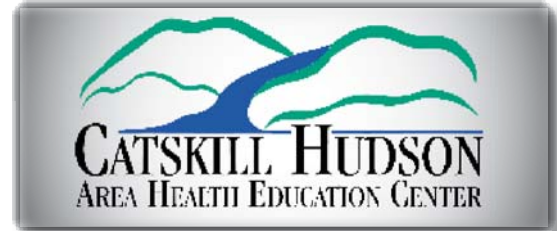


Pathways
to
Healthcare
Careers



HEALTHLINKS

A Newsletter from Catskill Hudson Area Health Education Center
Fall 2009

Nursing Summit 2009 - Use of Technology for Teaching and Staff Development

For the last four years, Catskill Hudson AHEC has offered quality Nursing workshops with diverse topics such as, *The Artistry of Nurse Management*, *Nurse Preceptor Development*, and *Topics in Developing Staff Excellence*. On August 6th, we conducted our 6th Nursing Summit - *Use of Technology for Teaching and Staff Development* in collaboration with Hudson-Mohawk AHEC at the New York State Nurses Association (NYSNA) Conference Center in Latham, NY. Presenters included Dr. Patrick Coonan, Dean and Professor of Adelphi University, School of Nursing; Martha Twichell, Clinical Nurse Specialist and Manager of the Nursing Education Department of Bassett Hospital; Dr. Bridget Nettleton, Dean, Excelsior College, School of Nursing; and Dr. Jeanne-Marie Havener, Chair and Associate Professor of Nursing at Hartwick College.

The purpose of this program was to provide nursing, staff development and clinical educators with an overview of how various technologies could effectively be utilized to enhance education and training in the clinical, simulation, or classroom setting to develop competency

and promote best practices. The workshop also explored innovative ideas for the education and training of a generationally diverse workforce.

The Nursing Summit 2009 was well-received by our audience, as evidenced by the evaluation responses. The highest number of responses were in the "excellent" range. Comments, such as: *"Well done! Good combination of education, practice and research. Continue with this focus and advertise to a larger academic and practice setting population."* gave us tremendous insight to the value of our program, our audience needs, and a focus for future programs.

For additional information about Catskill Hudson AHEC programs, please visit our website at: www.chahec.org/programs.



From left to right: Martha Twichell, Dr. Bridget Nettleton, Sharon Dettenrieder, Dr. Patrick Coonan and Dr. Jean-Marie Havener.

Catskill Hudson AHEC Forms Collaboration with SUNY New Paltz STEP Program

Catskill Hudson AHEC recently formed a collaboration with the Science and Technology Entry Program (STEP) of SUNY New Paltz to join forces toward enhancing academic skills of underrepresented students from local high schools and encourage them to continue their education after graduation in the fields of math, science, technology, and the licensed professions. The STEP Program challenges students' existing skills, develops

new ones, and provides motivation and practical assistance to participants in setting and meeting their educational goals. Catskill Hudson AHEC recognized this opportunity of collaboration, which would introduce students to health careers through our *Who Done It*, *Solve the Medical Mystery* and *Pathways to Success* programs. Our long-term goal is to expand our collaboration to other STEP programs throughout our 11-county region.

A PARTNER IN THE NEW YORK STATE AHEC SYSTEM

7th Annual Cardiovascular Teaching Day Collaboration

On September 26th, Catskill Hudson AHEC (CHAHEC) had the opportunity to collaborate with Twin County Medical Associates (TCMA), Columbia Memorial Hospital (CMH), and the Columbia County Medical Society (CCMS) for the 7th Annual Cardiovascular Teaching Day. This event was held at Birch Hill in Schodack, NY and drew a total of 93 attendees. This successful educational program was open to healthcare professionals and offered physicians and nurses continuing education credits. The objective was to meet the healthcare needs

of patients with cardiovascular-related diseases. Discussion topics included pathophysiology, the latest diagnostics, and current treatment modalities with emphasis on preventative care. The expert panel included physicians and researchers from several well-respected institutions in New York State and across the country.

