



Wisconsin AHEC

2015 ANNUAL REPORT / PROGRAM HIGHLIGHTS

Milwaukee

Northeastern

North Central

Northern
Highland

Northwest

Scenic Rivers

South Central



Dear Colleague,

Thank you for supporting the AHEC program.

In appreciation of your sustained commitment to achieving our shared goals, I am pleased to present this 2015 report of Wisconsin AHEC activities and program highlights.

Our ongoing partnerships in local communities with educators, employers, health professionals, students and their families continue to fulfill the mission of the Wisconsin AHEC system:

- Recruit and train students and professionals
- Encourage placements throughout the state where health care professionals are urgently needed, with a special focus on rural and underserved areas
- Improve health in Wisconsin communities

This report offers only a glimpse of our statewide activities and outreach. The work being done in local communities expands far beyond what we have space to include in this report.

For additional information about AHEC, I invite you to contact one of our regional AHEC centers or the statewide program office.

Nancy Sugden

*Director, Wisconsin AHEC System
Assistant Dean, Academic Affairs,
University of Wisconsin School of Medicine and Public Health*

Wisconsin AHEC Program Office

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facebook.com/WisconsinAHEC

LinkedIn: Wisconsin AHEC

2014-15 Program Year Accomplishments

An array of programs are offered in each AHEC region, as well as several statewide programs coordinated by the AHEC program office in Madison and implemented across the state.

Focus Areas

In 2014-15, AHEC programming focused on the core areas of:

- Enrichment programs for high school students interested in health careers
- Community-based training opportunities for health professions students
- Professional development programs for providers
- Health promotion programming for Wisconsin citizens

Regional Programs

Each AHEC region independently conducts activities designed to meet the needs of the local population, and also facilitates community-based placements for health professions students.

Health Careers Camps and Programs. Numerous health careers recruitment and exploration activities (aimed at 7th-12th grade) are conducted in all regions. AHEC offers one-week overnight summer camp experiences for high school students, in some cases delivering CPR/first aid certification credentials to campers. The **6 camps held during 2015** were: Fox Valley (Oshkosh), La Crosse, Madison, Manitowoc, North Central (Marshfield/Wausau/Stevens Point), and Platteville.

- 123 students attended AHEC health careers camps.
- 388 additional students participated in intensive (20+ hrs) programs, such as the Youth Health Service Corps and Health Career Academy.

Continuing Education for Professionals. Local-audience programs feature professional development and continuing education topics for health care providers, such as Professional Nurses' Day (Northwest AHEC region) and the Veterans Mental Health Summit (supported by the Northern Highland AHEC). Topics vary by regional AHEC.

In 2014-15, **AHEC professional education** encompassed:

- 53 offerings; 189 instruction hours
- Total of 2,293 participants, representing 20+ disciplines

Health Education Programs for Wisconsin citizens.

Both directly and through student service projects, the regional AHECs provided health education programs for over 12,800 local residents in 2014-15.

Signature Statewide Programs

Utilizing our robust network of contacts and partnerships in every county, Wisconsin AHEC leads and coordinates several statewide programs:

Community Health Internship Program (CHIP).

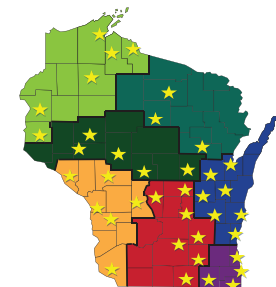
CHIP links college undergraduate and graduate student interns with local health departments, community health centers, and other agencies throughout the state to work on public health projects to benefit the local community or region. Student interns work 40 hours/week and are paid a modest stipend.

CHIP 2015 program placements:

- Statewide CHIP: 59 interns at 49 sites
- Milwaukee CHIP: 26 interns at 19 sites
- **Total: 85 interns**

Placement sites include:

- 41 health departments
- 8 community agencies
- 6 hospitals/clinics
- 4 university sites
- 3 tribal health dept./center



The summer 8-week program ran June 8 - July 31, 2015.

