



Touching lives, improving health

A message from our CEO



At MAHEC we are passionate about excellence in healthcare. For 38 years we have provided high quality, compassionate healthcare as a foundation for training top physicians and health professionals. Our impact in the region is significant.

Every year more than 100,000 patients receive care at one of our family, ob-gyn or dental health clinics. We are a safety net for women's health and last year MAHEC provided \$3.2 million in safety net care for women. We have graduated 377 medical and dental residents and 60% of our family medicine alumni stay in WNC to become your family physicians. Last year alone, more than 23,000 healthcare professionals were trained through MAHEC continuing education courses. In addition, our staff, faculty and alumni are important resources to the 16 hospitals in our region.

Yet western North Carolina has a critical shortage of primary care physicians and many of our neighbors do not have access to primary healthcare. Our goals as an academic medical center are ambitious, we will:

- 1. Recruit and train the best and the brightest medical residents to become the foundation of primary healthcare in WNC and beyond.
- 2. Increase training opportunities that encourage healthcare providers to work in our region, particularly in rural areas.
- 3. Strengthen the safety net for low-income patients so that no one is denied healthcare.
- 4. Provide high quality healthcare to women, particularly ensuring that all women have access to prenatal care and safe deliveries.
- 5. Help medical practices improve quality, reduce costs and adapt to the changing healthcare system.
- 6. Develop new models of collaborative care to employ pharmacists, nurse practitioners, behavioral medicine specialists, and physician assistants as partners in direct patient care.
- 7. Create innovative educational programs to strengthen the skills of health professionals.

How will we do this? MAHEC has a talented and passionate staff. Our values - quality, creativity, and collaboration - will drive us forward. It will require leadership at all levels of our organization, which we have. It will take the courage to try without fear of failing. I look forward to the journey and encourage you to learn more about MAHEC from this report and in the coming year.

Jeff Heck, MD President and CEO

Our five year goal

Five years from now when we ask the question, "What do you think about MAHEC?", our goal is that the community and our employees will think MAHEC:

MAKES VALUABLE CONTRIBUTIONS TO THE COMMUNITY: Our clinical and educational services focus on quality care, educational excellence, innovations in systems of care that are inclusive of underserved populations – rural, minorities and under and un-insured. The community knows of our valuable contributions in these areas.

IS A CREATIVE PARTNER: MAHEC is a ready, creative, and willing partner with expertise and passion.

IS THE BEST PLACE TO WORK: MAHEC is the top organization to work for in WNC because it has an environment that is positive, thriving, innovative and empowering.

Leading by example...one vision, one focus



Anywhere you look in Western North Carolina, and throughout the state, you will see the nurses, pharmacists, psychologists, Family Physicians, Geriatricians, and Hospice/Palliative Medicine Physicians who trained in the MAHEC Division of Family Medicine. We passionately pursue the goal of improving the health of the people of the region through patient care, research, community service, and innovation in the delivery of medical education and health services. WNC currently has an estimated shortage of 140 primary care physicians, and the need will increase as access to primary care expands with healthcare reform, and as our population ages. That is our challenge. It is a privilege to work for MAHEC, with the dedicated teachers and practitioners who support our culture of service, compassion, and mentorship for the next generation of healthcare leaders.

-- Steve Hulkower, MD, Director, Division of Family Medicine

As the Director of Dentistry, I am excited to be part of an organization like MAHEC because we are on the cutting edge of our society's most pressing health care issues, namely access to quality care for all of our citizens. Passion, innovation, creativity, and compassion are some of the words that come to mind when I think about leadership team here. I can't think of a more exciting place to be, in "times like these", than right here, right now, at MAHEC!

-- Bill Ryals, DMD, Director, Division of Dentistry





Life long learning has always been important for all healthcare providers, but never as important as it is in today's fast paced environment. With patients only spending an average of 4.5 hours in an acute care setting, the way we provide care is changing rapidly. MAHEC is dedicated to providing all healthcare providers with innovative ways to get the best information and training they need to provide the best care! Our focus with national speakers and events will bring the best to WNC!

