



HealthLinks

A QUARTERLY NEWSLETTER FROM
CATSKILL HUDSON
AREA HEALTH EDUCATION CENTER

VOLUME I, ISSUE I
MARCH I, 2005

“Pathways to Healthcare Careers”

What is an AHEC?

An Area Health Education Center (AHEC) is a not-for-profit organization that works in Health Professional Shortage Areas (HPSA), Medically Underserved Areas (MUA) and other medically underserved neighborhoods. Through collaboration with community-based partners, an AHEC recruits students into healthcare professions, trains and supports healthcare professionals, and advocates eliminating health disparities. At the local level, AHEC represents real facilities that are run by community-based organizations that carry out a wide range of health care education activities. AHEC strategies for recruiting and retaining health professionals to practice in underserved communities include: Developing opportunities and arranging placements for future health professionals to receive their clinical training in underserved communities, providing continuing education and professional support to practitioners in these communities and encouraging local youth to pursue careers in health care.

Catskill Hudson Area Health Education Center (CHAHEC)

As New York’s eighth (8th) AHEC, CHAHEC was established in 2003 and is located in the Lower Hudson region, which is comprised of 11 counties ranging from just south of Albany to near the border of New York City. In its first year of operation, Catskill Hudson AHEC sponsored 33 innovative and exciting educational programs. As a result of these programs, 86 medical and pre-medical students and 682 nursing and health professions students were placed with 94 teachers at 35 community-based training sites. Six hundred, eighty-six (686) young people, ranging in ages from 10 to 17, received exposure to health careers and health professionals through interactive activities in career pipeline programs. Six hundred eighty-two (682) health professionals participated in CHAHEC sponsored continuing education programs.

Meet Our Staff

BONNIE KAIDO, PRESIDENT – CHAHEC Board of Directors

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**KATHRYN
HORNBECK,
CMPE**



EXECUTIVE DIRECTOR—Kathryn has over 20 years experience as a health care executive with Mid-Hudson Family Health Institute as well as Brown University’s Family Practice Residency Program. Her experience encompasses the areas of corporate development, strategic planning, public relations, marketing, grant writing, medical practice management and development of rural health networks and integrated health delivery systems.

**KATHERINE
MURPHY**



PROJECT COORDINATOR—Kathy joined the CHAHEC staff on September 20, 2004. She brings to this position many years of management and organizational skills. Her previous positions were primarily based in New York City, involving her in both domestic and international activities.

**JENNIFER
EARLE**



ADMINISTRATIVE ASSISTANT—Jennifer began working with CHAHEC on November 15, 2004, having left SUNY New Paltz as the AmeriCorps Program Coordinator to pursue a career in health education and community outreach. Jennifer has a diverse background in human services, human resources, career counseling and non-profit management.

A Partner in the New York State AHEC System



"My experience at the Summer Medical Academy allowed me to see what goes on in a hospital. It heightened my interest for a possible career in medicine." David Craig



"...The doctors, nurses and technicians really opened our eyes to professions some of us never knew existed." ... Mary Schwarzhans

Start-Up Year Highlights

SUCCESS IS SEEN IN THE POSITIVE WAY YOU TOUCH OTHERS LIVES ...

In our start-up year, during the 2003/2004 mini-grant cycle, Catskill Hudson AHEC sponsored 15 Pipeline programs, 11 Recruit/Retention programs and 7 Training programs. Among our most successful programs are Bassett Healthcare Up Close Cardiac Surgery Program, Columbia Memorial Hospital Community Speakers Bureau, Columbia Greene Community College Summer Youth Program, Catskill

Regional Medical Center Health Careers Behind the Scenes/M*A*S*H Camp, SUNY Cobleskill Pre-Medical Program, The Kingston Hospital Certificate & Recertification Program and the Mid-Hudson Family Health Institute BS/DO Student Program as well as their Medical Student Clerkship Program. We've formed rewarding relationships with Central New York AHEC as well as Hudson Mohawk AHEC and look forward to working with them in the future to strengthen

the AHEC mission. Our goal is to sponsor programs that train healthcare professionals, connect students enrolled in health care education programs with community based training sites, sponsor and develop programs that expose and inform children and young adults about various careers in healthcare, promote healthcare awareness and develop program initiatives that address crucial local needs, shared issues amongst geographic clusters and that spread across our 11-county region.

