, where residents assist a family medicine faculty member in providing care to the area's Syrian refugee population.
- ▶ School-based health alliance allowing residents to deliver care in Title 1 schools.
- ▶ The Community Care Clinic (Centro Clinico) where residents provide general care to an underserved and mainly Latino population.
- ▶ Providing care at Dragonfly House, a clinic for pediatric victims of abuse.
- ▶ Providing obstetrical care in a rural practice in Wilkesboro.
- ▶ Providing medical care for students at the UNC School of the Arts.
- ▶ Application of Social Determinants of Health (SDOH) resources and information into regular patient care, including population health and value-based care, along with routine screening of patients for SDOH.

INTERNAL MEDICINE

- ▶ Residents rotate at the VA Clinic in Kernersville, Atrium Health Wake Forest Baptist Medical Center and University Internal Medicine.
- ▶ Residents and faculty provide continuity clinics and urgent care visits for underserved populations in Atrium Health Wake Forest Baptist's Downtown Health Plaza (DHP) and other outpatient departments.

- ▶ Strategically located in a health care manpower shortage area, the DHP has a unique attachment to the underserved east Winston-Salem community.
- ▶ Through three large clinics (Pediatrics, Adult Medicine and Ob/Gyn), more than 25,000 patients 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 N.C. 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 on-site case managers to patients in pediatrics and internal medicine.
- ▶ Some residents on elective months choose to rotate at the Community Care Clinic.

PSYCHIATRY AND BEHAVIORAL HEALTH

- ▶ Tele-Psychiatry Services are available to provide behavioral health services to hospitals in underserved areas in Lexington as well as Wilkes and Davie counties.
- ▶ Opioid group therapy and treatment are offered through Atrium Health Wake Forest Baptist Behavioral Health.
- ▶ Behavioral health consultations are provided through a specialized outpatient clinic at the Downtown Health Plaza.
- ▶ School Health Alliance, Crossnore School and Children's Home in Winston-Salem allow fellows to 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 behavioral health services to indigent children.
- ▶ The academic program delivered lectures on Social Determinants of Health and Mental Health Equity.

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.
- ▶ The projects are related to the Health Equity and Global Health certificate programs of the Wake Forest University School of Medicine designed to provide health equity education and training in addressing local and global health needs for residents and medical students.
- ▶ Work with refugees is part of a partnership between several medical practices, the Forsyth County Dept. of Public Health, 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, offers expanded resources for legal referrals, conducts refugee health assessments for children, and has a medical-legal partnership available for immigrant patients who are victims of human trafficking or domestic violence.
- ▶ The DHP screens children for SDOH, including determining assistance for food insecurity, transportation, basic needs, legal assistance, housing, caregiver depression or substance use.
- ▶ On-site and co-located specialists and programs are available through the DHP, Imprint Cares, Inc., and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).
- ▶ Integrated behavioral health providers within the DHP assist residents in learning how to screen, diagnose and manage behavioral health disorders.
- ▶ The DHP has been certified by the National Committee for Quality Assurance as a Level 3 Patient-Centered Medical Home.