Wisconsin Express. In this week-long cultural immersion experience, health professions students study the diverse local and regional healthcare resources and challenges in an urban or rural setting. Cultural competency and self-reflection are an intentional part of the curriculum. Each regional program site is comprised of 6-10 students from different majors/professions.

Wisconsin Express 2015 program scope

- Spring Break (March): 1 site, Rusk/Barron Counties
- Summer program (May): 11 regional sites

Ashland	Rusk/Barron Counties
Beloit	Shawano/Menominee Counties
Green Bay	Sheboygan
La Crosse	Stevens Point
Milwaukee	Wausau
Minocqua	
- 92 student participants in summer, 8 in spring (100 total)
- Over 20 majors/academic disciplines represented

“Informed Caring” Web Portal

The **InformedCaring.org** web site is a health information portal for Wisconsin health professionals. The portal is intentionally designed to serve those working in local health departments, federally qualified community health centers, and others providing health services in rural and underserved communities throughout the state – particularly those without access to academic or hospital libraries.

2015 web analytics:

- 517 visits per month (average)
- 463 users per month (average)



Community Engagement Service-Learning Projects for Medical Students.

Since 2011, AHEC has worked closely with the UW Department of Family Medicine to coordinate medical student placements in communities across the state. During 2014-15, the Community Engagement Projects built on past successes as AHEC staff continued to design meaningful opportunities for third-year medical students.

To support the public health learning objectives in the Primary Care Clerkship (PCC) curriculum, AHEC staff expanded the network of partnering host sites (including public schools, non-profit organizations, libraries, and others); established ways that our students' skills and knowledge could be applied to achieve goals articulated by the local community; reinforced important learning outcomes for medical students; and made measurable progress on initiatives to improve public health in the local communities where projects occurred.

- 180 PCC medical students/year completed projects.
- Each project required at least 24 hours of direct service.



AHEC Alumni Association

Founded in 2012, our Alumni Association student board has expanded to representatives of the 7 AHEC regions. The student officers plan and host events for AHEC alumni who completed WI Express, CHIP, Health Careers Camps, and/or YHSC (Youth Health Service Corps). The 4th annual AHEC Alumni Association event was held on September 18, 2015.



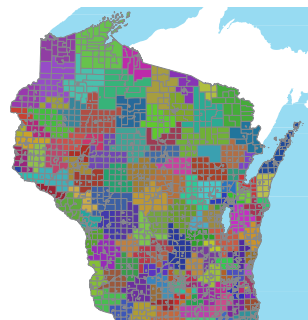
Wisconsin Workforce Data and Analysis

Wisconsin AHEC's 2012 Wisconsin Physician Workforce Report provided for the first time a comprehensive look at the current physician workforce in the state. The study offers comprehensive data from Wisconsin, and has demonstrated great value to policy makers grappling with workforce issues in this state. An update is planned for Spring 2016.

Health Service Areas - Wisconsin

In 2015, Wisconsin AHEC completed an extensive project to map health service areas in Wisconsin. The primary objective for developing this service area geography is to provide a framework for monitoring local program outcomes related to health workforce development and population health status. Service areas are based on proximity to a primary care service hub.

Most of the 135 service areas include a population of at least 10,000 within 30 minutes travel time of the hub city. Service areas are identified by urban or rural type using 2010 U.S. Census data on urban density. Maps of physicians by specialty and service areas are now available on the AHEC website (www.ahec.wisc.edu/workforce), along with retirement projections and shortage area data.



Overview of the AHEC System

Structure

The Wisconsin AHEC System consists of 7 regional centers and a statewide program office at the University of Wisconsin.

Governance

Each regional AHEC center board of directors is comprised of health professionals, business leaders, and educators from across the region. A statewide board oversees the AHEC system, with meetings held quarterly at the UW School of Medicine and Public Health in Madison.