CHAHEC hopes to co-sponsor the 8th Annual Cardiovascular Teaching Day in 2010 and expand it to include health professionals throughout our eleven county region.

17th Annual Critical Care Conference

For the 8th consecutive year, Catskill Hudson AHEC will sponsor Bassett Healthcare's Critical Care Conference. This program will be held on October 16th at the Howard Johnson Inn in Hartwick Seminary, NY. For additional information, please log onto our website and click on the brochure link:

www.chahec.org/current-continuing-education-programs.

CHAHEC Webcasting Services

Webcasting is an efficient, inexpensive way to communicate. It allows the user to reach a remote audience over the Internet. Webcasting is ideal for conferences, distance learning workshops, lectures, interviews, announcements, and special occasions when it's not always possible for everyone to attend in-person.

In June, Catskill Hudson AHEC was pleased to offer our services to the Circle of Caring Family Caregiver's Conference. You can view the archive of this event on our website at: <http://www.chahec.org/webcasting>.

WEBCAST YOUR NEXT EVENT and ... • Expand your audience. • Offer them the ease of viewing in the comfort of their own home or office • Save on time and travel expense		
		
Did you know you can webcast: • Conferences • Distance Learning Workshops • Events and Special Occasions • Interviews and Announcements		Services include: • Day of the event live webcasting • DVD Archiving • On-Demand Viewing on the Web and much more!
Contact us for more information: Catskill Hudson Area Health Education Center 688 State Route 289 • Highland, NY 12528 Tel: (845) 883-7260 • Fax: (845) 883-7837 Email: webcasting@chahec.org • Web: www.chahec.org/webcasting		

Student Programs Available

Teachers, Guidance Counselors and Family and Community Health Science Teachers - take note! Catskill Hudson AHEC has three programs that may interest you and your students:



- ***Who Done It? Solve the Medical Mystery***
Interactive DVD Program



- ***Pathways to Success***
Life Skills and Career Preparedness Program - Meets NYS Learning Standards



- ***Exploring the Health Professions***
Hands-on Student Health Career Exploration Program - Meets NYS Learning Standards

Please contact us at (845) 883-7260 for details.



A Community-Specific Physician Recruitment and Retention Program

Catskill Hudson AHEC recognizes the vital need to recruit and retain quality healthcare professionals to areas throughout New York State. As a result, HealthMatch was established. HealthMatch is a collaborative effort that brings the commitment of healthcare, business, and civic leaders together in order to provide increased local access to quality healthcare. The need to bring communities together to tackle healthcare access needs is essential. By attracting healthcare professionals to our communities, healthcare is improved, travel outside the community for care is reduced, local economy is stimulated, and a healthier workforce is cultivated. There is a true return on investment when communities commit to HealthMatch because HealthMatch is committed to the communities it serves.

As a result of securing a grant from the New York State Department of Health, a demonstration project of HealthMatch was launched in May 2009, with the Ellenville and Wawarsing communities in southeastern Ulster County. Working with these communities, HealthMatch is being integrated into the larger economic development strategies toward recruiting of not only health providers, but other industries to this region of the county. In addition, this program has secured the endorsement of the Catskill Watershed Corporation and the Ulster County Executive's Office.

For more information on HealthMatch, please contact us at (845) 883-7260 and visit our website at www.health-match.org.

NYSNA Leadership Academy Graduate at CHAHEC



*Roxanna Raffa, MSN, RN
Education Coordinator*

Catskill Hudson AHEC (CHAHEC) congratulates Roxanna Raffa, MSN, RN, Education Coordinator, for successfully completing the Legislative Advocacy Track of the Leadership Academy program provided by the New York State Nurses Association

(NYSNA). This year-long program provides coursework and mentoring activities toward the preparation and development of advanced leadership in the profession of nursing.