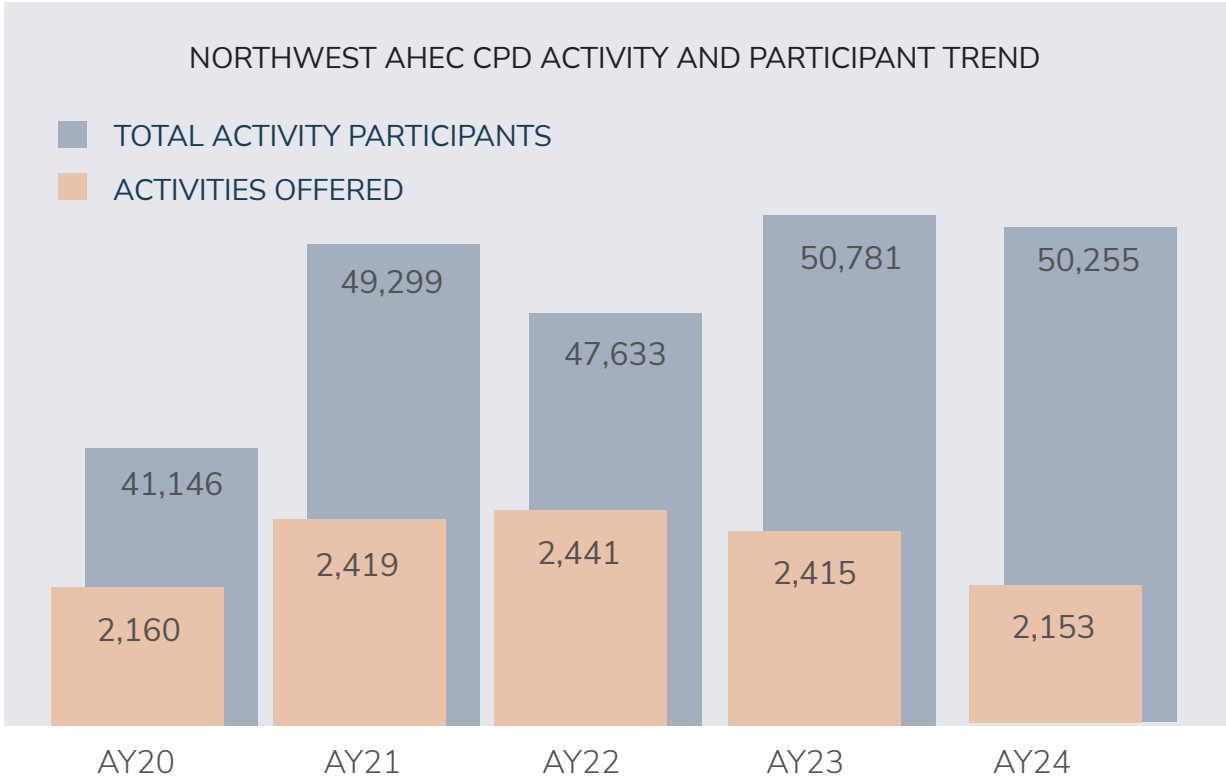


CORE SERVICE 4

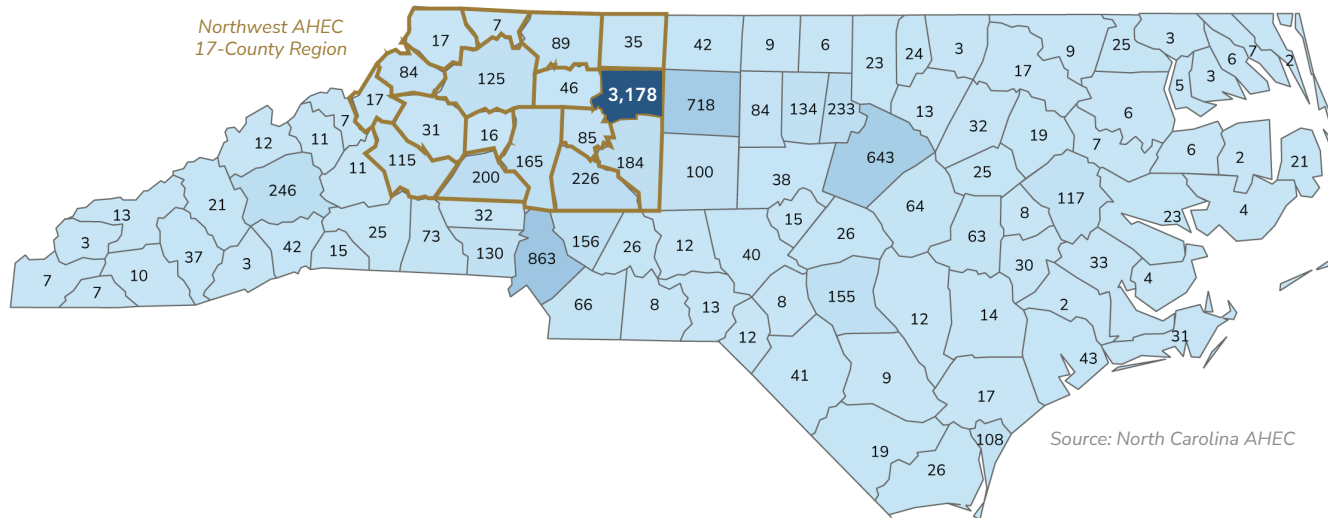
Continuing Professional Development (CPD) Activities and Services

Enhancing the skills of today’s professionals.

Northwest AHEC offered continuing professional development opportunities with even more professional topics. While virtual events provided easily accessible training throughout the region, state and country, the combination of events contributed to nearly 18.8% of participants (2,946 of 15,701) being new to Northwest AHEC CPD activities.



UNIQUE PARTICIPANTS BY COUNTY FOR AY24



11,407

total unique participants

40%

from NW AHEC 17-county region

45%

from the rest of the state

15%

from outside of NC

Highlighted CPD Activities

ENHANCING HEALTH CARE EDUCATION THROUGH INTERPROFESSIONAL COLLABORATION

The interprofessional collaboration between Winston-Salem State University's (WSSU) School of Health Sciences and Wake Forest University School of Medicine Department of PA Studies added a new partner in 2024.

Forsyth Technical Community College nursing students have joined the partnership through Northwest AHEC. This allowed for over 300 students and 30 faculty facilitators to come together in person to discuss and collaborate on a patient case so that students could better understand how interprofessional teams can best approach patient care.

The event focused on enhancing existing curricula by adding a case-based educational experience at both institutions. The experience involved the integration of an escape room built by the Wake Forest University Instructional Design team, along with other activities to help foster discussion and communication. The students worked together to manage a simulated patient's care as well as understand the roles and responsibilities of each discipline member on their team. Students also focused on addressing social determinants of health and how health equity plays a role in the patient's care.

"It was an incredibly rewarding experience. The positive energy and engagement from both students and faculty left a lasting impression on me. Witnessing the collaboration across disciplines was inspiring and I believe that understanding other fields will indeed enhance our ability to provide holistic patient care in the future." – Maryam Behnejad, WSSU Student

CORE SERVICE 4

(continued)

CPD Activities and Services



Highlighted CPD Activities (cont.)

5TH ANNUAL WINSTON-SALEM DANCE MEDICINE CONFERENCE

The Winston-Salem Dance Medicine Conference took place in November 2023 at the Bowman Gray Center for Medical Education in Winston-Salem, attracting a diverse audience of 90 attendees from across North Carolina and 18 other states. The in-person gathering focused on the core principles of dance medicine, sparking enlightening conversations about the crucial role of biomechanics and the importance of a multidisciplinary approach to care.

The conference is an educational opportunity for physicians, allied health professionals, dancers, dance instructors, and students to review (or learn anew) the fundamentals of dance medicine, including unique biomechanics, genre-specific considerations, and social/psychological demands that may influence performance and injury risk.

Attendees enjoyed demonstrations from breakdancing, ballroom, and contemporary dance genres. The keynote speaker, Ashley Boudier, contributed a wealth of knowledge and passion to the conference, sharing her extensive experience as a principal dancer at the New York City Ballet. Also, as the founder and artistic director of the Ashley Boudier Project, an arts collaborative dedicated to promoting gender equality, diversity, and inclusion in the dance world, her presence added a valuable perspective on the importance of creative leadership roles.

38TH ANNUAL RESPIRATORY CARE CONFERENCE

The 38th Northwest AHEC Annual Respiratory Care Conference was held in February 2024, and saw a record turnout of 122 attendees. The diverse crowd represented six different states and included representation from 49 North Carolina counties.

Since 1986, the Annual Respiratory Care Conference has provided a larger perspective on patient care concerns through continuing education sessions representing all levels of expertise in the field.

