

Pathways  
to  
Healthcare  
Careers



# HEALTHLINKS

A Newsletter from Catskill Hudson Area Health Education Center

Spring/Summer 2010

## HealthMatch™ Campaign Launch at Kick-Off Breakfast

In the midst of an economic recession, the Ellenville/Wawarsing community recognized the need to act and not sit idly by while the number of practicing primary care providers in their community dwindled. This southwest Ulster County community has teamed up with HealthMatch™, a service of Catskill Hudson Area Health Education Center (Catskill Hudson AHEC), to bring new healthcare providers to the region.

In less than four short months, community leaders raised half of the \$200,000 needed to implement this community-managed healthcare provider incentive program that will help recruit two primary care providers for the Ellenville/Wawarsing community.

Catskill Hudson AHEC launched the public phase of the campaign during the HealthMatch™ Campaign Kick-off Breakfast on Thursday, May 6th at Honor's Haven Resort & Spa, 1195 Arrowhead Road, Ellenville, NY.

Speakers included:

- Dwight Coombe, President - Greater Wawarsing Local Development Corp.
- Kathryn R. Reed, MHA, CMPE, Executive Director - Catskill Hudson AHEC/HealthMatch
- Walter Woodley, MD, Regional Medical Director, Upstate Region - Institute for Family Health
- Raymond Matthews - Development Council Member
- La Mar Hasbrouck, MD, MPH, Public Health Director - Ulster County Health Department
- Steven L. Kelley, FACHE, President & CEO - Ellenville Regional Hospital

Since the Kick-off Breakfast, more than 85% of the \$200,000 goal has been raised thanks to the generosity and support of many community members and business leaders.



Speakers from left to right:  
Raymond Matthews, Dr. La Mar Hasbrouck,  
Kathryn Reed, Dwight Coombe and Steven Kelley,  
(not pictured, Dr. Walter Woodley)

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## CRREO Report



The Center for Research, Regional Education and Outreach (CRREO) has released the third paper in its discussion briefs on regional issues, titled: *Is There a Doctor in the House? Physician Recruitment and Retention in the Hudson Valley*.

The study, authored by Kathryn Reed, MHA, CMPE, Executive Director of the Catskill-Hudson AHEC, finds that the Hudson Valley needs far greater success in bringing doctors to our region.

“If we don’t pay attention to physician recruitment and retention now,” Reed asserts in the brief, “there will be a price to pay in the availability and quality of medical care in our region in the years to come.”

Gerald Benjamin, CRREO Director and Associate Vice President for Regional Engagement noted that, “this essay is an excellent example of the work we

are doing to bring visibility to important matters of public concern in our region, to encourage their consideration and action upon them.” Reed states that the Hudson Valley is a region unlike many other areas in New York State in that it has a growing population and therefore will require more health services now and into the future.

“As we write, the particular outcomes of the massive national push for health care reform are still not settled,” states Reed. “But any extension of insurance coverage to many or all of the region’s people who are now uninsured will almost certainly increase their demand for both primary and specialized care.”

Reed’s research also finds that physicians are in short supply and that “By 2020 it is projected 23,000 physicians annually will retire or die, while U.S. medical schools graduate only about 18,000 students each year. Consequently, in our region the barrel is likely to empty faster than we can fill it. As the general population grows older, the cohort of doctors in practice is aging even faster.”

## Questar III LPN Career Day Collaboration

Catskill Hudson AHEC works collaboratively with other healthcare, educational, professional, and community organizations to collectively and proactively develop opportunities to recruit, train, retain, and strengthen the healthcare workforce, which in turn supports the communities in which the health professions serve. As a result of our collaborations, Roxanna Raffa, CHAHEC’s Nursing Workforce Development Coordinator, was invited to be a panelist for Questar III’s annual LPN Career Day held on May 5th at the Questar III BOCES training site at Hudson High School in Hudson, NY (Columbia County).

Twelve other panelists were also invited to this event from local area healthcare employers and educational institutions. The purpose for this annual event is for Nursing professionals and representatives of local area healthcare organizations to share information about their organizations and professional experiences. Fifty-two

Licensed Practical Nurse (LPN) and 10 Certified Nursing Assistant (CNA) students were in attendance. Panelists had the opportunity to network with students and instructors after the presentation session. Students were also encouraged to ask panelists questions about local area employment opportunities, the Nursing profession, or continuing their education.

In her role as Nursing Workforce Development Coordinator, Roxy works with Nursing professionals to develop continuing education opportunities and to provide information pertaining to advanced education or practice. She works with students as a mentor to provide information pertaining to Nursing careers such as the role of the nurse, how seek out educational or advancement opportunities, and information pertaining to specialty practice areas. She also works with career seekers who have an interest in learning more about the Nursing profession or other health occupations.

## SUNY New Paltz MedQuest Adventure

In collaboration with the SUNY New Paltz Science and Technology Entry Program (STEP), Catskill Hudson AHEC will send six of their students to MedQuest 2010. MedQuest is a week-long, Health Careers Exploration Camp held at Albany Medical College. This year’s camp will be held from July 19th through the 23rd and features:

- Hands-on activities
- Site visits/sessions at Albany Medical Center
- Classes to introduce students to a variety of health career opportunities.