Program Successes

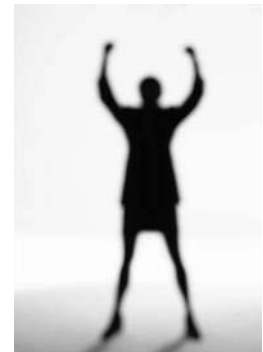
CRITICAL CARE CONFERENCE

One of CHAHEC's most successful programs that recognizes the need for quality, low-cost education is the Bassett Healthcare sponsored Critical Care Conference. Hosted in September 2003 and September 2004, this critical care teaching day hosted invitees from the ICU staffs at hospitals in up to a 300 mile radius, which included Delaware, Dutchess, Orange, Otsego, Putnam, Rockland, Sullivan and Ulster counties. The lectures included a panel discussion on nursing and the law, working relationships, co-morbid issues, family involvement during a cardiac arrest and on nosocomial infections. The programs addressed daily problems that occur in every intensive care unit in the country and offered educational resources for improved care, job satisfaction and the both the chance to make a difference for caregivers and

the patients who need them the most. Each nurse participant received a New York State Nursing Association Approved Continuing Education Unit for the day.

HEALTH CAREERS EXPLORATION PROGRAM

Hosted by Ulster BOCES, this program is designed to provide students an opportunity to experience the various health careers in a hospital setting. Developed, coordinated and implemented by New Visions students, this was an intensive exercise in which middle school students were provided with the educational requirements, professional responsibilities and working conditions of various health care positions. Visiting students directly experienced the workplace, observed the professionals and gained an understanding of the present and future needs in health careers. Additionally, guest



students were provided with preparatory information on Patient Rights, Confidentiality and Infection Control that was assembled by the New Visions students and provided to the guest students prior to their visit. This program succeeded in recruiting 42 eighth grade students from three school districts.

In the Participant's Words:

- *"I have come away from this conference rejuvenated in my beliefs. Thank you for presenting stellar professionals in this conference."*
- *"There was so much to learn from excellent speakers who shared valuable information to gifted, intelligent nurse professionals."*
- *"I was especially encouraged with the speakers readiness to share resources, knowledge and invite personal dialogue by e-mail."*

Health Career Spotlight

HAVE YOU THOUGHT OF A HEALTH CAREER AS A ...

BIOPHOTOGRAPHER

If you have a passion for art and science, a career as a biophotographer, also called a medical photographer, may be the right career choice for you. Think CSI meets ER!

A fascinating vocation, biophotography students complete credits in liberal arts with quite a few courses in photography, web design and digital media. On the science end, they complete courses in medical terminology, human biology, anatomy, chemistry and advanced mathematics. Students learn how to work with all the tools of this trade which include sophisticated cameras (manual and digital), microscopes, other photography equipment, lighting and design software such as Photo Shop.

Biophotographers typically work in health-related environments such as hospitals or health

clinics, but can also work in medical schools, research organizations, publishing and advertising companies. They take photographic shots of operations, patient procedures, autopsies, internal organs, tissues and specimens. In addition to providing hospitals and health organizations with a visual record of these procedures, the photographs are typically published in medical textbooks, professional medical journals, pamphlets, films, art exhibits and magazines.

In order to become a biophotographer you must pursue formal training in higher education or vocational-technical programs. Upon completion of a degree in this field, you must also obtain certification from the BioCommunications Association.