Topics for the 2024 conference included: COPD: Changes in GOLD Standards; Advanced Practice RT In Transport Environment; Interstitial Lung Disease (ILD); Treatment of PE; Lung Transplants; Modes of Ventilation; RCP License Renewals and NBRC Credentialing Requirements: What I Need Know in North Carolina; Personalizing Pharmacotherapy in COPD: Why Device Selection Matters; among a variety of other topics.

“Excellent, evidence-based conference. I really appreciate the program being on Webex and being interactive with presenters.”

– Respiratory Care Conference attendee

PREVENTING PROVIDER BURNOUT: A REFRESHING RETREAT RECAP

For the first time in five years, health care professionals gathered in downtown Winston-Salem at the Brookstown Inn to kick off a two-day retreat, guiding participants through a rejuvenating wellness activity by the esteemed director of Arts and Wellness at the Sawtooth Center.

Presenters offered learning activities designed to help health care professionals recognize signs of languishing and burnout, cultivate strategies for well-being, and build a toolbox with stress management techniques. Attendees included nurses, mental health providers, educators, physicians, social workers, health educators and other professionals interested in burnout prevention.

REVAMPED LACTATION EDUCATOR TRAINING PROGRAM

At the beginning of January, Northwest AHEC launched the 2024 North Carolina Lactation Educator Training Program, a longstanding initiative dating back to 1996.

The program received a complete refresh with the goal to make the course more accessible across the state for health care professionals and to meet the growing needs of the breastfeeding community. In the past, participants had to attend multiple in-person days of didactic education with a clinical component. Now, participants who register for the program complete an online, self-paced course focused on many different topics such as the basics of breastfeeding, assessment, counseling and communication, positioning, common problems, returning to the workplace, and multicultural perspectives.

Following the completion of the online course, participants attended a four-hour in-person Skills Day session to apply the information and principles from the online course. The online course was developed by: Georganna Cogburn, MSHE, RD, LDN, IBCLC, RLC; Sheila Britt-Smith, M.Ed., RD, IBCLC; and Alana Dodson, MBA, BSN, RN. We are looking forward to offering this again this fall.

NCNA ANNUAL CONVENTION

Northwest AHEC Nurse Educators, Alana Dodson, MBA, RN and Stephanie Yoder, MSN, attended the North Carolina Nurse's Association (NCNA) Annual Convention in September in Winston-Salem. They were able to participate in presentations on Innovation and Redesigning Health Care, Defining Nursing Leadership, Responding to Workplace Violence, and Taking Action to Promote Health Equity and Nurse Well-being with around 500 other nurses from across the state. Community leaders held an engaging panel discussing the action that health care institutions and state legislators are taking to advocate for safety for health care workers. This event allowed our Nurse Educators to feel inspired and motivated, and they enjoyed contributing their voices to the future of the nursing profession.

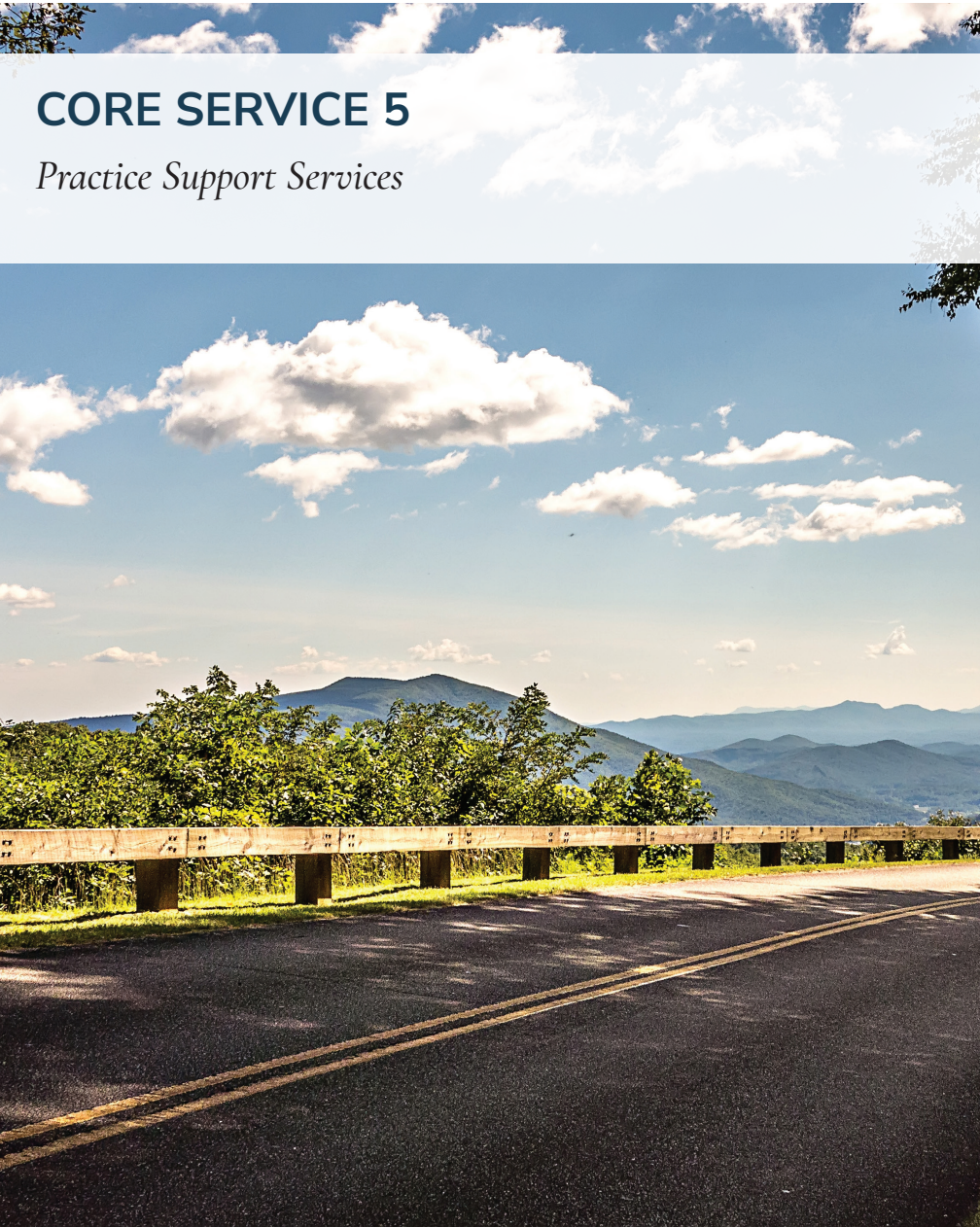
"It was very helpful to have self-paced content that accommodated my busy work schedule... and to still have the in-person skills so that I can apply what I have learned."