STATEWIDE BOARD OF DIRECTORS

Board President: Nancy Kraft, PhD (Ladysmith)

Board Treasurer: Craig Bartos, MD (La Crosse)

Sandy Bishop, BS-HCAD, MS-Ed (Rhineland)

Cynthia Bodendein, RN, MSN (Baraboo)

Robert Breslow, R.Ph, BCPS (Madison)

Byron Crouse, MD (Madison / Belleville)

Paul Florsheim, PhD (Milwaukee)

Mari Freiberg, MPH (Cashton)

Sarah Grossheusch, MPH (Friendship)

Brad Gingras (Ashland)

Kristin Hill, MSHSA (Lac du Flambeau)

David Jenkins, MD (Wausau)

Kathy Loppnow, MSN, RN (Madison)

Angela Nimsger, MPH, CPH (Rhineland)

Michael O'Donnell, MPH, MED, RN, EMT (Elkhorn)

Susan Raab, CPS (Stevens Point)

Nancy Rublee, RDH, CDHC (Phillips)

Judeen Schulte, PhD, RN (Milwaukee)

Virginia Snyder, PhD, PA-C (Madison)

Mark Thompson, MD (Monroe)

Amy Wergin, RN, BSN (Manitowoc)

PROGRAM OFFICE / ADMINISTRATION

Director: Nancy Sugden, Asst. Dean, Academic Affairs

Assistant Director: Keri Robbins, MS-Ed

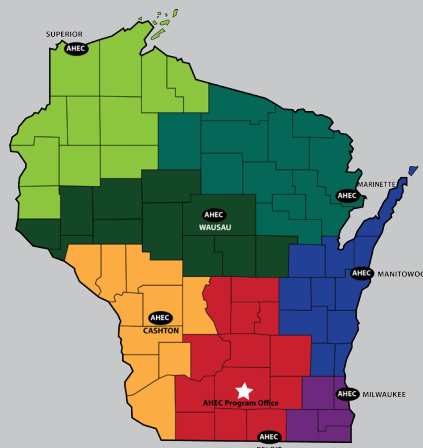
Community Health Programs and Internships

Coordinator: Courtney Saxler, MPH

Program Support: Michael Jacob, MPA

Program Office Interns: Morgan Haefner, Megan Hakes, Alissa Siegenthaler, Meghan Sovey





Regional Centers

Milwaukee AHEC

2224 W. Kilbourn Ave, Milwaukee

Director: Brenda Gray, PhD

Program Manager: Suzanne Letellier, M.Ed

Northeastern

925 S. 13th Street, Manitowoc

Director: Marty Schaller, MS

Program Manager: Jill Niemczyk, BS

North Central

401 Fifth Street Suite 440, Wausau

Director (retiring): Suzanne Matthew, PhD

Director (incoming): Christina Patrin, M.Ed

Northern Highland

3100 Shore Drive, Marinette

Director: Mark Scully, MLS, MPA

Program Manager: Gail Nelson, MA

Northwest

820 Lincoln Street, Superior

Director: Jann Brill, MS-Ed

Scenic Rivers

611 Broadway Street PO Box 95, Cashton

Director: Laura Pettersen, MS

South Central

136 W. Grand Ave Suite 100; Beloit

Director: Traci Lindsey, MPA

Milwaukee

Community Health Worker (CHW) Training Initiatives

The Milwaukee AHEC Community Health Worker (CHW) Training was designed to prepare trusted members of the community to become the face of the public health workforce. CHWs are the bridge between health/social services and the community, to facilitate access to services and improve the quality and cultural competence of health care service delivery.

Milwaukee AHEC has trained over 130 CHWs since 2009. Graduates have been employed by federally qualified health centers, community based organizations, health systems, and managed care organizations.

Milwaukee AHEC convened a WI Community Health Worker Leadership Development Training in 2013 to help guide the early growth of the WI Community Health Worker Alliance.