-- Elaine Scherer, MA, BSN, RN, Director, Division of Regional Services

More than a century ago, in her novel *Middlemarch*: A *Study of Provincial Life*, George Eliot described the medical profession as the finest in the world, presenting the most perfect interchange between science and art, offering the most direct alliance between intellectual conquest and the social good. I believe her; you can satisfy your intellectual cravings and help improve the life of your community through employment at MAHEC. We offer staff the opportunity to focus on community service, health professions teaching, and scholarship, and we have a long track record of improving access to healthcare and improving the quality of care in Western North Carolina. MAHEC staff are awesome!

-- Suzanne Landis, MD, MPH, Director, Division of Healthcare Innovation





We are your doctor, your teacher, and your advocate...this is how we like to describe our work in MAHEC's Department of Ob/Gyn. As doctors (and nurse midwives/practitioners), we provide general and specialty women's healthcare. We are especially proud of our role in providing safety net care, and welcome the opportunity to help care for women with the greatest needs. As teachers, we take the education of the next generation of women's healthcare providers seriously and recognize that we have a responsibility to our mountain region to help convince the best and brightest learners to stay here and practice medicine. As advocates, we strive to actively participate in community efforts to innovate and address unmet needs. I'm proud to be part of this mission and am very fortunate to work with such an impressive group of doctors, teachers, and advocates.

-- Kellett Letson, MD, Director, Department of Ob/Gyn

A vital community resource

The Mountain Area Health Education Center (MAHEC) has been a leader and center of excellence in healthcare, education, and innovation for 40 years.

Our passion for improving the health of families and communities is at the heart of our organization and it guides us as we:

- Provide excellent primary, Ob/Gyn, and dental care to our patients
- Train current and future generations of healthcare professionals
- Research and promote cutting edge best practice models

In 2011-12 MAHEC made a difference by:

- **Providing \$3.2 million worth of Ob/Gyn safety net services to women** who otherwise would not have had access to care and safe deliveries.
- Training over 23,000 healthcare professionals who now have added knowledge to take better care of their patients
 and clients.
- **Touching the lives of 1,500 health careers students** who will one day make a difference in the workforce shortage issues facing our community.
- **Graduating medical and dental residents** who are now providing quality, compassionate care to the region, thereby ensuring that providers are more evenly distributed across Western North Carolina.
- **Helping over 200 providers receive over \$5 million** in EHR incentive funds from Medicare and Medicaid so they can continue their commitment to quality in their practices.
- **Providing reference and research services,** at no cost, to members of the healthcare workforce in the region in support of clinical services and healthcare administration.

STANDING:

Mr. Clifton B. Metcalf; Mr. Charles F. Ayscue; Dr. Dale E. Fell, *Chair*; Mr. William G. Lapsley, *Secretary/Treasurer*

SEATED MIDDLE ROW:

Dr. Ronald A. Paulus; Mr. John J. Maher; Mr. Charles D. Owen III; Dr. R. Brian Moore; Dr. Henry C. McDade III

SEATED FRONT ROW:

Dr. Jeffery E. Heck, MAHEC President/CEO; Dr. Shannon E. Hunter; Ms. Janice Lato; Dr. Thomas T. Atkinson Sr.

NOT PICTURED:

Mr. Gary R. Bowers, Vice-Chair; Mr. Mike Stevenson; Mr. Kenneth Partin; Dr. Marianne R. Pestoff; Ms. Jeri Williams; Dr. William R. Hathaway; Mr. Jay Kirby; Dr. William A. McCann



Leople make it possible



WE ARE DEDICATED | WE ARE COMPASSIONATE | WE ARE PROUD

From maintenance workers and support staff to administrators and clinicians, employees are our life line. We believe that everyone who works at MAHEC plays a unique and vital role in our ability to touch lives and improve the health of our region.