– 2024 Lactation Educator Training Program Participant



UNC Chapel Hill School of Nursing RN Refresher Program

From April 1, 2023, to March 31, 2024, 63 nurses graduated from the RN Refresher program (18 of whom were from the Northwest AHEC region). As of March 31, 2024, 34 were working as nurses and 14 were looking for nursing positions. Out of all total graduates (not lost to follow up) 94% are either working in or looking for a nursing position.



CORE SERVICE 5
Practice Support Services

Reinforcing excellence in practices across our region.

Northwest AHEC strengthened its commitment to providing activities and coaching to meet the ongoing and evolving needs of providers throughout the region. The number of coaching encounters in Academic Year 2024 continued to rise (2,727 vs. 2,695 in AY23), covering 25 different topics. More practices are turning to Northwest AHEC to help improve health outcomes and reduce the cost of care in their communities, thanks, in large part, to online modules and in-person, one-on-one practice support coaching relationships.

NORTHWEST AHEC PRACTICE SUPPORT
IS ACTIVE IN ALL 17 COUNTIES

PROJECTS

Billing and Coding	472
Community Health Worker Project	78
Medicaid Managed Care (MMC)	1,694
Obstetrics and Gynaecology (OBGYN)	120
Patient Centered Medical Home (PCMH)	14
Quality Improvement (QI)	99
Tech Support	6

ENROLLMENT IN NORTHWEST AHEC PRACTICE SUPPORT ACTIVITIES

	COACHING ENCOUNTERS	PRACTICES
Alexander	19	3
Alleghany	26	2
Ashe	137	7
Avery	91	6
Burke	191	12
Caldwell	111	7
Catawba	528	32
Davidson	94	5
Davie	94	8
Forsyth	596	28
Iredell	236	26
Rowan	118	8
Stokes	25	2
Surry	241	11
Watauga	162	12
Wilkes	37	2
Yadkin	21	1
Total	2,727	172

Highlighted Projects

COLLABORATING FOR COMMUNITY HEALTH: NW AHEC'S RURAL HEALTH CENTER VISITS

Northwest AHEC and the Office of Rural Health (ORH) partnered for three site visits to State Designated Rural Health Centers (SDRHC). Our partnership with SDRHC and ORH ensures top-notch primary health care for all residents in their communities. Through the work of Medina Wilson, MBA, CPC, CPPM, CFD, Senior Quality Improvement Specialist at Northwest AHEC, we have initiated discussions with ORH and Grace Clinic in Elkin, Surry Medical Ministries in Mount Airy and Hugh Chatham Health to cover a range of topics including clinical data review, conducting needs assessments, planning strategies, and organizing upcoming events.

ONLINE TRAINING MODULES GAIN TRACTION

In response to a need expressed by several practices in our region, Practice Support (Lara Dickerson, MHA, BA, Senior Quality Improvement Specialist and Leslie McDowell, DNP, ANP-BC, RN, Quality Improvement Specialist at Northwest AHEC) created an on-demand learning module entitled, "Managing Difficult Patient Situations". The module has garnered 450 registered learners since its release in January. It was also incorporated into a Workplace Safety Toolkit produced by the American Academy of Ambulatory Care Nurses for its membership in June, and now reaches a national audience of nurse leaders and educators.

Leslie McDowell with Practice Support also collaborated with leaders within the Wake Forest University School of Medicine Internal Medicine Residency clinics to create an online module on best practices and workflows for when an interpreter is needed for a telehealth visit. The module is now a mandatory part of third-year medical student Health Equity curriculum, and in December 2023, was published in the MedEdPORTAL.

NORTHWEST AHEC AWARDED NC MEDICAID GRANT

The Northwest AHEC Practice Support Team was awarded a grant from NC Medicaid supporting five different online self-paced learning activities. Developed in collaboration with the continuing professional development team, these modules focus on screening and intervening for unmet social needs, and reverse behavioral health integration. By using the steps and tools included in the different modules, clinical and behavioral health team members can implement new evidence-based workflows and care delivery strategies to serve their patients and clients. These modules are free to take, all include credit hours, and can be completed through self-paced online learning.