The Alliance hosts quarterly meetings and also supports several **Action Committees:**

- CHW Curriculum, Training, and Peer Exchange
- CHW Awareness and Public Support
- CHW Research and Evaluation, Legislation, and Sustainable Funding

Collective impact of CHW initiatives:

- Improved health care access, quality, and cultural competence
- Improved health outcomes
- Increased size and diversity of workforce
- Reduced cost of care
- Reduced health disparities



Northeastern

The group of academic partners convened five years ago by NEWAHEC continues to support educational opportunities for college students in **Interprofessional Education.**

Recognizing the increased emphasis on IP practice in healthcare settings, NEWAHEC has dedicated staff resources to coordinating and hosting IP training events to help prepare students for the workplaces they will enter. Among these IP initiatives are the day-long workshops NEWAHEC hosts every January. The workshops bring together college students from different academic disciplines for a hands-on educational experience. These select students analyze case scenarios and participate in simulation exercises to learn and practice interprofessional teamwork.

- 159 students total (39 per year since 2012)
- **Academic partners:** Bellin College, Fox Valley Technical College, Lakeshore Technical College, Marian University, Moraine Park Technical College, Northeast Technical College, UW-Green Bay, UW-Madison, UW-Oshkosh.
- **Disciplines represented:** Dietetics, Health Information, Medical Assistant, Nursing (both ADN and BSN), Occupational Therapy, Pharmacy, Physician, Radiography, Social Work, Surgical Technology.
- **Locations:** FVTC (Appleton), MPTC (Fond du Lac), LTC (Cleveland)

Students who attended AHEC interprofessional workshops said it was a unique opportunity to be trained alongside other health professions disciplines. Participants were enthusiastic about gaining experience in marketable skills that are expressly sought by employers in the region.



North Central

The executive director of this regional AHEC is on the **North Central Wisconsin Healthcare Workforce Alliance** as the chair of the health careers committee.

The Alliance is sponsored in partnership with the North Central Wisconsin Workforce Development Board and Centergy to serve the counties of Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood.

The Alliance accomplishes the following:

Mission Statement:

Our mission is to develop collaborative partnerships among workforce readiness, educational, and healthcare organizations, maximizing resources to create innovative solutions in pursuit of a sustainable healthcare workforce.

Alliance Goals:

1. Provide a forum for healthcare professionals to discuss and design collaborative approaches to advocate for workforce needs.
 - Increase access and reduce barriers to relevant healthcare and workforce resources.
 - Utilize data-driven decisions; i.e. regional retention surveys (healthcare workforce and educators).
2. Maximize resources across the region to provide health career pathway awareness experiences.
 - K-12 exploratory
 - Post-secondary career exploratory
3. Provide resources for shared professional development opportunities and increase awareness of availability of educational opportunities.
 - Align post-secondary student requirements and processes for clinical placements.



Northern Highland

Building on a successful day-long conference (“Hand Over Hand”), Northern Highland AHEC remains active in addressing the health needs of U.S. military (current and former) in the northwoods, with a particular focus on **Veterans Mental Health**.

Programming has been extended to Wisconsin from a national AHEC initiative designed to “train the trainers” to leverage the regional network and increase competence in this topic. The national conference provided regional businesses, colleges, service agencies, community leaders, public health, and private health care providers, information and resources to support military veterans as they adjust to civilian life. Veterans learned about educational and career opportunities, and where to find and use available health care resources for supporting their transition to the civilian world. Focus areas also include social reintegration, jobs and career preparation.

These outreach activities have continued, with followup outreach, meetings, and trainings in subsequent years. An example that highlights the type of outreach conducted on this topic: Northern Highland AHEC participated in the Wisconsin Public Health Nursing Conference to co-present a “Veterans Mental Health” poster and personally engaged with 64 public health nurses and nursing educators, to discuss nurses’ role in serving members of the military, veterans, and their families in local communities. At this event, NH-AHEC also distributed educational materials in print and digital formats to encourage further self-learning on the subject.



Northwest

In collaboration with the Wisconsin Indianhead Technical College (WITC-Ashland) and the Wisconsin Nurses Association, Northwest AHEC has presented **Nurses’ Professional Development Day** to provide continuing education of the regional work force.