To learn more about pursuing a career in biophotography, visit the New York State AHEC system

website at www.ahec.buffalo.edu then click on NYS AHEC System- [Careers in Health Care](#) and then click on [Health Administration and Information](#).

The Rochester Institute of Technology in Rochester, NY is the only school of higher education in the country that grants a bachelor's degree in Biomedical Photographic Communications. To learn more, go to their website at www.rit.edu

The BioCommunications Association (BCA) is the certifying association for biophotographers who complete their academic training. To learn more about BCA visit their website at www.bca.org.

“Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it.”

Samuel Johnson

WebLinks

There are quite a few other health-related careers that are similar to that of biophotographers. These careers also include a creative component blended with science. They are: medical illustrator, health/medical writer or editor, biomedical communications, biomedical design and computer graphics with a health-related concentration. Young adults interested in any of the above-mentioned careers should be encouraged to take courses in high school that can prepare them for college admission to one of these pro-

grams. Suggested classes include biology, chemistry, drawing, illustration, photography, computers, graphic arts and any courses that provide information on health professions.

The Association of Medical Illustrators (AMI) has an excellent website that outlines the requirements to become a medical illustrator: www.ami.org/aboutami/career.php

The Health and Sciences Communications Association (HeSCA) provides an extensive

list of weblinks and publishes a newsletter geared towards professionals in the biocommunications field. Check out the HeSCA website at: www.hesca.org.



Information, Events & Programs

REQUEST FOR PROPOSALS (RFP)

The CHAHEC RFPs were mailed on January 27, 2005. To be considered for funding, completed applications must be received by CHAHEC no later than 5:00PM on Monday, February 28, 2005. Applications received after that date will not be accepted. All applicants, whether awarded or denied funding, will be notified in writing as to the outcome of the proposal within four (4) to six (6) weeks of the application deadline. Contracts will begin April 1, 2005. Awarded projects must be conducted between July 1, 2004—September 29, 2005.

If the project is currently underway, ongoing or was completed between July 1, 2004 to present, it is eligible for submission and review.

EMS LEADERSHIP ACADEMY

BEST WESTERN, COBLESKILL

MAY 7, 2005, 8:00AM—6:00PM

NOVEMBER 12, 2005, 8:00AM—6:00PM

CHAHEC, CNYAHEC and H-M AHEC have combined their efforts to organize an EMS Leadership Academy, which addresses organization structure, leadership skills, operations and staff, and volunteer recruitment and management. CME application for accreditation is pending for completion of this 2-session program.

AHEC Tidbits

On January 26th & 27th, Central New York AHEC hosted an AHEC Program Network Meeting to discuss creating a marketing plan, marketing strategies and to share our marketing materials and ideas. Staff representatives from Catskill Hudson AHEC, Erie Niagara, Hudson-Mohawk AHEC, Northern AHEC, Western New York Rural AHEC, Bronx-Westchester AHEC, as well as Central New York AHEC were in attendance. The meeting was very successful, especially in the fact that the more established AHECS not only shared ideas to improve their marketing strategies, but the meeting greatly helped the more recently established AHECs, such as ours. Through the group activities, new ideas were generated for programming as well as brainstorming new ideas to enhance existing programming. We were introduced to the other AHECS and welcomed with enthusiasm.

Our thanks to Central New York AHEC for hosting a very successful and beneficial meeting, and to all participating AHECs for graciously lending a helping hand to the newest kid on the block.



Central New York AHEC
Terry Gefell and Michelle Long



Bronx-Westchester AHEC
Tawana Lloyd, Norma Elliott,
Kate Germershausen and Manik Chhabra



Western New York Rural AHEC
Jane Munro, Phil Rahr,
Dave Prete and Joyce Horner



Northern AHEC
Anita Merrill and Taylor Harper



Erie Niagara AHEC
Rhonda Bivins and
Paul Saunders

CHAHEC's Mission

The Catskill Hudson Area Health Education Center (CHAHEC) enhances the quality of, and access to health care in its 11-county region using collaborative relationships that support education initiatives that improve the availability, quality, geographic distribution and retention of health care personnel. We help provide health career and continuing education opportunities and a diverse, motivated workforce that meets the needs of health providers and underserved communities.