Two Northwest AHEC-Supported Practices Win Excellence Awards

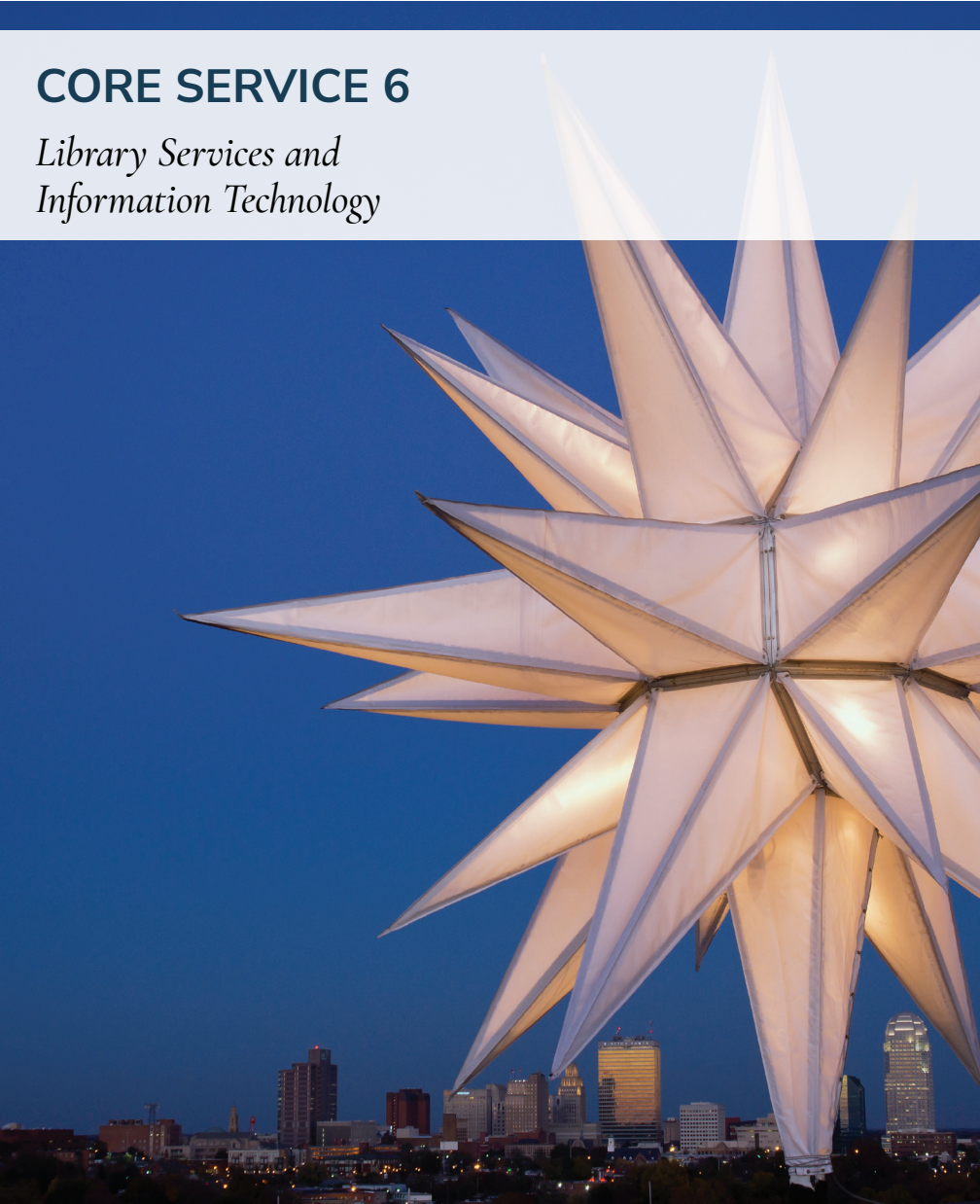
Congratulations to Grace Clinic of Yadkin Valley and Surry Medical Ministries for their recent acceptance of State Designated Rural Health Centers (SDRHC) of Excellence Awards.

Grace Clinic of Yadkin Valley was named SDRHC of the Year for excellence in using local resources and collaborating with other partners to respond to health care gaps in their community, as well as innovative strategies to promote health equity and inclusion.

Surry Medical Ministries was honored for Excellence in Behavioral Health Plan Management. The organization demonstrated excellence in blending behavioral health services fully or partially within the primary care practice.

CORE SERVICE 6

*Library Services and
Information Technology*



Sharing pathways to information and insight.

Northwest AHEC’s Library Services and Information Technology connects learners with training and programs for the other five core service areas. Our priority is to always evolve and refine how we share information, from more efficient marketing communication to easier access to quality information and support. We are here to help students and health care professionals throughout the Northwest region make the most of their opportunities to learn, grow and care in the communities they serve.

ENGAGEMENT WITH LIBRARY SERVICES

Interactions: **594**

Document delivery requests: **181**

ADL logins by regional health professionals: **1,246***

Interlibrary loans: **4**

ADL registered users: **243**

Search requests: **8**

Classes/orientations: **14**

Proactive alerts: **261**

*Excludes logins by Northwest AHEC staff as all are formal employees of WFUSM and therefore are eligible to fully utilize all resources provided by the School of Medicine’s Carpenter Library.

Web Activity: Site, Blog, Email and Social Media

The goal of technology is to make it easier to reach, engage, train and retain more health care professionals. We continue to enhance online resources, our Customer Relationship Management (CRM) system, and other tools and insight to refine and focus Northwest AHEC's online marketing and content for a more targeted, relevant and efficient experience.

Web traffic and engagement have exceeded many of our program goals, effectively meeting learners where they are and strengthening their knowledge in helping their communities have greater access to quality care.

ONLINE LEARNING MANAGEMENT SYSTEM

143
courses

5,581
enrollments

Total emails sent: **968,655**

Social media follower growth: **+6.41%**

- ▶ Our email campaign tools allow us to keep refining our marketing communication, targeting 348 email campaigns for 968,655 emails.
- ▶ Click-through rates on emails (when a recipient opens an email and clicks a link) rose to 16.4% in AY24 (from ~14% in AY23).
- ▶ The lower number of online courses and enrollments suggests a move to more in-person activities as we move beyond the COVID virtual years.
- ▶ Although there were fewer courses, there were more enrollments per course, averaging 39 learners per course this year versus 29 last year.
- ▶ Engagement rate jumped significantly (meaning learners opened at least one email, viewed a webpage in the last 60 days or registered for an activity). Of the 76,252 contacts in our CRM database, 47,772 have engaged with Northwest AHEC for an engagement rate of 63%.
- ▶ Social media followers grew nearly 6.5% from AY23, finishing AY24 with 2,739 total followers across all channels.
- ▶ Email and social media campaigns together led directly to 14.3% of Northwest AHEC website traffic.
- ▶ Direct traffic continues to be our main channel for website sessions followed by organic search, referrals and email marketing traffic.
- ▶ The Northwest AHEC blog continues to drive additional website traffic. The blog attracted 11,829 total views in AY24, including 4,380 practice support update page views. The blog is available at nwahec.org/blog.
- ▶ Our Healthcare Insights Podcast on Soundcloud garnered 2,365 plays in AY24, with 63 people enrolled in the Podcast Learning Series since the beginning of 2024. The podcast is available at soundcloud.com/nwahecwebmaster.