Over the past few years at this event, a range of topics have been presented, including:

- **Trends and Issues for Nurses Today.** Presented by: Gina Dennik-Champion, MSN, RN, MSHA. Executive Director, Wisconsin Nurses Association
- **The Status of the Nursing Workforce in Wisconsin.** Presented by: Judith M. Hansen, MS, BSN, RN. Executive Director, Wisconsin Center for Nursing
- **The ROOT Causes of Health: Poverty, Health Equity, and Social Justice** Presented by: Pamela Guthman, BSN, RN, BC. CEO, Indianhead Community Action Agency, Inc.
- **Impaired Skin Integrity Under Medical Adhesives: Did You Cause It?** Presented by: Beth LaVelle, Ph.D., RN. Education Coordinator, Westfields Hospital
- **Professionalism in Nursing—What Does It Really Mean?** Presented by: Kate Siegler, MSN, RN. Academic Dean for Allied Health, WITC
- **Top Ten Ways to Lose Your License** Presented by: Stacie Halweg, RN, MSN
- **Diabetes Update** Presented by: Jean Roedl, APNP, FNP-BC, ADM-BC
- **Aging in Sickness and Health** Presented by: Ronda M. Thompson, MSN, APRN



Scenic Rivers

To strengthen connections among high school students, college students, and professionals in the same field of interest, Scenic Rivers AHEC started **“AHECConnect” Mentoring** during 2014-15.

This program leverages the unique position of AHEC as an organization in close contact with individuals at all levels of training and experience in health career fields. Enrollment in the program immediately attracted strong interest in targeted rural areas.

Benefits to participants:

High school students learn about

- Daily work tasks
- Work environment
- Education or training required
- Wages/salary
- Opportunities for advancement
- Future outlook for employment options

College students can use this program to

- Develop mentoring skills
- Share their knowledge and insights
- Find joy in helping younger students
- Further explore their own interests
- Discover new areas of focus within their current field of training
- Network in the health care community

Health care professionals, through mentoring relationships:

- Examine the implications of their daily practice environment for new professionals
- Explore new perspectives
- Identify the talent pool for the next generation of providers



South Central

K-12 Health Careers Outreach

While every AHEC center reaches out to local high schools, the South Central AHEC places a special emphasis on delivering curriculum that enhances the offerings of school districts that would otherwise be unable to teach these topics. Rural schools are targeted recipients of this service.

Original presentations and hands-on activities were developed by AHEC staff. Classes are taught by AHEC staff with previous high school teaching experience, who travel throughout the region to supplement the local health education opportunities.

Activities during 2014-15:

- Sessions conducted on site in 10 counties
- 156 presentations for high school students
- 2 professional organizations/conferences
- 3 events (i.e. Girl Scouts Expo, HOSA)

Topics

- Intro to Health Care Careers
- Dental
- Future Trends in Health Care
- Lab Services
- Nursing
- Professionalism
- Radiology and Diagnostics
- Sim Man (*simulation mannequin*)
- Therapeutic Services
- Vital Signs
- Vulnerable Populations

Hands-on activities are a prominent feature of the majority of these sessions. Students report increased interest in health professions after participating in an AHEC presentation.



Investments in Medical Training and Health Education

Funding for the AHEC Program

The UWSMPH and UW–Madison investment in AHEC qualifies the regional AHEC Centers for federal funding, awarded through a competitive grant process every five years. The amount of federal funding is based on the number of centers. Wisconsin's seven AHEC Centers must meet staffing, organizational and program requirements of the federal program in order to remain eligible for funding.

State GPR (general purpose revenue) dollars are the primary source of funding for AHEC through the University. The reduction in state funding to UW–Madison over the last several budget cycles has resulted in a significant decline in resources available to the AHEC program. Maintaining our signature statewide programs and a local presence in the seven regions presents us with a serious challenge in this budget environment. The termination of several related federal grant programs that provided additional funding for the AHEC program in the past only adds to that challenge. On the other hand, as we head into the 2016 program year, we are pleased to note the increase in support from host sites for our statewide summer intern program, indicating confidence in the value of AHEC programs.