Touching lives with quality, compassionate care

Excellent care takes more than just the latest technology.

It also takes heart and compassion.



MAHEC proudly continues its tradition of providing award-winning family medicine care to the residents of Western North Carolina

2011-12 Family Medicine Highlights

Asheville, Cane Creek and Hendersonville Family Health Centers:

Saw 68,733 patients in the office Made 4,736 hospital visits to treat patients

To answer a community need for access to healthcare in the Big Ivy/Barnardsville area, the MAHEC Family Health Center at Big Ivy opened its doors in June 2012.

Teams of residents and faculty advisors cared for indigent patients at the ABCCM Clinic. A total of 72 MAHEC physicians participated in this community effort.

Hendersonville residents continue to direct and staff the free homeless Good Samaritan Clinic one day a week. Over 200 hours of volunteer medical service was provided to the community.

The Hendersonville Family Health Center embarked on a process to become part of the Blue Ridge Community Health Center, an initiative which will give us a great alignment of our mission to care for the underserved.

Mrs. Bryn Kennedy, a long time family medicine patient, happily explains, "I do not believe my son would be here without the thorough and high quality care of Dr. Fagan and others at MAHEC! It was always comforting knowing that the team of doctors at MAHEC went above and beyond the call of duty."

You'll find us where the need is the greatest



MAHEC provides professional $dental\ care$ with comfort and compassion

Access to quality dental care in our region is a growing problem and is directly related to the lack of dentists across the state. North Carolina ranks 47th out of 50 states in dentist-to-population ratio with only 4.4 dentists per 10,000 residents.

MAHEC is a safety net provider of dental care in a 16 county region and we work to provide high quality care to everyone who needs it, regardless of ability to pay.

At the MAHEC Dental Health Center, patients find compassionate care, experienced faculty, a staff that listens to their concerns, and an emphasis on preventive oral healthcare.

"They have really gone above and beyond their duty to make sure I am comfortable and that I have a painless experience", said Ms. Tina Watkins. "MAHEC gave me my smile back and you have no idea what that means to me!"

They gave me my smile back!



MAHEC Dental Health Center staff volunteer at the North Carolina Dental Society's Mission of Mercy free dental clinic.

We are dedicated to providing the highest quality Ob/Gyn care to all women in WNC

MAHEC Ob/Gyn doctors and staff provide general and specialized Ob/Gyn care to women through compassionate, patient-centered service. The past year alone saw MAHEC contribute \$3.2 million dollars worth of safety net care to women.

Because of MAHEC, all women in our community have access to the highest quality of care and safe deliveries.

2011-12 Ob/Gyn Highlights

33,950	Office Visits
1,587	Deliveries and Assists
1,083	Surgeries and Assists
10.682	Ultrasounds

\$3.2 million worth of safety net care



The only specialized care for $high\ risk$ pregnancies in WNC is found at MAHEC

For expectant families, the anticipation of having a baby is both joyous and exciting. While most pregnancies proceed without complications, some high-risk women may need to be watched more closely and for them, the joy of expecting a baby can be tempered by uncertainties and fear. That's where MAHEC comes in. Our maternal-fetal medicine staff understands the special needs of these high-risk patients. Together, our team is dedicated to a focused goal: providing patients with confident, competent, compassionate and consistent care during pregnancy.

Special care for mother and baby

"She gave me my miracle baby."

Kat, who came to MAHEC after several miscarriages, delivered a healthy baby boy in 2012 with the help of MAHEC's maternal fetal medicine team.