ENGAGEMENT RATES IN AY24:

40% of our contacts in our 17-county region engaged with Northwest AHEC

63% of our contacts overall engaged with Northwest AHEC

Connect with us online



facebook.com/nwahec



[@northwestahec](https://www.instagram.com/northwestahec)



linkedin.com/company/nwahec



[@northwestahec](https://twitter.com/northwestahec)



youtube.com/northwestahec



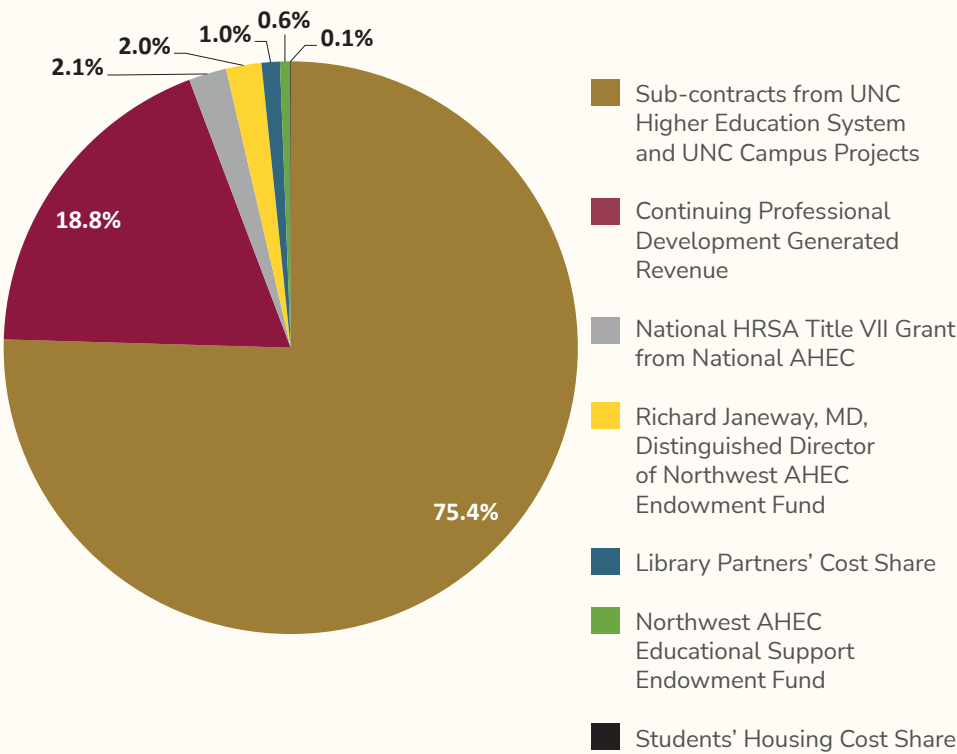
nwahec.org/blog



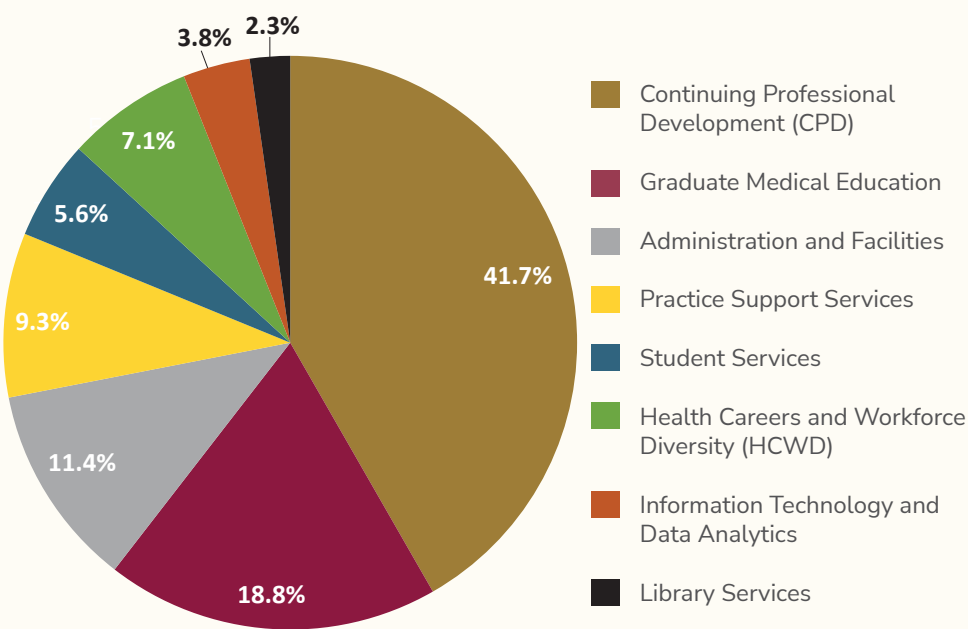
Join our email list at
nwahec.org/email

FUNDING SOURCES AND EXPENDITURES

TOTAL ANNUAL BUDGET
OF \$6,040,000



CORE SERVICE ALLOCATION





The Northwest AHEC Team

The Northwest AHEC team includes: Michelle Adams; Megan Mills Anderson; Cherelle Blakely; Reed Burger; Christina Clarke; Lara Dickerson; Alana Dodson; Samantha Garvens; Meaghan Holloway; Angela Hodges; Lee Howard; Chris Jones; Ellen Kesler; Brooke Kochanski; Michael Lischke; Lindsey MacLean; Leslie McDowell; Jasmine Mickens; Melanee Mills; Janice Moore; Amanda Pearson; Marie Simos; Lisa Thomas; Leigh Watkins; Medina Wilson; Stephanie Yoder; Ellen Zimmerman

Not pictured: Amy Basham; Andrew Brewer; Nedra Edwards Hines; Michael Hulme; Gail Pawlik

Photo taken June 22, 2024
at Graylyn Estate,
Winston-Salem, NC

PARTNERS

Northwest AHEC is grateful to have had the opportunity to collaborate with the following organizations, providers and agencies during AY24.

