



2014
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A Message from the CEO

Kenneth Oakley, Ph.D., FACHE



Dear Community Partners:

It is with a slight degree of sadness that I present to you this opening message for our Western New York Rural Area Health Education Center's "Annual Program Report: 2014". This will be my last report to you as I will be retiring as of July 2nd, 2015. What a wonderful ride it has been. I have truly enjoyed and greatly appreciated the energy, enthusiasm and support that our staff, board members and community partners have put forth over the past 16 years that, in combination, has made the R-AHEC the organization that it is today. Heartfelt thanks to all of you.

As you review this year's report, I trust that you will agree that 2014 was yet another year of successful service and accomplishment. I can only believe that 2015 and beyond will also see new leadership carry the organization forward as strong and as productive as ever. Perhaps it will become an even more prominent player with the emergence of performing provider systems (PPSs) across the region. The near term future will certainly be an interesting time of challenge and transition.

I wish the staff, board and community partners of the R-AHEC nothing but the best moving forward. And again, thank you for the kindness, support and respect you have shown me over the past 16 years.

With the warmest thoughts!

Respectfully,

Kenneth L. Oakley, Ph.D., FACHE
Chief Executive Officer

2014 Staff

Kenneth L. Oakley, CEO
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Western New York Rural Area
Health Education Center

On The Web at
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Partnerships are a key ingredient to the success of R-AHEC.

Therefore, we are constantly seeking new partnerships and

funding opportunities. We welcome the

opportunity to work with you or your organization.



The New York State Area Health Education Center System is funded by the Federal Department of Health and Human Services (Bureau of Health Professions), New York State's Health Care Act of 2000, and local community support.

If you wish to file a Civil Rights program complaint of discrimination, complete the USDA program Discrimination Complaint Form (PDF), found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.

2014 Organizational Accomplishments:

Technology

FCC Project/Western New York Rural Broadband Healthcare Network

(WNY RBHN)

The Western New York Rural Broadband Healthcare Network (WNY RBHN) was developed as part of the Healthcare Pilot program funded by the Federal Communications Commission (FCC). The network now has 61 live facilities on the network.

We are continuing to add additional facilities including health departments, mental health facilities and more primary care practices. The WNY RBHN has developed an RFP for the FCC's Healthcare Connect Fund. The highlights of the Healthcare Connect Fund include a 65% subsidy for broadband services, equipment and installation and the ability to subsidize administrative offices and data centers. The current pilot project participants will be able to transition into the Healthcare Connect Fund as the pilot project ends in 2016. Eligible healthcare facilities will qualify for the 65% subsidy, however, any healthcare related facility can join the network and take advantage of the services and collaboration between facilities.

In 2014 we developed a new website, www.wnyrbhn.org for potential members to join the network and facilitate responses to the RFP once it is posted. We have also developed partnerships with several vendors for discounts on equipment, disaster recovery services, cloud-based A/V solutions, and employee training and web design. These vendors are Capstream Technologies, TriDelta Resources, Zoom, New Horizons—Logical Operations, and Direct Global, respectively.



Western New York Rural Area Health Education Center

Program Overview

The Western New York Rural Area Health Education Center (R-AHEC) is an independent 501(c)3 non-profit organization headquartered in Warsaw, New York, with offices in Batavia and Hornell. Established in 1999, R-AHEC serves as a networking hub to a predominately rural, 12-county region, covering over 10,000 square miles. R-AHEC's counties include: Allegany, Cattaraugus, Chautauqua, Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates.

As a rural facilitation resource, R-AHEC creates community partnerships to educate and place healthcare professionals—doctors, nurses, dentists, technologists, and other allied health practitioners—in underserved areas, addressing the health manpower needs of our rural communities. R-AHEC, in partnership with State and Federal agencies, is working towards developing a rural healthcare technology infrastructure to bring access to quality healthcare, as well as healthcare education, training and workforce development in the rural communities of Western New York State.