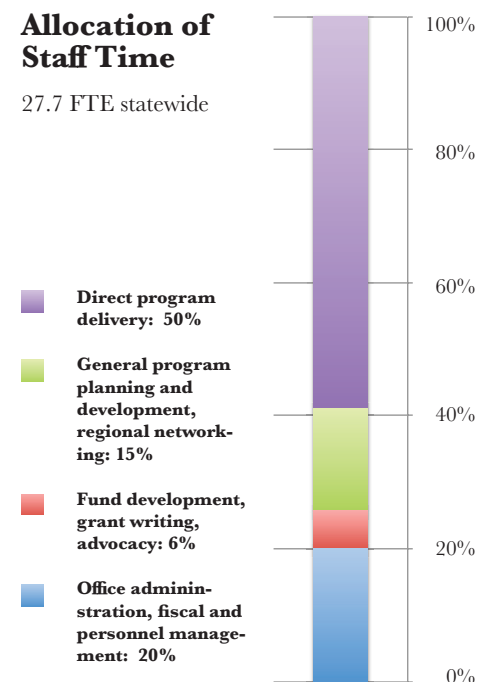
Existence of a strong statewide AHEC network for program delivery is an important factor in Wisconsin's success in attracting other competitive grants and contracts for healthcare workforce development. About 33 percent of core AHEC funding supports the infrastructure necessary to deliver programs (administrative personnel, facilities, and the costs of program development) for the seven centers and the program office. The balance of AHEC state and federal funding, along with program fees and partner contributions, provides for AHEC health careers programs, health professions student training in each region. Additional program-specific grants fund our health education outreach programs for community members.

Even at this relatively low ebb in additional grants and contracts, AHEC continues to deliver over \$2 in programs for each \$1 invested in its infrastructure.

AHEC programs reached over 31,850 Wisconsinites in the past year, *connecting students to careers, professionals to communities, and communities to better health.*

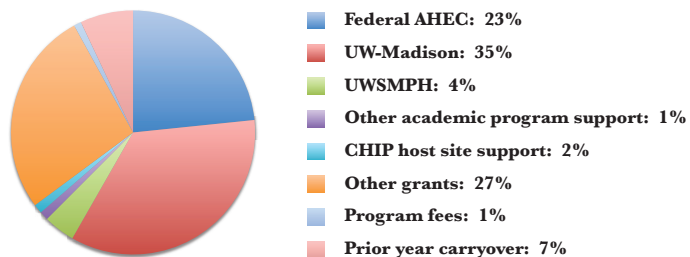
Allocation of Staff Time

27.7 FTE statewide



2014-15 AHEC Program Funding – All Sources

\$3,055,691



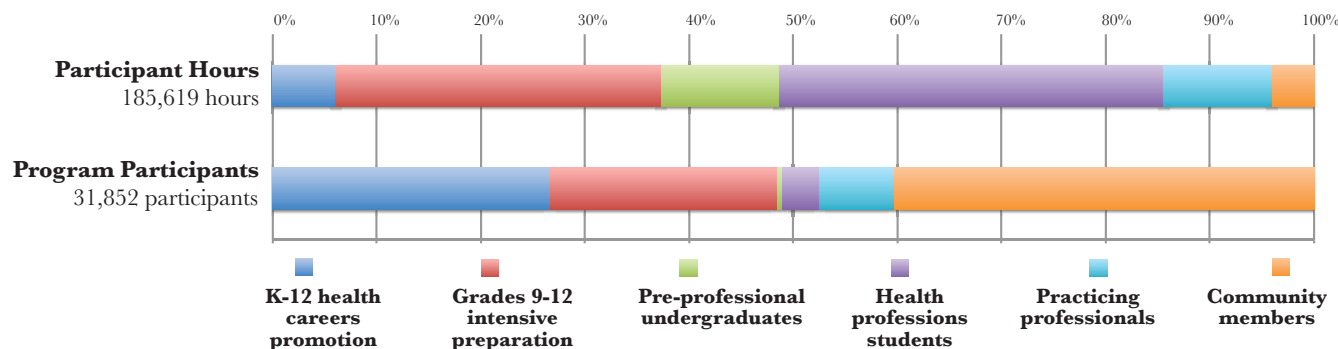
2014-15 Program Expenditures by Program Area