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
Appalachian Regional Healthcare System
Appalachian State University
Beaver College of Health Sciences
Department of Psychology
Appalachian District Health Department
Appalachian Family Practice PA
Appalachian Regional Healthcare System
Appalachian Regional Medical Associates
Ardmore Family Practice, P.A.
Ashe County
Ashe County Schools
Ashe Memorial Hospital
Ashe Pediatrics
Atrium Health Behavioral Division; Davidson
Atrium Health Blue Ridge
Atrium Health Carolinas Medical Center
Atrium Health Wake Forest Baptist
Brenner Children's
Brenner FIT®
CareNet Counseling
Clinical Ethics Committee
Comprehensive Cancer Center

Downtown Health Plaza
Office of Inclusion and Diversity
Avery County
Avery County Schools
Benson Area Medical Center; Inc.
Best Clinic, P.L.L.C.
Bethany Medical Center
Black River Health Services
Blue Cross and Blue Shield of North Carolina
Blue Ridge Medical Group
Nephrology & Hypertension Center
Pediatric and Adolescent Medicine
Women's Center
Boone Dermatology Clinic, P.A.
Broughton Hospital
Burke County
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
Jerry Wallace School of Osteopathic Medicine
School of Pharmacy
Cardiology Associates of the Carolinas
Care Ring
Caring Community Clinic
Catawba College
Department of Nursing
Catawba County Department of Social Services
Catawba County Public Health Department
Catawba County Schools
Catawba Pediatric Associates
Catawba Science Center
Catawba Valley Behavioral Healthcare
Catawba Valley Community College
Catawba Valley Medical Center
Catawba Valley Psychiatry Services
Catawba Women's Center, P.A.
Cedar Creek Family Medicine
Challie Minton, M.D.
Charles W Jones, M.D., P.A.
Cherokee Indian Hospital
Children's Hope Alliance
City of Winston-Salem Human
Relations Department
Clark Family Medicine
Clay Comprehensive Health Services

CLECO Primary Care Network
Cleveland Pediatrics
ClubHaven Family Practice
College Foundation of North Carolina (CFNC)
Collettsville Medical Center
Community Care Clinic
Community Care Clinic of Highlands-Cashiers
Community Care Clinic of Rowan County
Community Treatment Alternatives, Inc.
Compassionate Care
Consortium for Southeast Healthcare Quality
Cove Creek School
Crisis Control Ministry
Crossnore School & Children's Home Center for
Trauma Resilient Communities
Crossriver Cardiology
Crossroads Counseling Center, Inc.
Crossroads Family Medical Care, P.A.
Crown Health Care, P.A.
David M. Cline, M.D.
Davidson College
Davidson County
Davidson County Community College
Davidson County Schools
Career & Technical Education Department
Davidson Medical Ministries Clinic
Davidson-Davie Community College
Davie County
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
Digestive Health Specialist
Douglas D Pritchard, M.D., P.L.L.C.
Duke University Medical Center
Duke University
School of Medicine
East Carolina University
Brody School of Medicine
ECHO Clinic
Elkin City Schools
Elkin Pediatric & Adult Medicine
Elliot Morgan Parsonage, P.A.
Elon University
Evergreen Health Promotion
Faegre Baker Daniels Consulting
Fairgrove Primary Health

Family Care Center, P.A.
Family Healthcare Practice
Fifth Street Ministries
Forsyth County
Forsyth County Department of Public Health
Forsyth, Stokes, and Davie County Medical Society
Forsyth Technical Community College
Career Center
Free Clinic of Our Towns
Frye Regional Medical Center
Full Circle Community Wellness
Garner-Webb University
Gastroenterology Associates of the Piedmont
Good Samaritan Clinic
Grace Clinic of Yadkin Valley
Granite Falls Family Medical Center
Greater Hickory Cooperative Christian Ministry
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
Congdon School of Health Sciences
Fred Wilson School of Pharmacy
Workman School of Dental Medicine &
Oral Health
High Rock Internal Medicine, P.A.
Hospice and Palliative Care of Iredell County
Housing Authority of the City of High Point
Hugh Chatham Memorial Hospital
Insight Human Services
Integrated Care of Greater Hickory
Integrative Wellness Solutions
Iredell County
Iredell Health System
Iredell Physician Network
Iredell-Statesville Schools
John F. Kennedy High School
Kaleideum Science Center
Kate B. Reynolds Charitable Trust
Kernersville Primary Care
Kilpatrick Townsend & Stockton LLP
Lake Norman Community Health Clinic
Lake Norman Regional Medical Center
Lee Physician Group
Lenoir-Rhyne University

Lexington City Schools
 Lexington Family Physicians, P.A.
 Lexington Internal Medicine Clinic, P.A.
 LifeBrite Community Hospital of Stokes
 Livingstone College
 LliBott Consultorios Medicos
 March of Dimes of Northwest North Carolina
 Marshall C. Murrey, M.D. dba Greenway Medical
 Mental Health Association in Forsyth County
 Meridian Resources; Inc.
 Meredith College
 Methodist University
 Mitchell Community College
 Modern Treatment Healthcare Services
 Moore Free Care Clinic
 Mooresville Graded School District
 Morganton Internal Medicine, P.A.
 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
 Nephrology Associates
 New Options for Violent Actions NOVA
 Newton Conover Schools
 Newton Family Physicians, P.A.
 North Carolina AHEC
 Area L AHEC
 Duke Program Office
 Eastern AHEC
 Mountain AHEC
 Piedmont AHEC
 South Piedmont AHEC
 Southern Regional AHEC
 Southeast AHEC
 Wake AHEC
 North Carolina AIDS Education and Training Center
 (NC AETC)
 North Carolina American Indian Health Board
 (AIHB)
 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 A&T State University
 North Carolina Board of Nursing