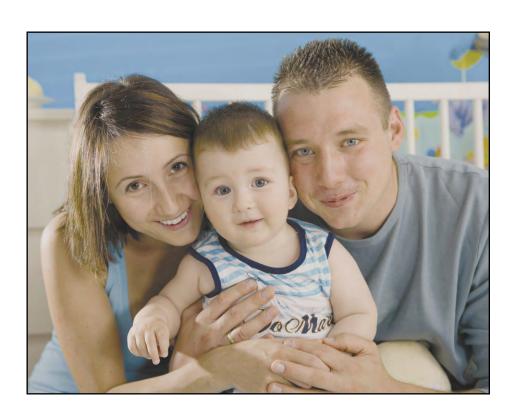
MAHEC reproductive endocrinology and infertility staff are your partners in possibility

MAHEC is passionate about helping people realize their dream of having a child. MAHEC accompanies patients on the journey through the maze of infertility where they are encouraged to ask questions and providers listen to their concerns. Although the process can be emotionally and physically challenging, patients receive personalized attention, understanding, and respect.

MAHEC infertility services are provided in collaboration with Wake Forest University with pregnancy rates among the highest in the United States. The first six months of 2012 yielded a 76% pregnancy rate for women undergoing in vitro fertilization.

2,228 patients were given hope last year

"You are exceptional people that have talents that make you very special. Thank you for always being professional, always searching for the right course of action, always noticing when we were about to break, always being caring, and most of all for being there through it all."



76% pregnanacy rate

Touching lives of current and future healthcare professionals

From high school students to medical residents to practicing professionals, thousands of current and future healthcare professionals depend on MAHEC for their training.



MAHEC educates the healthcare professionals we need today

MAHEC is passionate about educating and inspiring professionals to give their best to those they touch. We are proud to equip them with the knowledge they need to excel at their jobs in the ever-changing world of healthcare.

2011-12 Continuing Education Highlights

- Almost 1,000 educational opportunities were provided to over 23,000 professionals attracting multiple national level speakers.
- MAHEC continued its educational efforts to serve as a center of excellence in meeting the challenges associated with medically underserved and at-risk populations.
- Participants from across the country attended the 26th Annual ADDICTION: Focus on Women Conference which highlighted the importance of gender and trauma responsive services for women and families.
- The 5th Annual Western North Carolina Conference on Autism & Autism Spectrum Disorder provided attendees with hope and knowledge.
- An innovative webinar on the use of iPod/iPad applications for communication disorders in children received national attention.
- Nursing focused conferences touched all facets of the nursing profession providing opportunities for Board Certification and collaborating with Geriatric Nursing Innovations in Education Institute from Duke University to provide improve health outcomes of older adults.
- MAHEC received a Healthcare Innovation Challenge Grant of \$1,186,045 to test team-based enhanced primary care for
 patients with chronic pain. Over 200 clients will be served and cost savings are estimated at \$2.4 million.



23,000 lives touched through education

And MAHEC educates the healthcare professionals we need tomorrow

MAHEC Health Careers Education Awareness Programs are designed to increase awareness of education opportunities that will heighten knowledge of health careers and workforce diversity in the region by providing practical information to assist in guiding students in making informed decisions about health careers. To meet these goals, we start recruiting in the early stages of education.

The Minority Medical Mentoring Program (MMMP) is an internship for under-represented minority students who have an interest in practicing medicine. The program pairs minority high school students with physicians and dentists practicing in Buncombe County. Currently, one MMMP student is in year two of medical school.

1,500
students
participated
in health
careers
programs



The Office of Regional Primary Care's (ORPCE) mission is to facilitate quality, community-based primary care education for health science students enrolled in NC AHEC associated programs. Our focus is to further primary care education for physician, physician assistant, nurse practitioner, and pharmacy students in ambulatory community sites, especially in rural and underserved areas, as well as provide support services for preceptors and the associated health science schools.

2011-12 ORPCE Highlights

- One hundred eighty-four students completed 362 rotations coordinated through ORPCE. Twenty-four of these students completed Ob/Gyn rotations.
- Three UNCA pre-health professions students completed a 160 hour summer internship.
- One hundred fifty-five preceptors at 84 training sites provided 293 months of student clinical instruction.

