

HEALTHBEAT

Area company helps vets

North Wilkesboro-based Window World – a replacement window and home remodeling company – has surpassed \$1 million in donations and in-kind contributions to the Veterans Airlift Command (VAC), bringing free, private air transportation to wounded veterans and their families for medical and other compassionate purposes.

For over five years, Window World has partnered with the VAC in its mission to honor and assist combat-wounded veterans through a network of private aircraft and pilots. Since Window World began supporting the VAC over five years ago, it has transported over 150 passengers, logging 242 hours flying over 100,000 miles to more than 20 states. Window World recently completed its 62nd mission.

“Window World has been a world class supporter of the Veterans Airlift Command and the combat wounded veterans we serve,” said VAC Funder Walt Fricke. “Not only have they provided important private air transportation, but they have engaged the entire franchise organization in supporting our work with significant financial contributions, ensuring that this service remains available to those who have given so much for our freedom. We would not exist but for the support of great Americans exemplified by the Window World Family.”

For more information on the VAC, visit www.VeteransAirlift.org or www.WindowWorld.com.

Monarch receives grant

Monarch recently received a unique grant to train public safety professionals on how to identify and assist individuals who might be experiencing a mental health emergency.

The statewide organization is one of only eight in the United States, and the only one in the Southeast, to receive a Mental Health First Aid USA (MHFA) grant to train up to 120 public safety officials in rural areas.

Often local and state law enforcement officers are called to respond to individuals experiencing emotional or mental stress, and mental health training and county partnerships have proven to be effective in helping officers respond to crises.

Because one in four adults and one in five youth experience mental illness in a given year, according to the National Alliance on Mental Health (NAMI), the eight-hour course teaches participants how to identify, understand and respond to signs of mental illness. Like CPR training, MHFA helps participants identify signs of substance abuse disorders and mental illness such as depression, anxiety, trauma, psychosis and self-injury. Training participants will learn how to connect individuals demonstrating or exhibiting these signs to proper professional care and resources.

Established in 1958, Monarch provides support statewide to thousands of people with intellectual and developmental disabilities, mental illness and substance use disorders. The agency is nationally accredited by The Council on Quality and Leadership (CQL) and is CABHA certified.

Learn more at www.MonarchNC.org.

Novant Kernersville honor

Novant Health Kernersville Medical Center has earned Quality Respiratory Care Recognition (QRCR) under a national program aimed at helping patients and families make informed decisions about the quality of the respiratory care services available in hospitals. About 700 hospitals or approximately 15 percent of hospitals in the United States have applied for and received this award from the American Association for Respiratory Care (AARC).

“We’re honored to have earned this designation from the AARC,” said Dr. Adnan Javid, a pulmonologist and medical director of ICU at Novant Health Kernersville Medical Center. “We want patients to know that our respiratory therapy team provides a level of care consistent with national standards and guidelines. This ensures patient safety and demonstrates our staff’s dedication to delivering the highest quality care to patients.”

The AARC started this quality program in 2003 to help identify facilities using qualified respiratory therapists to provide respiratory care. Hospitals earning the QRCR designation ensure patient safety by agreeing to adhere to a strict set of criteria governing their respiratory care services.

Respiratory therapists are specially trained healthcare professionals who work under a physician’s orders to provide a wide range of breathing treatments and other services to people with asthma, chronic obstructive pulmonary disease, cystic fibrosis, lung cancer, AIDS, and other lung or lung-related conditions. They also care for premature infants and are key members of lifesaving response teams charged with handling medical emergencies.



Dr. Sylvia A. Flack heads the Center of Excellence for the elimination of Health Disparities at Winston-Salem State.

Proposed scholarship will be named for Flack

SPECIAL TO THE CHRONICLE

The “How is Your Heart Project” recently brought together 35 people from neighborhoods, businesses, politics, health care, faith-based organizations and academics to develop methods to support educating healthcare providers on the importance of eliminating health disparities.

Out of that meeting, the group decided to establish an endowed scholarship for nursing students at the master’s degree and doctoral levels at Winston-Salem State University. Recipients would be required to concentrate their studies on some of the most pervasive issues related to the differences in health and access to healthcare in Forsyth County. The scholarship will be named the Dr. Sylvia A. Flack Health Disparity Endowed Scholarship in honor of Flack’s years of work at WSSU to eliminate health disparities. The Project wants to raise \$100,000 in order to provide approximately five scholarships each year.

“I am simply tired of seeing premature deaths and disabilities destroy opportunities for people in our community,” said Alvin F. Borders, leader of the project.

According to Flack, the disparities between high rates of disease and early death from obesity, cancer, HIV, diabetes, stroke, sickle cell anemia, infant mortality cardiovascular disease and hypertension are the most serious and preventable health issues facing our nation.

“The rate of disease and death for racial and ethnic minorities and low-income popu-

lations has a detrimental effect on families and communities, as well as the productivity and creativity of our workforce,” Flack added. “Our economic, education, health-care and justice systems are impacted severely by the results of health disparities.”