Considering community input and keeping in mind the expectations of the National AHEC Organization (NAO), our Center's current areas of focus include the following:

- Pipeline Programming for Youth
 - ⇒ Camps, health care exploration and www.rahec.myhealthcareer.com.
- Preceptor Development/Student Housing
 - ⇒ Clinical rotations, programming and housing sites: Hornell, Warsaw and Westfield.
- Health Workforce Development
 - ⇒ Recruitment, retention, and continuing education.
- Rural Health Care Technology Infrastructure Development
 - ⇒ WNY Rural Broadband Healthcare Network (WNYRBHN)

In addition to these areas of focus, R-AHEC is involved with coordinating many community based programs and pilot projects to meet the ever-changing needs of the communities we serve.

The Mission of the Western New York Rural Area Health Education Center is “to improve health and healthcare through education.”

2014 Organizational Accomplishments:

Pipeline Programming

The Great Hospital Adventure

The Great Hospital Adventure® puppet show presentations reached 70 Pre-Kindergarten through second grade students. Students were introduced to health professional puppet characters through a short video, received hands-on time with the puppets and received a bilingual coloring book featuring the characters of *The Great Hospital Adventure*®.

Health Careers Opportunity Program

R-AHEC began a partnership in the spring 2013 with the D'Youville College Health Careers Opportunity Program (HCOP). There are two components to the HCOP program. Component one, as a sub-contractor R-AHEC coordinates opportunities for health professions students (enrolled in various programs) from D'Youville College to gain exposure to rural healthcare settings by touring local hospital and healthcare facilities located in Western New York. On March 15, 2014 a total of 19 health professions students from the HCOP Program toured Olean General Hospital (OGH) and attended several presentations by providers from OGH. A second facility tour was held at St. James Mercy Hospital on April 6, 2014. A total of 22 health professions students attended that tour.

A second component to HCOP is to provide 11th grade students, primarily from inner-city Buffalo, the opportunity to attend one day health career camps at rural healthcare facilities as part of a six-week program (run by D'Youville College on their campus) during the summer months. An HCOP Camp was held on July 14, 2014 at Jones Memorial Hospital in Wellsville, NY. A total of 16 students attended this camp. A second HCOP Camp was held on July 30, 2014 at the Chautauqua Center and the Resource Center in Dunkirk, NY. A total of 11 students attended this camp.

MedTech Camp

Camps are designed to introduce students to health careers through one day or half day hands-on activities. R-AHEC partners with local healthcare facilities and professionals, offering students opportunities to meet the staff and receive facility tours. MedTech Camps combine various components from each of the camps through hands-on healthcare and biotechnology related activities. Activities have included interactive media presentations on DNA, Robotic Surgery and video clips on the latest advances in the field of biotechnology.

One MedTech Camp was held from August 4, 2014, through August 7, 2014, at Genesee Valley BOCES in Mt. Morris, NY for a total of 11 students.

Classroom Presentations

Additional opportunities for health care career explorations included career fairs, classroom presentations educator presentations, and health professions student presentations. A total of 43 students were introduced to various health careers during two Health Career Presentations.

2014 Organizational Accomplishments:

Preceptor Development

Doctor's Across New York (DANY)

R-AHEC has been awarded Doctor's Across New York (DANY) Program funding through The Research Foundation for SUNY, on behalf of the University at Buffalo, Department of Family Medicine. The program is sponsored by the New York State Department of Health for July 1, 2012 through June 30, 2015.

The NY State Department of Health Commissioner Nirav Shah stated that, *"The Doctors Across New York program is an import resource to help train the next generation of physicians..."*

The DANY Ambulatory Care Training Program is designed to help meet the need for highly trained providers in community-based settings. The program provides funding for the training and placement of physicians preparing for the future.

R-AHEC has partnered with Pembroke Family Medicine to provide students with clinical training in a rural setting from dedicated health care professionals. University at Buffalo 3rd Year Medical students will experience first-rate rural family medicine. One student called it *"Hard-Core Family Medicine."*

Program Objectives:

- Increase students' level of training in primary care ambulatory settings;
- Exposing students to life and work in a rural community;
- Learning about rural medicine with a geriatric and/or rural medically underserved focus, while interacting with other health professionals to learn the advantages of the health care team.

The programs is open primarily to 3rd Year Medical Students as a Clerkship, with limited rotations for 1st year medical students and residents. Each participating student received a stipend/travel allowance along with "bonus" materials, which include: "The Guide to Clinical Preventive Services 2012" (booklet); "Evidence Based Medicine: How to Practice and Teach It" (booklet); "Multimedia Primary Care Procedures" (DVD, Online, pocket-book); and an WNY R-AHEC 2GB flash drive.