UNC students learn medicine through the patient's eyes at the Asheville Regional Campus

At the completion of its third year, the Asheville Regional Campus of the UNC School of Medicine continues to give students the opportunity to learn clinical medicine from the perspective of the patient. The highly successful innovative program is a collaborative effort and trains students during the third and fourth years of their medical school experience.

2011-12 Asheville Campus Highlights

- Eight third-year UNC Chapel Hill medical students completed the longitudinal curriculum.
- Ninety-one community and hospitalist faculty preceptors (including seven Asheville Family Medicine Residency Program faculty) provided a total of 106 student months of instruction to the third year Asheville Campus students.
- Six community and eight critical care faculty provided a total of 23 student months of instruction and precepting to the fourth year Asheville Campus students.
- Student scores on national exams in each specialty are on average higher for the Asheville students than the national or UNC means.



Wanda's story

"It showed me that MAHEC is training these students to become compassionate physicians."

Wanda Parker has experienced care from medical students during her years as a MAHEC Family Health Center patient. Parker was very receptive to the idea of working with a medical student for her care and as a result, she was teamed up with Robert Swendiman, a third year medical student at the Asheville Regional Campus. "I know how I had to learn and the importance of experiences like these," explained Ms. Parker on why she felt so comfortable with Robert as one of her health care providers.

She fondly remembers a time when Robert went out of his way to have a face to face conversation with a physician in order to better explain the results of a test to her. "That was something he didn't have to do but he did. He took his time to drive over to the physician's office and that really impressed me. It showed me how much he really cared and that MAHEC is training these students to become compassionate physicians."

Ob/Gyn resident education prepares dedicated, caring physicians

In June 2012 when MAHEC graduated its most recent group of medical residents, Angel Medical Center in Macon County received a new obstetrician/gynecologist. The rest of the nation continues to struggle in recruiting physicians to rural areas, and this has reached a crisis point for many communities. But because of MAHEC's residency programs, physicians are more evenly distributed across the Western North Carolina region.

The Director's Perspective



"The residency experience at MAHEC is unique because our program is a hybrid program which offers many of the opportunities of large academic centers within the supportive setting of a small, community-based program," commented Dr. Beth Buys, Residency Program Director. "MAHEC is a patient centered healthcare provider which delivers care using a team

approach. Whether in the class room or the delivery room, our residents receive the very best in learning opportunities, while providing the very best in healthcare to the people of Western North Carolina."

"I've never been a part of a more dedicated, friendly team. If you want to learn Ob/Gyn in a rigorous but supportive environment, MAHEC is it!" Dr. Ben Gardner just completed his second year as an Ob/Gyn resident. "The faculty are all dedicated to helping us be the best doctors we can be."

Quality
training from
the classroom
to the delivery
room



Family Medicine resident education prepares the $doctors\ of\ tomorrow$ to take care of the entire family

Currently, 62% of MAHEC Family Medicine residents stay in the region after graduation to care for children and adults with compassion and integrity. A culture of service has been passed on to them by the MAHEC faculty which ensures the most vulnerable populations in our regional have access to excellent healthcare.

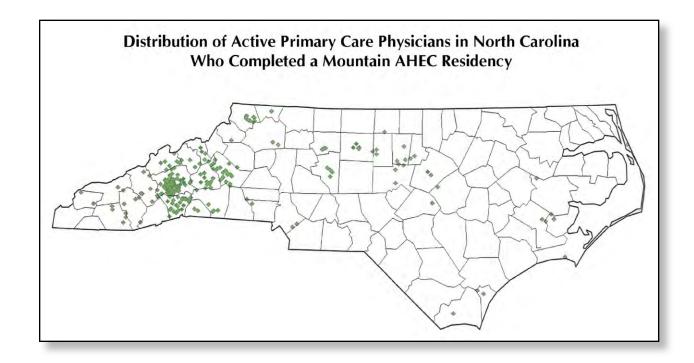
The Directors' Perspectives



"Our goal at the MAHEC Family Medicine Residency Program is to develop residents into competent and compassionate physicians who can practice inpatient and outpatient medicine anywhere," commented Dr. Blake Fagan, Asheville Residency Program Director.