For the past 25 years, Flack has strived to enhance healthcare provider education, as well as to improve the health of the medically underserved and low-income residents in Forsyth County and North Carolina. During her time at WSSU, she has served as the executive director of the Center of Excellence for the elimination of Health Disparities, a special assistant to the chancellor, dean of the School of Health Sciences and associate dean of nursing.

“I am honored that this community committee has chosen to name this endowment in recognition of my work,” Flack said. “However, it pleases me even more to know that the entire Forsyth County community is stepping forward to get involved in increasing the number of nurses trained to help eliminate health disparities and to increase awareness of the impact of health disparities. I don’t know of another community that has taken such a broad step to improve the health of its people.”

The How Is Your Heart Project community group has already initiated efforts to bring awareness about the differences in health and accessibility to healthcare in Forsyth County, including presenting the play “Dr. BlockHeart Family Practice,” hosting health and health disparities walks and mini conferences at local churches.



Borders

Senior Services trying to raise \$1.5 million

CHRONICLE STAFF REPORT

Senior Services board members Richard Budd and Jason Zaks are leading the nonprofit agency’s 2014-15 Annual Fund, which has an ambitious goal of \$1.5 million.

“As we try to meet the growing challenges facing our elderly, we hope our community will realize the important investment they’re making in Senior Services,” said Budd.

On average over the last decade, Senior Services has efficiently delivered its services with only 10 percent combined management and fundraising costs.

“The impact we can have on improving the lives of our seniors is the key reason we came together to lead the 2014 Annual Fund. We hope both new and loyal donors respond generously to help our community’s elderly in need,” said Zaks.

Senior Services, which has been operating in Winston-Salem since 1974, provides help to older adults in Forsyth County so that they can remain at home as long as possible to live with dignity. Senior Services currently has seven major programs that respond to the needs of the elderly: The Elizabeth and Tab Williams Adult Day Center, Meals-On-Wheels, Help Line, Home Care, Senior Lunch, Living-at-Home and Elder Care Choices.

People wishing to volunteer or donate can call 336-725-0907 or visit seniorservicesinc.org.



Richard Budd and Jason Zaks

WSSU fraternities take stand against domestic violence

CHRONICLE STAFF REPORT

Members of Omega Psi Phi, Phi Beta Sigma, Alpha Phi Alpha and Kappa Alpha Psi fraternities at Winston-Salem State University are actively involved in the Fraternities 4 Family campaign, which encourages young men at colleges across the state to speak out against domestic violence. The Wake County law firm Charles R. Ullman & Associates sponsors the campaign.

During April – Sexual Assault Awareness Month – a number of events were held on the WSSU campus. On April 24, the fraternities – along with the Department of Interpersonal Violence Prevention and the women’s group Beloved – held The Clothesline Project and Candlelight Vigil. During the event, survivors visually depict their stories on t-shirts that were prominently displayed for other students to



Mitchell



Submitted Photo
WSSU students Daniel Crudup and Fredrick Graham show their support for the cause.

Record giving by Wake Forest Baptist

SPECIAL TO THE CHRONICLE

Wake Forest Baptist Medical Center’s financial commitment to programs and activities defined as community benefits by a state agency totaled \$258.9 million in fiscal year 2013.

The figure represents an all-time high for the institution; an increase of \$21.5 million, or 9 percent, over the previous year; and 13.3 percent of the Medical Center’s total expenditures during the 12-month period that ended June 30, 2013.

“Once again, these numbers clearly illustrate our intense dedication to and positive impact on the health and well-being of the residents of this region,” said Dr.

John D. McConnell, Wake Forest Baptist’s chief executive officer.

“We are proud to be a national leader in clinical care, education,



McConnell

research and innovation, but we also believe that our mission in the community runs deeper than what is generally expected of academic medical centers.”

Wake Forest Baptist submitted its community benefits figures for fiscal year 2013 in an annual report required by the North Carolina Medical Care Commission, an agency of the state Department of Health and Human Services’ Division of Health Service Regulation.

Wake Forest Baptist’s outlay of \$95.9 million for non-reimbursed costs of treating patients covered by Medicare, Medicaid and other non-negotiated government programs accounted for the largest share (37 percent) of the community benefits total. It also marked the largest increase – \$31 million, or 47.8 percent – over the previous year, largely because payments from the various programs did not rise proportionally with the increased costs of this care.

The amount devoted to providing charity care, \$69.5 million, was the second-largest expenditure by category, followed by medical and health professions education (\$56.6 million) and research not funded by outside sources (\$30.2 million).

The Medical Center also spent \$5.2 million on community health-improvement initiatives, non-billed services, donations to local organizations and sponsorships of community events and \$1.5 million on subsidized health programs, including operation of the Downtown Health Plaza.

In accordance with state Medical Care Commission’s guidelines, Wake Forest Baptist did not include in its report \$44.9 million in bad debt from uncollected charges for services performed. The increase of \$13.6 million, or 43.3 percent, over fiscal year 2012 was due in large part to disruptions caused by the Medical Center’s implementation of an electronic records system.