

# HealthLinks

*A Special Edition Newsletter From  
Catskill Hudson Area Health Education Center*

## Special Edition

Fall/Winter 2005



Pathways  
to  
Healthcare  
Careers

# My Health Career<sup>SM</sup>

As of August 2005, Catskill Hudson Area Health Education Center (CHAHEC) has launched its new Website. This new, user-friendly site contains detailed information on the CHAHEC Mission, Staff, Board of Directors, programs, events, publications, contact information and weblinks, as well as a new section entitled "My Health Career." My Health Career<sup>SM</sup> (MHC) is a database-driven, interactive program to help students and adults explore over 100 careers in the health field.

Hospitals and healthcare facilities rely on a complex network of departments and employees to support patient care services. Most students think only of the most obvious healthcare careers, which are doctors and nurses. A great deal of students aren't aware that healthcare positions also include, but are not limited to, Occupational Therapists, Opticians, Chiropractors, Pharmacists, Mental and Social Health Workers, Dentists, Paramedics, Biophotographers, Medical Librarians, Mechanics, IT, Medical Secretaries, Medical Billers and various medical office positions, to name a few.

Through the interactive use of My Health Career<sup>SM</sup>, students can learn various details about a variety of healthcare

## CHAHEC Announces a New Addition to our New Website

[www.catskillhudsonahec.org](http://www.catskillhudsonahec.org)

careers, educational requirements, local training programs, and average salary ranges. It also contains a self-assessment program which matches a student's interests and career criteria with over 100 health professions. Each health profession profile provides students with an overview of the tasks and responsibilities of a specific profession, the educational requirements and profiles as well as the contact information of local professionals already in the health field.

My Health Career<sup>SM</sup> also contains a component which allows students to keep track of their grades throughout high school and college, set and track goals and also provides a continual assessment of their progression toward a health career.

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A Partner in the New York State AHEC System

## MHC Highlights

### For Students

*My Health Career<sup>SM</sup> offers Middle School through College Students...*

- Tools to help them identify which careers are right for them.
- A student portfolio to track their grades, course schedule and goals.
- Detailed information on over 100 different healthcare careers.
- Local information about schools, programs, courses and employers.
- A listing of local career exploration programs and special events.
- Profiles and contact information for local healthcare professionals.
- Information about financial aid and special scholarship programs.

### For Healthcare Professionals

*My Health Career<sup>SM</sup> offers...*

- Healthcare-specific job boards, listings and websites of local employers.
- The ability to view local information and website links about living in the region.
- The ability to meet people: View profiles and contact information for local healthcare professionals.
- Listings for local continuing education programs, professional development courses and other training programs and certification courses.
- Relocation information for healthcare professionals considering a move to one of our 11 counties.

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## MHC Database - Be a Career Model

Career Models are profiles completed by healthcare workers who want to share their stories on the CHAHEC My Health Career<sup>SM</sup> site about how they became interested in careers in healthcare. Their stories include a description of their chosen career, educational requirements, why they chose their career, what their training experience was like and why they like living in the area. This information is a great tool for helping students decide which healthcare career is best for them. Many of the Career Models provide their contact information and welcome inquiries from students.

To become a Career Model, simply complete the Career Model Authorization Form and Career Model Profile form and fax the completed forms back to us at (845) 883-7837 or mail them to us at 598 State Route 299, Highland, NY 12528. Both of these forms can be accessed on our website at [www.catskillhudsonahec.org](http://www.catskillhudsonahec.org) in the "Forms" section, or contact Jennifer Earle via email at [jearle@catskillhudsonahec.org](mailto:jearle@catskillhudsonahec.org), or speak with the staff by phone at (845) 883-7260.

## What Is a Mini-Portal? Who Utilizes It?

Mini-portals are mini-websites within the My Health Career<sup>SM</sup> site that can be purchased by healthcare employers and educational institutions that offer healthcare career training programs. These mini-portals feature specific information about these organizations and can be accessed from the Catskill Hudson AHEC My Health Career<sup>SM</sup> site by selecting either the Student or Healthcare Professional selection keys. Professionals and college-level students can peruse this site when researching healthcare careers, local job opportunities and training programs. Mini-portals are an excellent way to customize marketing strategies toward students and health professionals. Once purchased, the mini-portals can provide up to 63 pages of organization-specific content. Employers may post information about specific careers, job openings, training programs, academic programs and Career Models. Educational institutions may also post the same information, in addition to providing information on open houses, campus tours, career fairs and other events. Employers and institutions that purchase mini-portals may also purchase banner ads that can be incorporated into the MHC website.

The mini-portal functionality will be available for purchase in late 2005 / early 2006. To find out more about mini-portals, please contact the CHAHEC office at (845) 883-7260.