"This is truly a community-based program that allows for a wide range of enriching clinical experiences in a personalized setting that strives to develop the 'complete family doctor' who can practice the full scope of family practice and serve as leaders in their community," observed Dr. Geoffrey Jones, Hendersonville Residency Program Director.



The MAHEC Geriatric Fellowship Progam trains providers to care for our aging population

By 2030, 70 million Americans will be older than 65, according to U.S. Census data. MAHEC began helping fulfill the critical need of highly trained geriatricians with the start of its Geriatric Fellowship program, now in its seventh year. The program that accepts both family and internal medicine residents has been filled at 100% every year. The year long program provides the opportunity to train in multiple locations and settings and partners with other organizations including MemoryCare, Mission Hospital, CarePartners, and Four Seasons to provide the best care to its patients.

"The faculty and community faculty allow our fellows to learn from the best of the best in geriatric specialties", explains Dr. Amy Cohen, Director of the Geriatric Fellowship Program.

MAHEC provides medical direction for Givens Estates and Deerfield Retirement Community. Givens is an 800-resident facility and Deerfield is a 450-resident facility. MAHEC providers offer the full range of primary care services with an emphasis on geriatric medicine to the residents of both facilities.

Learning from the best of the best

Jean's story - my mother mattered to her MAHEC doctors

Jean Petke's mother, Dorothy, recently passed away at the age of 99 after being a MAHEC patient for fifteen years.

Dorothy resided at Givens Estates, one of MAHEC's retirement communities. She was seen by physicians at the Family Health Center, Givens, and the hospital during her fifteen years of care. When the day came that there was confusion on the coordination of her care, her MAHEC provider took on the coordination responsibility. "He said 'I'm the one that should be doing that and I will' and it was wonderful; I don't think he knew how much that meant to me," explained Jean.

"During the last few weeks of my mother's life, she was seen by several MAHEC physicians at the hospital including Dr. Latessa and Dr. Esmail. They did not tell me what to do, but they gave me all the information I needed to make the right decision based on my mother's wishes," said Jean. "They never dismissed my mother as being unimportant because of her age. The staff and physicians could have easily brushed her off and disregarded her feelings, but they spoke to her as if she mattered. That was a real strength of every doctor we met at MAHEC. Having their support made a huge difference for my family."



Dental residents believe oral care is essential to overall good health

A chronic shortage of general dentists in the counties of Western North Carolina inspired the vision of the MAHEC dental residency program. Now in its sixth year, it gives dental school graduates the knowledge and skills to provide comprehensive oral health care to a wide range of population groups. The program has developed into a safety net for the underserved, including Medicaid and other low income patients.

The four 2012 graduates all elected to remain in North Carolina to practice dentistry. Since NC is currently experiencing a shortage of dental health professionals, especially in rural and underserved areas, this is a step toward making sure our communities get excellent, compassionate dental care.

4,616 Medicaid and indigent dental patient visits last year



Touching lives through a culture of quality and innovation

In this time of great transition in health care, MAHEC is leading the way through the maze.



Healthcare innovation paves the way for new clinical strategies and partnerships

Center for Healthy Aging

The Center for Healthy Aging is an interdisciplinary collaboration of MAHEC, the University of North Carolina Asheville, and Western Carolina University, seeking to identify best practices in geriatric programs. Key focus areas this year included: Fall Prevention, Advance Care Planning, Oral Health for Older Adults, Mental Health for Older Adults, and Heart Disease & Stroke Prevention.

