

**Summary of Partnership
July 1, 2006 – June 30, 2007
Catawba Valley Medical Center**

HEALTH CAREERS, DIVERSITY & RECRUITMENT

Northwest AHEC (NW AHEC) offers health careers awareness programs (30-45 minutes per program) in schools for grades K-8 and structured programs for grades 9-12 (20 hours or more).

Grades K-8— A total of **2,605** local students and staff from Catawba County participated in **23** health careers’ presentations as follows:

Date	School	Presentation*	Number of Students
9/18/06	Startown Elementary	Puppet Bunch; Cool People, Cool Careers	200
10/11/06	Newton-Conover Middle School	Cool People, Cool Careers	300
10/31/06	Sweetwater Elementary	Puppet Bunch, CATCH & Cool People, Cool Careers	234
12/11/06	Claremont Elementary	Puppet Bunch & CATCH	204
2/5/07	St Stephens Elementary	Puppet Bunch, CATCH & Cool People, Cool Careers	300
2/7/07	Oxford Elementary	Puppet Bunch, CATCH & Cool People, Cool Careers	300
2/6/07	Lyle Creek Elementary	Puppet Bunch, CATCH & Cool People, Cool Careers	270
2/15/07	Sherrills Ford Elementary	Puppet Bunch & CATCH	267
2/27/07	Catawba Intermediate	Cool People, Cool Careers	330
2/27/07	South Newton Elementary	Puppet Bunch & CATCH	125
3/15/07	Southwest Elementary	Puppet Bunch	75

* Puppet Bunch is designed for grades K-2, CATCH for grades 3-5, and Cool People, Cool Careers for grades 6-8.

Grades 9-12— Catawba County participated in the Summer Camp Med Program which was a partnership between Catawba Valley Community College, Catawba County Schools and Frye Regional Medical Center (FRMC). Each partnership is offered \$1,500 in support of the program which usually consists of a collaborative effort between the local hospital and the local school system to organize a one week, day camp for high school students to explore a variety of health careers. A total of **14 students** participated in a total of **20 hours** of health careers exploration in Camp Med Catawba County. NW AHEC will make this offer again in November 2007 for a summer 2008 program.

One student from Catawba County participated in the NC AHEC annual “Future Leaders in Healthcare Conference” which was held during spring 2007. This educational conference provides high school students from across the state, who are interested in health careers, an opportunity to learn more about health occupations while also learning more about the post-secondary programs oriented toward careers in health. **Six student** representatives from Catawba County participated in the summer 2007 NW AHEC Project SEARCH Academy (Student Education, Awareness and Recruitment for Careers in Health)-- a one week, residential summer camp on the campus of Wake Forest University during which rising eighth grade students are exposed to a variety of health science presentations and observation tours. Information about other NW AHEC youth programs can be found by going to our website: northwestahec.org or by contacting Mr. Bernard Roper at (336) 713-7714.

HEALTH SCIENCES STUDENT SUPPORT

Medical/Physician Assistant Students—Many medical and physician assistant students rotate with local physicians in Hickory who bring students with them to see patients in their hospital. Overnight student accommodations are available if needed for all students. The NW AHEC Office of Regional Primary Care Education (ORPCE) provides administrative and financial support for these preceptors and students with their rotations in community settings. A total of **53** students rotated in the Hickory/Conover area for a total of **176** student weeks for this fiscal year. Some communities have begun to use these student rotation opportunities to develop a community relationship with these students and begin to recruit their interest of potential placement when they have completed their formal health careers degrees. Interested physicians should contact Ms. Angela Hodges at (336) 713-7717.

CONTINUING EDUCATION ACTIVITIES & SERVICES

NW AHEC CE activities are marketed to professionals of CVMC. During this past fiscal year, **305** CVMC unique staff members and affiliated physicians enrolled **355** times in NW AHEC CE activities. More information about CE activities can be found on our website: northwestahec.org or by contacting Ms. Marie Simos at (336) 713-7721.

Nursing Management Institute— The Nursing Management Institute (NMI), an online management curriculum for new or aspiring nurse managers, created and offered by the NW AHEC in partnership with Greensboro AHEC, reported that **30** nurses enrolled from CVMC. NMI is just one of several online courses offered at NW AHEC. For more information about NMI, go to our website: northwestahec.org or contact Ms. Ellen Kesler at (704) 210-5068.

Community Health Partnerships— Northwest AHEC provides technical assistance, consultation, and training to health coalitions in the region to support their efforts for local health improvement. Many of the current coalitions which Northwest AHEC supports are members of North Carolina’s Healthy Carolinians Program. NW AHEC co-sponsors, with the Northwest Office of Healthy Carolinians Consultant, quarterly meetings of the Coalition Coordinators' Network (CCN). Topics this past fiscal year were: *Charting a New Course for Chronic Illness Care in Your Community*, *African-American Churches Eating Smart and Moving More*, and *Health Literacy*. Catawba County has a well-established Healthy Carolinians group who was represented by **eight** attendees during the CCN meetings. For more information about this service, go to our website: northwestahec.org or contact Ellen Kesler at (704) 210-5068.

RN Refresher Program— NW AHEC also offers the RN Refresher Program to nurses who want to reinstate their license or update their skills. The curriculum consists of didactic learning and a clinical practicum. Students engage in their clinical practicum at a variety of hospitals in the NW AHEC region with which we have contracts. CVMC is one of our RN Refresher clinical practicum sites. During this past fiscal year, **one** RN Refresher student was enrolled at CVMC. Most institutions providing the clinical rotations for these students use the opportunity to recruit them for employment once the student has successfully completed the program and has earned their RN credentials. If interested, health care organizations should contact Ms. Kay Herr at (336) 713-7720 to learn more about potential opportunities.