*“Health is not
simply the absence
of sickness.”*

Hannah Green

CHAHEC's Staff Members

Kathryn R. Hornbeck, CMPE, Executive Director

Katherine Murphy, Program Coordinator

Jennifer Earle, Administrative Assistant

CHAHEC's Board of Directors

Bonnie Kaido, President—Bassett Healthcare

Carol Bouton, Vice President—Mid-Hudson Family Health Institute

Steven L. Kelley, Treasurer—Ellenville Regional Hospital

Diane Franzman, Secretary—Columbia County Healthcare Consortium

Carla Mazzarelli, Executive Committee—Dutchess Community College

Estelle Goodell, Executive Committee—RHENDOMS Bassett Healthcare

Barbara Hill—Hudson River Healthcare

Susan Koppenhaver—Eden Park Healthcare

Linda Mazzella—Center for Health Information, Eastern Dutchess County Rural Health Network

Marc Mendelsohn—Catskill Regional Medical Center

Dianne Sleight—Ulster BOCES

MaryAlane Wiltse—Columbia-Greene Workforce Investment

Nancy Noonan—ONC BOCES

Karen Dietz—St. Luke's Cornwall Hospital

Sharon Dettenrieder—Hartwick College

Thomas Pritchard—Otsego County Office of Employment & Training

Michael Murphy, Ph.D.—SUNY Cobleskill

Mary Ann Collier—Sullivan County Community College

Thomas Nolen, Ph.D.—SUNY New Paltz

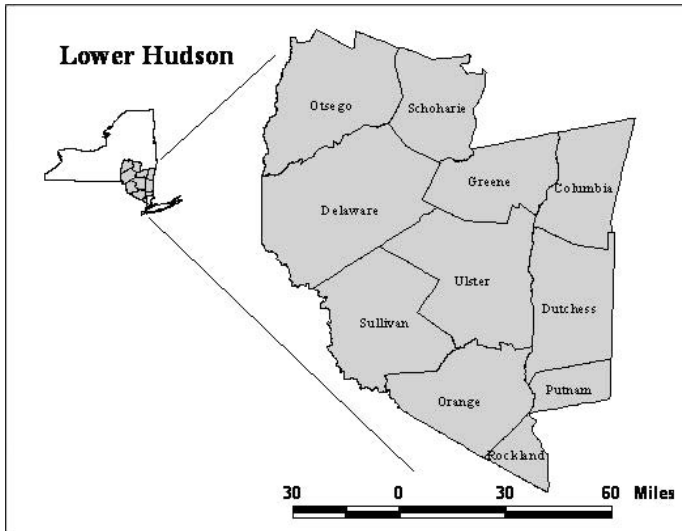
Steven Schreiber, Ph.D.—NYS AHEC System, Eastern Regional Office





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The Catskill Hudson Area Health Education Center (CHAHEC) is a partner in the New York State AHEC system and is comprised of an eleven (11) county region, which includes Delaware, Dutchess, Columbia, Greene, Orange, Otsego, Putnam, Rockland, Schoharie, Sullivan and Ulster counties.

We are affiliated and work with the other eight (8) New York AHECs, which include Northern AHEC, Hudson-Mohawk AHEC, Bronx-Westchester AHEC, Central New York AHEC, Brooklyn-Queens-Long Island AHEC, Western New York Rural AHEC, Erie Niagara AHEC and Manhattan-Staten Island AHEC. For further information on any of these AHECs and the counties they serve, log onto the New York State AHEC website at www.ahec.buffalo.edu.



Catskill Hudson AHEC
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