\$3,055,691



Participation throughout the Pipeline of AHEC Programs

2014-15 AHEC Program Participants and Participant Hours



Health Professions Education

1,276 students



= 10 students

Academic Institutions

of Wisconsin residents participating in AHEC programs

Alverno College
 Bellin College
 Beloit College
 Carroll University
 Carthage College
 College of the Menominee Nation
 College of Silver Lake
 Colorado School of Public Health
 Columbia College
 Concordia University
 Cornell University
 Edgewood University
 Johns Hopkins University
 Lawrence University
 Macalester College
 Marian University
 Marquette University
 Medical College of Wisconsin
 Milwaukee School of Engineering
 New York University
 Ripon College
 Saint Louis University
 Saint Norbert College
 University of Minnesota – Twin Cities
 University of Nebraska
 University of North Carolina
 University of Notre Dame
 University of Oklahoma
 University of Pennsylvania
 University of Wisconsin School of Medicine and Public Health
 University of Wisconsin – Eau Claire
 University of Wisconsin – Green Bay
 University of Wisconsin – La Crosse
 University of Wisconsin – Madison
 University of Wisconsin – Milwaukee
 University of Wisconsin – Oshkosh
 University of Wisconsin – Parkside
 University of Wisconsin – Platteville
 University of Wisconsin – River Falls
 University of Wisconsin – Stevens Point
 University of Wisconsin – Stout
 University of Wisconsin – Superior
 University of Wisconsin – Whitewater
 University of Wisconsin Colleges (2-year campuses)
 Viterbo University
 Washington University in St. Louis
 Winona State University
 Wisconsin Lutheran College
 Wisconsin Technical Colleges: Blackhawk, Chippewa Valley, Fox Valley, Gateway, Indianhead, Lakeshore, Madison, Midstate, Milwaukee, Moraine Park, Nicolet, Northcentral, Northeast, Southwest, Waukesha, and Western.



AHEC Mission

To enhance access to quality health care, particularly primary and preventive care, by improving the supply and distribution of health care professionals through community/academic educational partnership.

Ongoing Initiatives

2012-17 Work Plan Priorities

The Wisconsin AHEC program grant has been successfully established for the period from July 1, 2012 - June 30, 2017, and received fund appropriations in the annual federal budget and biennial state budget. The authorized work plan outlines the following priorities, along with specific strategies for each one:

Program Priority Area I: Increase supply and improve distribution of primary care providers.

Program Priority Area II: Improve diversity of the health professions workforce.

Program Priority III: Enhance the quality of health professions education programs and community service opportunities particularly in the area of public health and preparation for interprofessional practice.

Program Priority Area IV: Provide a supportive infrastructure for local providers/practitioners in underserved areas, including opportunities for continuing education and community-based research.