INFORMATION and LIBRARY SERVICES

CVMC has been a major partner and member of the NW AHEC Information and Library Services for many years. Below is listed CVMC’s usage of library services:

	7/1/03-6/30/04	7/1/04-6/30/05	7/1/05-6/30/06	7/1/06-6/30/07
Document Delivery Request ¹	2007	1359	1661	2286
ADL ² Registered Users	42	376	191	360
ADL Users who logged into the ADL	13	75	74	92
Total Number of ADL logins	615	1070	581	826
Number of Site Visits ³	4 EC ^a ; 18 OR ^b	1 EC; 3 OR	11 EC; 24 OR	36 EC; 336 OR
Number of Search Requests	232	143	119	124
Number of Consults ⁴	1964	965	946	1133

1--Materials checked out from library collection; items from library collection which have been used and reshelved; photocopies made by library staff from library collection; and documents borrowed from a library outside of the Northwest AHEC Library system.

2 -- AHEC Digital Library

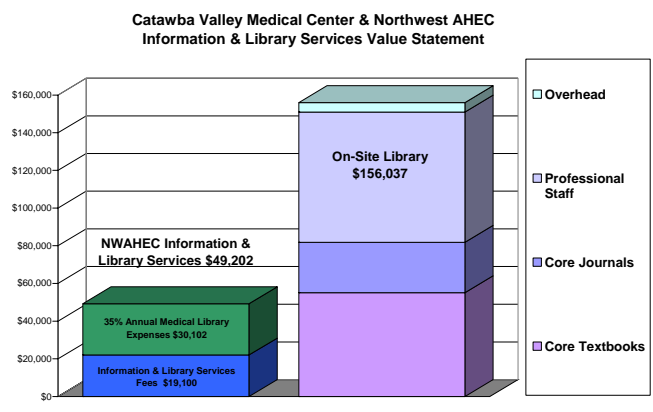
3 -- Site visits are meetings with Northwest AHEC institutional members for education, administration, promotion or consult purposes which are located away from WFUSM, Catawba Valley Medical Center, Rowan Regional Medical Center, and Watauga Medical Center.

4 -- Consults include telephone, email or in person; includes number of consultations to preceptor sites; categories of assistance can range from various types of technology assists to accreditation preparation, collection development, and training library contacts.

a-EC = educational classes

b-OR = orientation

CVMC paid an annual fee of \$49,202 to NW AHEC for library services and for CVMC’s cost share of base library operating services (35%). In turn, NW AHEC matched this support with \$55,903 (65% cost share of library operating expenses) in addition to providing salary support for a fulltime medical librarian. Below is a chart which shows the total fee paid by CVMC compared to estimated costs if CVMC were to house its own basic library without online resources and without support from NW AHEC. More information about these services can be found at our website: northwestahec.org or by contacting Ms. Nancy Stine at (704) 210-5587.



COMMUNITY- SUPPORTED ACTIVITIES

Quality Improvement Initiative— Northwest AHEC has been actively involved in a major quality improvement initiative over the past year, the North Carolina Rapid Response Team Learning Collaborative. Rapid Response teams are one of the original six interventions of the Institute for Healthcare Improvement's *100,000 Lives Campaign*. The NC RRT Learning Collaborative was one of nine RRT grantees nationwide that were funded by the Robert Wood Johnson Foundation. Partners included the North Carolina Hospital Association, the other NC regional AHECs, the Carolinas Center for Medical Excellence, VHA, and Premier. The goal of the collaborative was to develop, implement, and sustain rapid response teams in 50 North Carolina hospitals. Fifty-five hospitals across the state participated in the collaborative including Catawba Valley Medical Center.

Northwest AHEC staff provided support to the Rapid Response Team at Catawba Valley Medical Center. This support was provided through face-to-face meetings, conference calls, technical assistance, links to resources, and encouragement.

Catawba Science Center— Northwest AHEC sponsored the Catawba Science Center's *Body Extravaganza* exhibit which was featured from May 19- September 16, 2007. The Catawba Science Center is a "hands-on" institution dedicated to increasing the public's understanding of science and technology.

The exhibit, which is comprised of 25 separate experiences, enables visitors to immerse themselves in exciting, participatory learning experiences. The overarching goals of the project were to increase appreciation for the beauty and complexity of our human body and to promote understanding of the science principles that underlie body functions. From May 19-August 31, 2007, a total of **24,079** individuals have visited the exhibit which is a **50%** increase in traffic versus the same time period a year ago. Historically, the majority of visitors, 46% are from Catawba County, with 28% from the Unifour counties (Alexander, Burke, and Caldwell), 23% from the remainder of North Carolina (including Iredell and east), and 3% from out of state.

This was the first of much sponsorship planned by Northwest AHEC with the Catawba Science Center. Northwest AHEC is proud to join Frye Regional's long standing sponsorship of and support for this critical hands-on community science center to promote interest in health careers and healthy lifestyles in the Catawba County area.

Hickory Metro Higher Education Center (HMHEC) — Northwest AHEC has been an associate partner member of HMHEC since FY06 and has utilized the facility for **seven** workshops during the past fiscal year. They were as follows:

- NC Behavioral Health Care Access Initiative Focus Group
- Grantsmanship Part I
- Cognitive Behavioral Therapy
- Language and Literacy Intervention for PreK-2nd Graders at Risk for Reading Failure
- Understanding Psychosocial Aspects for Disabilities and Rehabilitation
- Conducting Substance Abuse Assessments that Make a Difference
- Brief Childhood Forensic Evaluations in Cases of Alleged Abuse