## MHC Answers Your Questions

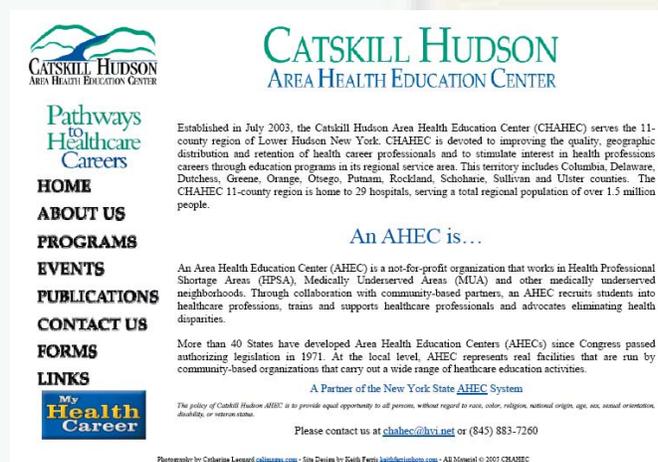
**How do I access My Health Career<sup>SM</sup>?** To access the My Health Career<sup>SM</sup> database, simply go to [www.catskillhudsonahec.org](http://www.catskillhudsonahec.org) and click on the My Health Career<sup>SM</sup> icon. Registration is free and only takes a few minutes. Once registered, you may navigate throughout the many components of My Health Career<sup>SM</sup>. You may enter the My Health Career<sup>SM</sup> website as a Student or Health Professional.

**Will Catskill Hudson AHEC come to my school and present to my students?** **YES!** CHAHEC will visit your school and present My Health Career<sup>SM</sup> (MHC) to your students. The presentation is fun and interactive. In fact, we usually play an interactive computer game with the students entitled, “Who Wants to Have a Health Career?,” where students learn about various health professions as they progress through 15 levels to win the game. We then take the students, step-by-step, through the MHC website, allowing them to register and navigate the site. To learn more about our presentations or to schedule a presentation, please contact us at (845) 883-7260 or send us an e-mail at [chahec@hvi.net](mailto:chahec@hvi.net).

**How can I recruit students into my educational institution's programs?** The mini-portal functionality will allow educational institutions to access and directly market to local students within CHAHEC's 11-county region. The min-portals will be available for purchase through CHAHEC in late 2005/early 2006.

**As an employer, how can I post jobs and access a pool of local professionals?** As an employer, you can access the local pool of professionals and recent graduates within our 11-county region by posting jobs and career opportunities on My Health Career<sup>SM</sup>. Contact CHAHEC at (845) 883-7260 for more information.

## CHAHEC's New Website



**CATSKILL HUDSON**  
AREA HEALTH EDUCATION CENTER

Established in July 2003, the Catskill Hudson Area Health Education Center (CHAHEC) serves the 11-county region of Lower Hudson New York. CHAHEC is devoted to improving the quality, geographic distribution and retention of health career professionals and to stimulate interest in health professions careers through education programs in its regional service area. This territory includes Columbia, Delaware, Dutchess, Greene, Orange, Otsego, Putnam, Rockland, Schoharie, Sullivan and Ulster counties. The CHAHEC 11-county region is home to 29 hospitals, serving a total regional population of over 1.5 million people.

**Pathways to Healthcare Careers**

**HOME**  
**ABOUT US**  
**PROGRAMS**  
**EVENTS**  
**PUBLICATIONS**  
**CONTACT US**  
**FORMS**  
**LINKS**

**My Health Career**

An AHEC is...

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.

More than 40 States have developed Area Health Education Centers (AHECs) since Congress passed authorizing legislation in 1971. At the local level, AHEC represents real facilities that are run by community-based organizations that carry out a wide range of healthcare education activities.

A Partner of the New York State AHEC System

The policy of Catskill Hudson AHEC is to provide equal opportunity to all persons, without regard to race, color, religion, national origin, age, sex, sexual orientation, disability, or veteran status.

Please contact us at [chahec@hvi.net](mailto:chahec@hvi.net) or (845) 883-7260

Photography by Catherine Leonard [catherineleonard.com](http://catherineleonard.com) • Site Design by Earth Ferns [earthferns.com](http://earthferns.com) • All Material © 2007 CHAHEC

[www.catskillhudsonahec.org](http://www.catskillhudsonahec.org) - If you live, work, are schooled in or are just curious about healthcare within CHAHEC's 11-county region, type in our web address on your computer and let us know what you think of our updated website. Our staff is so committed to our mission that we've even included pictures of ourselves, just so you know who you're speaking with if you call our office or attend one of our programs or events. Did our website provide you with important information? Was it user-friendly? Did it make you smile? Call us at (845) 883-7260 with your comments or to learn more about our programs. Ask for Kathryn, Kathy, Kirsten or Jennifer.