Quality Improvement - Expert On-Site Consulting for Medical Providers and Staff

The Center for Quality Improvement is the consulting arm of MAHEC and serves hospitals and healthcare systems, independent medical practices, and other healthcare organizations in WNC. In this time of great transition in healthcare, MAHEC helps practices position themselves for new payment models, incentive programs, and other healthcare reforms. The Center offers a team of consultants experienced in healthcare information technology and electronic health records (EHRs), quality improvement and practice redesign, practice management, and payer incentive programs. In 2011-12 MAHEC helped over 200 providers receive over \$5 million in EHR incentive funds from Medicare and Medicaid so they could continue providing high quality care to the patients in their practice.



"Evan stuck with us and was our best cheerleader until we accomplished our goals."

-- Western Carolina Womens Specialty Center

"I would never have reached meaningful use without your help!"

-- WNC Internal Medicine, PLLC

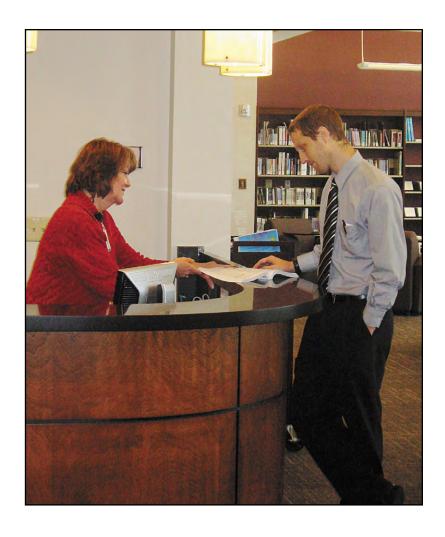
Quality health information , when and where you need it

The mission of MAHEC Library and Knowledge Services is to meet health and health work force needs in Western North Carolina by providing community-based, customer-driven access to authoritative and current health information. Masters-prepared librarians are part of the healthcare team. Finding the right information for healthcare professionals is mission critical and the end result is improved patient care.

In 2011-12 Library and Knowledge Services provided:

- 8,819 individual answers and services
- 855 trainings
- 961 proactive alerts about information specific to your areas of interest

You wanted evidence, guidelines, statistics, and 2,848 articles....because you care about the lives you touch. And so do we!



Remember the 10 minute rule! If it takes you more than 10 minutes to search and find what you're looking for in the medical literature, turn to the highly skilled MAHEC librarians for help!

Online all the time at www.library.ncahec.net

Our annual budget

MAHEC is a not-for-profit organization with an annual budget of approximately \$32.3 million. With this budget, MAHEC provides high quality patient care to the residents of WNC, trains the best and brightest future doctors and dentists in fully accredited residency programs, and participates in countless community service projects and quality initiatives designed to improve the health of our region.

Operating Income Public Funds AHEC Contracts Hospital and Health Service Contracts Grants Generated Income Total Operating Income	4,489,068 10,942,245 1,735,745 14,824,569 31,991,627
Total Operating income	31,991,027
Expenses Operating Expenses Salaries and Benefits Professional Services and Insurance Supplies/ Materials/Printing Workshop and Other Facilities/Equipment/Computer Bad Debt Expense Total Expenses	23,276,473 2,421,777 1,289,137 1,182,532 2,609,301 1,144,837 31,924,057
Income (Loss) From Operations	67,570





Whether through new partnerships, new initiatives, or new facilities, MAHEC continues to grow.

MAHEC's Biltmore Campus opened in August 2011 providing state of the art space for continuing education programs, Library and Knowledge Services, Ob/Gyn patient care, the Ob/Gyn Residency Program, Division of Healthcare Innovation, and the Center for Healthy Aging.

A new facility for the Family Health Center, Family Medicine Residency Program, Geriatric Fellowship Program, Dental Health Center, and Dental Residency Program will open on the campus in the Spring of 2013.

In addition, new family medicine patient care offices are being planned for North Asheville, West Asheville and the Lake

Lure area in an effort to position MAHEC where patient need is greatest.