During 2014, 12 students have completed and/or are currently in their rotations with Pembroke Family Medicine. Two students are in their third year of medical school, and two students are in their first year of medical school. A total of 14 students have completed rotations with Pembroke Family Medicine since 2013.



2014 Organizational Accomplishments:

Health Workforce Development

Healthcare Workforce Retraining Initiative (HWRI)

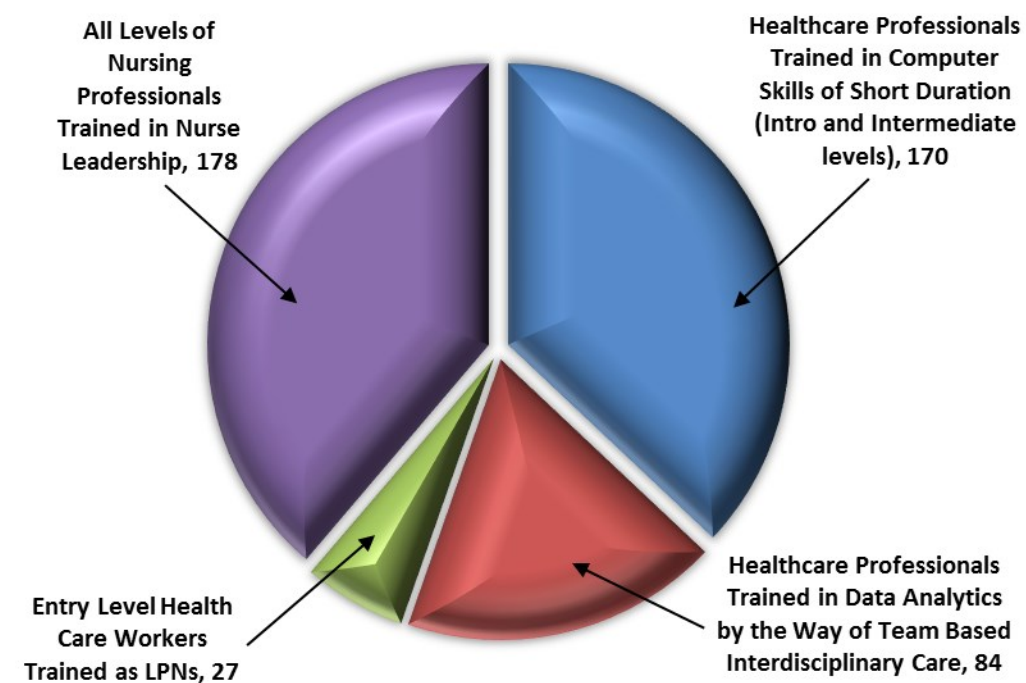
On April 8, 2014, R-AHEC was awarded grant funds to support projects under the Health Workforce Retraining Initiative (HWRI) for a two-year period (April 2014 to March 31, 2016). The award funds four projects in three NYS DOH regions (Western, Rochester and Central), covering twenty three counties of Western and Central NY.

The projects for each region include:

- *All Levels of Nursing Professionals Trained in Nurse Leadership*
- *Healthcare Professionals Trained in Data Analytics by the Way of Team Based Interdisciplinary Care*
- *Healthcare Professionals Trained in Computer Skills of Short Duration* (Intro and Intermediate levels)
- *Entry Level Health Care Workers Trained as LPNs.*

Through this funding opportunity, R-AHEC provided on-site and off-site computer skills, data analytics and nurse leadership training programs to 432 healthcare professionals. Additionally, through the LPN training program award, R-AHEC assisted 27, healthcare professionals in advancing their healthcare careers. R-AHEC was able to provide training for a total of 459 health care professionals. To facilitate the programming we establish new academic and healthcare partners, while continuing to foster former partnerships. Project partners represent local private/public training providers, hospitals, long term care facilities, community health centers, nursing agencies, primary care provider practices and dental care provider practices.