## The Swap System - Websites and Links

We realize how important it is for any organization to “get the word out” about their services. Catskill Hudson AHEC (CHAHEC) has begun a Swap System. This is a system where CHAHEC installs affiliate website links, logos and brief organizational descriptions of these organizations on our website “Links” page in exchange for that organization doing the same for CHAHEC on their website. A not-for-profit organization applying for the “swap” must have at least one of the following criteria:

- You are an affiliate of CHAHEC through co-sponsorship with us on healthcare and educational programs.
- Your organization is a Healthcare Facility.
- Your organization is an Educational Institution (primary and secondary school systems and higher education institutions).
- Your organization is part of a Library System.

If you have any questions, please contact us at (845) 883-7260.

## A Letter From The CHAHEC Staff

Dear Reader:

The Catskill Hudson AHEC staff is very excited about the premier of My Health Career<sup>SM</sup>. With this interactive, web-based healthcare career-focused program, our website will be equipped with a tool that will benefit middle school students, secondary education students, college students, health professionals, local employers of healthcare professionals and educational institutions on many levels. As presented throughout this Special Newsletter, My Health Career<sup>SM</sup> is comprised of many features that include health career exploration, occupation profiles, local academic institution training programs, local career model profiles, student academic portfolios, job postings and profiles of local employers of healthcare professionals.

One of the most exciting features of My Health Career<sup>SM</sup> will be the recruitment sub-sites or mini-portals designed for healthcare employers and educational institutions. These sub-sites allow for up to sixty-three pages of customizable information that may include recruitment initiatives, job postings, organization profiles, program content, and more. The mini-portals feature represents an unprecedented opportunity for local employers and educational institutions to access and engage a pool of thousands of local students, recent graduates of healthcare related academic programs and local healthcare professionals seeking employment and training opportunities within Catskill Hudson AHEC's 11-county region: Columbia, Delaware, Dutchess, Greene, Orange, Otsego, Putnam, Rockland, Schoharie, Sullivan and Ulster counties.

For healthcare professionals and recent healthcare graduates seeking employment and/or information on educational/training programs, these mini-portals allow an in-depth review of an organization's profile, job postings, upcoming events, offerings and also allows the reader an opportunity to review career profiles of employees within that organization. Accessing this information will allow healthcare professionals and recent graduates to apply for local jobs and learn more about local training programs that are relevant to their experience, academic background, certifications and interests.

By utilizing the mini-portals as a marketing and recruitment tool, educational institutions can benefit from a return on investment that could far exceed any other form of advertising and recruitment. As one interested educational institution stated, "If we recruit just one student into our institution as a result of our mini-portal, our return on investment will approximate 8:1." By matching applicant skills and interests with the required base, My Health Career<sup>SM</sup> refines the placement process. This increases the odds of successful placement and improved retention.

We invite you to learn more about My Health Career<sup>SM</sup> by exploring the components of the website. Please go to [www.catskillhudsonahec.org](http://www.catskillhudsonahec.org) and click on the My Health Career<sup>SM</sup> icon. Navigating the website is the best way to learn how it can work for you. Then, feel free to contact us and speak with any of our staff to learn more about how you can establish a presence on My Health Career<sup>SM</sup> and begin recruiting healthcare professionals and potential student applicants into your training programs. We hope you will share our excitement about this wonderful tool!

Sincerely,  
Kathryn, Katherine, Jennifer and Kirsten

## CHAHEC's Mission

The Catskill Hudson Area Health Education Center (CHAHEC) enhances the quality of, and access to, healthcare in its 11-county region using collaborative relationships that support education initiatives that improve the availability, quality, geographic distribution and retention of healthcare 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.



## CHAHEC's Staff Members

Kathryn R. Reed, Executive Director  
 Katherine Murphy, Project Coordinator  
 Kirsten Carle, Administrative Assistant  
 Jennifer Earle, Special Projects Coordinator

## 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  
 Thomas Pritchard — Otsego County Office of Employment & Training  
 Mary Alane Wiltse — Columbia-Greene Workforce Investment  
 Steven Schreiber — NYS AHEC Eastern Regional Office  
 Marc Mendelsohn—Catskill Regional Medical Center  
 Karen Dietz — St. Luke's Cornwall Hospitals  
 Susan Koppenhaver—Eden Park Healthcare  
 Sharon Dettenrieder — Hartwick College  
 Barbara Hill—Hudson River Healthcare  
 Michael Murphy — SUNY Cobleskill  
 Thomas Nolen — SUNY New Paltz  
 Nancy Noonan — ONC BOCES  
 Dianne Sleight — Ulster BOCES  
 Maureen Creegan — Dominican College  
 Laurie Neander — At Home Care, Inc.  
 Mary Pat Lewis — SUNY Delhi



*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](http://www.ahec.buffalo.edu).*

# Health Career Path

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