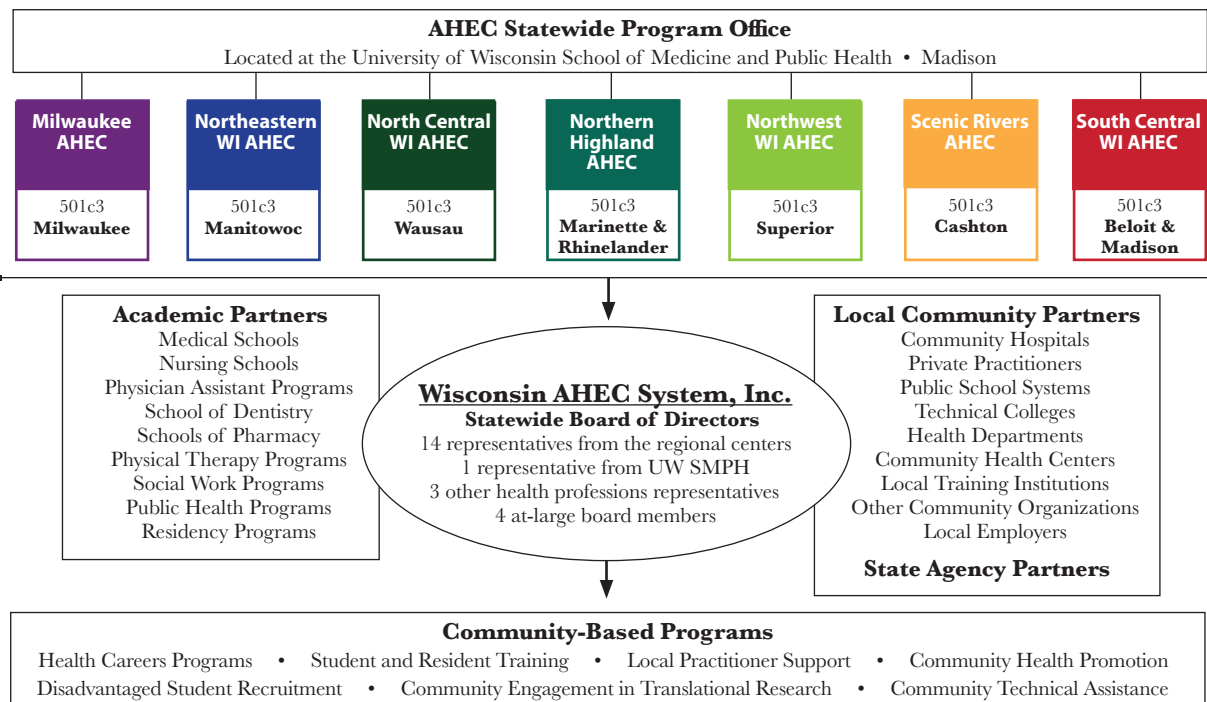
Program Priority Area V: Through student projects and other community health outreach activities, address health disparities and access issues identified in regional needs assessments.

Program Priority Area VI: Provide organizational leadership and collaborative infrastructure for Wisconsin health care workforce planning efforts.

Program Priority Area VII: Establish benchmarks and implement effective program evaluation and outcomes measurement strategies during the five-year award cycle 2012-17.

Wisconsin Area Health Education Center System

The AHEC program in Wisconsin was established in 1990. During the period of startup federal funding (1991-1999), Wisconsin established 4 regional centers. In order to provide programming more responsive to local needs, the original four centers were reorganized into seven in 2006-2007. Currently each AHEC center serves 10-13 counties in its region, except Milwaukee AHEC which continues to focus on the five counties in the southeastern corner of the state.



Wisconsin AHEC Interprofessional Healthcare Case Competition



Wisconsin AHEC received a prestigious national award at the National AHEC Organization 2014 biennial conference, in recognition for this annual interprofessional program.

Teams of 3-5 college students from different health professions analyze a complex case during the fall. Selected teams present their recommendations to a panel of judges who represent the Wisconsin health care community. The statewide competition is held in the Wisconsin Dells each January.

Origin of the AHEC Program

The national AHEC program was established by the U.S. Congress in 1971 to recruit, train, and retain a health professions workforce committed to rural and underserved populations. Federal funding provided for program start-up, with state and local support expected to sustain the program. An essential component of the AHEC program was creation of regional centers, separate from academic health centers, with their own governing boards, to develop programs focused on the unique needs of each state and every region of the United States.

Wisconsin AHEC programs are supported by Grant U77HP03045 from the U.S. Department of Health and Human Services (HHS) / Health Resources and Services Administration (HRSA) / federal Area Health Education Centers program (AHEC).