HWRI 2014 YTD Active, Withdrawn and Graduated Participants



2014 Organizational Accomplishments:

Pipeline Programming



Honeycomb After School Program

Honeycomb After-School program continued to provide enrichment activities to 89 students in the Perry School District in grades Kindergarten through Fifth throughout the school year. Honeycomb is a New York State Office of Children and Family Services School Age Child Care program and is licensed by New York State.

In 2014 programming included: homework help; community service; weekly science lessons; American Sign Language; French and Zumba; activities such as spa days; gym/outside games; crafts; computer time and cooking. Honeycomb also hosted a Holiday Open house before the Christmas break where students were able to showcase their talents in dance, American Sign Language, French and Zumba.

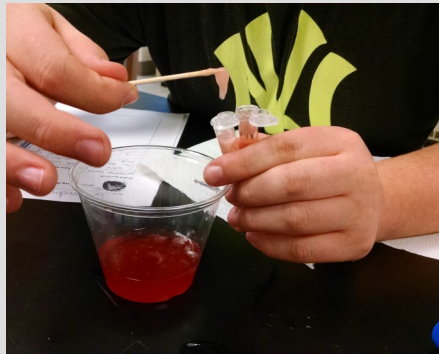
The Advantage After-School Program year ten grant ended September 30, 2014. The program was not funded for school year 2014-2015. R-AHEC continues to run the program in hopes of finding additional funding to support a valuable community resource in Wyoming County.

2014 Organizational Accomplishments:

Pipeline Programming

ITEST

ITEST-NSF Grant: *Western New York Genetics in Research Partnership- Expanding Exposure, Career Exploration and Interactive Projects in Basic Genome Analytics and Bioinformatics*



R-AHEC is part of a sub-award with the University at Buffalo Department of Biotechnical and Clinical Laboratory Sciences (UB): “Western New York Genetics in Research Partnership” project. The research project incorporates a hands-on cyber-learning approach to bioinformatics with teachers and high school students at WNY schools. This research is to develop better ways to teach bioinformatics through use of hands-on, state-of-the-art bioinformatics tools and create awareness of careers in science, technology, engineering and mathematics (STEM).

Bioinformatics is the use of computers to store, search and characterize the genetic code of genes, and the proteins linked to each gene and their functions. Bioinformatics is a rapidly developing branch of biology that also includes informatics, statistics, mathematics, chemistry, biochemistry, physics, and linguistics.

In July 2014, nine teachers from Albion High School in Orleans County; Attica, Letchworth, Warsaw Central Schools from Wyoming County; Newark High School from Wayne County; Pioneer High School from Wyoming/Cattaraugus County; and Rochester STEM High School from Monroe County attended gene annotation computer training at the University at Buffalo. During the Fall R-AHEC presented and/or coordinated a 4 Lesson Series to students in grades 9-12 at the seven participating school districts: Lesson 1 (Genetics Boot Camp), Lesson 2 (DNA Fingerprinting), 3 Lesson (Career/College Explorations), and Lesson 4 (Project Overview by UB). Each of the first three lessons introduced and/or reviewed the basics of DNA, performed DNA extraction from strawberries, learned about DNA profiling/sequencing and Bioinformatics/Life Sciences Career and College options. A total of 540 students participated in the activities.

Activities take place over the course of two semesters during the school year, ending with a Spring Symposium/Capstone Event hosted by UB in which participating students will show case what they have learned.



2014 Organizational Accomplishments:

Housing and Preceptor Development

Student Housing and Preceptor Development

R-AHEC works collaboratively with several colleges and academic institutions to identify preceptor sites for their health professions students in rural communities throughout Western New York. R-AHEC’s efforts include providing affordable housing for health professional students at three convenient rural locations throughout Western New York.

R-AHEC housing sites are located in Warsaw (Wyoming County), Hornell (Steuben County), Westfield (Chautauqua County). In addition to housing health professions students, the housing site in Warsaw, known as the Thiel Hospitality House, also offers families and individuals a temporary place to rest during times of medical crisis.

In 2014, 171 students, community members and visiting health care-related personnel stayed at one of the three sites. Those utilizing the housing sites included 41 community members and guests, 61 visiting physicians, and 69 students participating in clinical rotations.



Westfield House



Hornell House



Thiel Hospitality House-Warsaw