In Roxy's own words, "Being a Leadership Academy Fellow has demonstrated the commitment of the New York State Nurses Association toward the development of future nurse leaders. I have learned the importance

of being connected and involved with issues of importance pertaining to practice and legislation in order to positively impact the future of our profession and communities in which we serve."

Roxy will provide a presentation to the NYSNA Board of Directors, describing her experience as a Leadership Academy Fellow and describe how this educational experience has positively influenced her professional role with CHAHEC, the Upstate New York Nursing Staff Development Organization (UNYNSDO), and other community organizations in which she serves. She will also be recognized at the NYSNA Annual Convention for successfully completing this program.

For more information about the NYSNA Leadership Academy program, please visit: www.nysna.org.

New Hire at CHAHEC - Myra Rivera

Catskill Hudson AHEC is very pleased to introduce our newest employee, Myra Rivera. Myra began working as our Administrative Assistant in September. She comes to us with 12 years of administrative experience and is well-versed in the non-profit sector, having worked as an Executive Secretary with Special Olympics New York. Myra's impressive credentials and outstanding disposition are a true benefit to our staff. We hope you join us in welcoming Myra to Catskill Hudson AHEC.

Healthcare Career Highlight - Primary Care

Value and Scope of Family Medicine

Research shows that countries that emphasize primary care have better health outcomes at lower costs. As the U.S. struggles to improve health care delivery, it is clear that primary care providers, especially family physicians, are key to a more effective system.

Primary Care Defined

The Institute of Medicine defines primary care as “the provision of integrated, accessible health care services by clinicians who are accountable for addressing a large majority of personal health care needs, developing a sustained partnership with patients, and practicing in the context of family and community.” According to a 2008 report from the Government Accountability Office (GAO), research shows that “the nation’s over reliance on specialty care services, at the expense of primary care, leads to a health care system that is less efficient.” The GAO also acknowledges that there is research showing that “preventive care, care coordination for the chronically ill, and continuity of care – all hallmarks of primary care medicine – can achieve better health outcomes and cost savings.”

Simply put, primary care is the backbone of the health care system. Utilizing primary care physicians puts an emphasis on the physician-patient relationship by shifting the focus from physician-centered care to patient-centered care.

Scope of Family Medicine

Of the primary care specialties (family medicine, general internal medicine and pediatrics), family physicians provide the most care – managing nearly one-fourth of all primary care visits. Given the scope of family medicine, this comes as no surprise.

Family medicine is a three-dimensional specialty, incorporating (1) knowledge, (2) skill and (3) process. At the center of the process element is the patient-physician relationship with the patient viewed in the context of the family. It is the extent to which this relationship is valued, developed, nurtured and maintained that distinguishes family medicine from all other specialties.

Family physicians integrate the biological, clinical and behavioral sciences to provide continuing and comprehensive health care. Unlike pediatricians, who only provide care for children, and internists, who only provide care for adults, family medicine encompasses all ages, sexes, each organ system and every disease entity. Family physicians also pay special attention to their patients’ lives within the context of family and the community. While there are similarities between family medicine and the other primary care specialties, family physicians have an unprecedented opportunity to have an impact on the health of an individual patient over that person’s entire lifetime.

Demand for Family Physicians

The case for maintaining an adequate family physician workforce is strong. Studies reveal that:

- Family medicine reduces health care costs and increases health care quality.
- Family physicians are geographically distributed across the country more equitably than physicians from any other specialty.
- Family physicians are geographically and financially more accessible to disadvantaged populations that lack access to quality health care than other primary care physicians, which, in turn, helps to reduce health disparities.
- Individuals who regularly visit a family physician are more likely to receive preventive services, better management of chronic illnesses and decreased chance of premature death.

Recruitment data indicates that family physicians are in demand. According to Merritt, Hawkins & Associates, in 2009, family medicine was the highest recruited specialty for the fourth year in a row.

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