North Carolina Community Health
 Center Association
 North Carolina Culture Change Coalition
 North Carolina Department of Health and Human
 Services
 North Carolina Department of Public Instruction/
 Health Science Education
 North Carolina Healthcare Association
 North Carolina HOSA - Future Health Professionals
 North Carolina Institute for Public Health (NCIPH)
 North Carolina Medical Group Managers Association
 North Carolina Medical Society
 Future Clinical Leaders College
 North Carolina Providers of Abuser Treatment
 (NCPAT)
 North Carolina Respiratory Care Board (NCRCB)
 North Carolina State University
 Northern Hospital of Surry County
 Northlake Pediatric Care
 Northwest Community Care Network
 Northwest Region School Nurses Association
 of NC
 Novant Health
 Forsyth Medical Center
 Rowan Medical Center
 Thomasville Medical Center
 Old Vineyard Behavioral Health Services
 Partners Behavioral Health Management
 Pfeiffer University
 Piedmont Endocrinology, P.A.
 Primedical Healthcare, P.A.
 Promise Resource Network
 Provide Inc.
 Randolph Health
 Reading Connections
 Reynolda House Museum of American Art
 Ronald McDonald House of Winston-Salem
 Rowan Cabarrus Community College
 Rowan County
 Rowan County Health Department
 Rowan Medical Center
 Rowan-Salisbury School District
 Salem Academy & College
 Salisbury Internal Medicine Associates
 Salisbury Pediatric Associates
 Scotland Community Health Center
 Senior Services, Inc. - Meals-on-Wheels Program
 Southside United Health Center
 St. Peter's Church and World Outreach Center

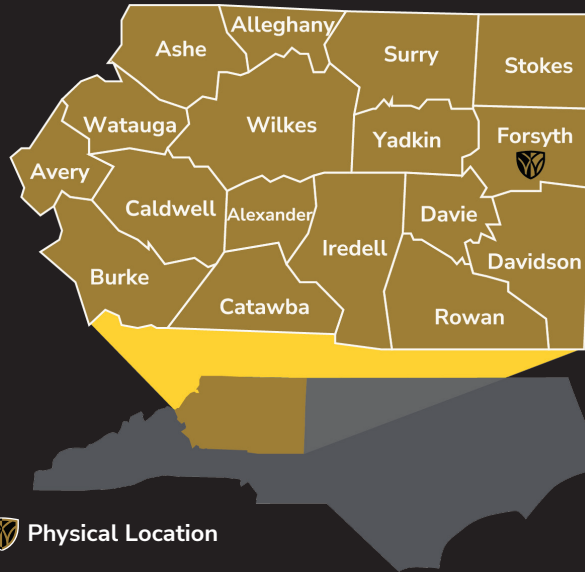
Stokes County
 Stokes County Schools
 Surry Community College
 Surry County
 Surry County Schools
 Surry County Health and Nutrition Center
 Surry Medical Ministries Clinic
 Swisher Internal Medicine
 The Arc Davidson County
 The Child Health Center
 The Cognitive Connection
 The Duke Endowment
 The Enrichment Center
 The Open Door Clinic of Urban Ministries
 of Wake County
 The Salem Center
 The Salvation Army of Winston-Salem
 The Shalom Project
 Thomasville City Schools
 Thomasville High School
 Toe River Health District
 Trellis Supportive Care
 Trevett Cristo
 Trinity Health Care, P.A.
 Trinity Medical Care
 UNC Chapel Hill
 Adams School of Dentistry
 Department of Health Sciences
 Eshelman School of Pharmacy
 Gillings School of Global Public Health
 School of Medicine
 Asheville Branch Campus
 Charlotte Branch Campus
 Wilmington Branch Campus
 School of Nursing
 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
 Urban League of Winston-Salem
 Vaya Health

Victor M. Rosado MD P.A.
 Viewmont Internal Medicine
 Wake Forest Institute for Regenerative Medicine
 Wake Forest University School of Medicine
 Center for Experiential and Applied
 Learning (CEAL)
 Clinical and Translational Science Institute
 DEAC Clinic
 Family and Community Medicine
 Infectious Disease
 Internal Medicine
 Maya Angelou Center for Health Equity
 Pediatrics
 Physician Assistant Studies & Boone Campus
 Psychiatry and Behavioral Medicine
 Public Health Sciences
 Share the Health Fair
 Student National Medical Association
 Wake Forest University School of Medicine -
 Charlotte
 Wake Forest University
 Department of Counseling
 Department of Psychology
 LGBTQ+ Center
 Scholars Office
 WakeMed Cary Hospital
 Watauga County
 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
 Wilkes County Schools
 Wingate University
 Winston-Salem State University (WSSU)
 School of Health Sciences
 Winston-Salem & Kernersville Pediatrics
 Winston-Salem Fellows
 Winston-Salem/Forsyth County Schools
 Womble Bond Dickinson
 Yadkin County
 Yadkin County Schools
 Yatawara Gynecology, Wellness, and Aesthetics

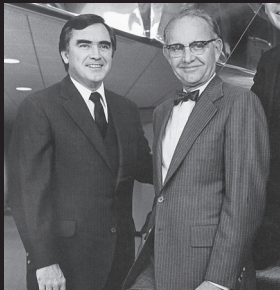


Northwest Area Health Education Center (Northwest AHEC)
Wake Forest University School of Medicine
Medical Center Boulevard | Winston-Salem, NC 27157-3311
336-713-7700 | fax 336-713-7701

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



 Physical Location



1974

Northwest AHEC was founded by esteemed doctors Manson Meads, Richard Janeway, and Emery Miller *(not pictured)*



1979

Dr. James C. Leist with Dr. Emery Miller, former Northwest AHEC Directors, in front of Northwest AHEC Hawthorne Road office



1993

Ellen Kesler working in the Salisbury Library, she has now dedicated 32 years to Northwest AHEC



2009

Michael Lischke and Richard Janeway at the Northwest AHEC 35th Anniversary Celebration



2022

Northwest AHEC hosted the NC AHEC Statewide 50th Anniversary in Winston-Salem