To learn more about our programs, please visit [www.chahec.org/programs](http://www.chahec.org/programs).

## EMS Leadership Academy

On June 5, 2010, Catskill Hudson AHEC presented its annual EMS Leadership Academy at the Highland Fire District in Highland, NY. Audience members had the option to attend in person at the venue or via webcast.

The EMS Leadership Academy offers valuable information and management skills to agency leaders, enabling them to be more effective and productive managers by elevating their level of effectiveness within their agency.

This year's topics include:

- Personnel Management - Balancing Salaried and Volunteer Personnel in a Combination Department: A Growing Trend
- How to Investigate Issues Within an Organization
- Teams - Leaders and Followers
- Conflict Resolution

These topics touch on subjects such as litigation within an agency. One audience member, stated, *"It was very eye-opening to realize what the ramifications of simple mistakes or unclear procedures can do to an organization. I hope to pass on the information to the members of my corp to try to resolve problems better and help to raise awareness to the leadership structure of the corp I belong to."* Other feedback, including, *"This training occurs too infrequently"* reinforces the importance of such material to any first responder organization.

This program will be available for viewing via archive. Please contact us at (845) 883-7260 for more information.



Speakers from left to right: Karl Klug, Richard Beebe, Joyce Mulleedy, and Robert Delagi

## Y2Kids, Careers from A-Z



Once again, Catskill Hudson AHEC participated in Orange-Ulster BOCES' Y2Kids, Careers from A-Z. This annual, two day event was held on May 11th & 12th at Stewart Airforce Base in New Windsor, NY. It features over 250 Career Specialists who performed hands-on activities with the middle school students in order to acquaint them with various occupations. This process gives students a taste of what they might be interested in pursuing as a career.

Catskill Hudson AHEC engaged students with, "Who Wants a Health Career?" When the students answered the medically-related questions correctly, they got to spin our Prize Wheel and win a Catskill Hudson AHEC prize. Student favorites this year were *shark dental floss* and *hand sanitizers*.

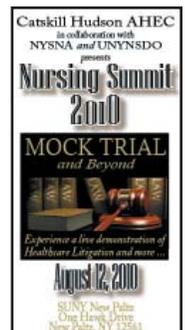
Y2Kids has long been a favorite of the Catskill Hudson AHEC staff because it really enables us to connect with students in a fun and effective way.

## Save the Date! - Nursing Summit, Mock Trial and Beyond

Catskill Hudson Area Health Education Center (in collaboration with NYSNA and UNYNSSDO) will hold its 7th Nursing Summit on August 12, 2010 at SUNY New Paltz in New Paltz, NY. This year's topic is *"Mock Trial and Beyond."* Attendees will experience a live demonstration of healthcare litigation and much more.

Those welcome to attend include: Nursing educators, staff development or clinical educators, those involved in education and training of healthcare staff, and nursing students. Professional healthcare attendees will receive a certificate of completion for 5 CE Credits and students will receive a certificate of attendance.

If you are interested in attending the 2010 Nursing Summit, please visit our website at [www.chahec.org/events](http://www.chahec.org/events) and complete the registration form on the Nursing Summit brochure.



You can follow us two ways at:

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## Healthcare Career Highlight - Dermatology

Dermatology is the branch of medicine dealing with the skin and its diseases and is a unique specialty with both medical and surgical aspects. A dermatologist takes care of diseases and some cosmetic problems of the skin, scalp, hair, and nails.

### Subspecialties include:

#### *Cosmetic Dermatology*

Some dermatologists complete fellowships in surgical dermatology and many are trained in their residency on the use of botox, fillers, and laser surgery. Some dermatologists perform cosmetic procedures including liposuction, blepharoplasty, and face lifts. However, most dermatologists limit their cosmetic practice to minimally invasive procedures.

#### *Dermatopathology*

A dermatopathologist is a pathologist or dermatologist who specializes in the pathology of the skin. This field is shared by dermatologists and pathologists.

#### *Immunodermatology*

This field specializes in the treatment of immune-mediated skin diseases such as lupus, bullous pemphigoid, pemphigus vulgaris, and other immune-mediated skin disorders.

#### *Mohs Surgery*

The dermatologic subspecialty called Mohs surgery focuses on the excision of skin cancers using a tissue-sparing technique that allows intraoperative assessment of 100% of the peripheral and deep tumor margins developed in the 1930s by Dr. Frederic E. Mohs.

#### *Pediatric Dermatology*

This field encompasses the complex diseases of the neonates, hereditary skin diseases or genodermatoses, and the many difficulties of working with the pediatric population.

#### *Teledermatology*

Teledermatology is a form of dermatology where telecommunication technologies are used to exchange medical information via all kinds of media (audio, visual, and also data communication, but typically photos of dermatologic conditions usually made by non-dermatologists for evaluation off-site by dermatologists). This subspecialty deals with options to view skin conditions over a large distance to provide knowledge exchange, to establish second-opinion services for experts, or to use this for follow-up of individuals with chronic skin conditions.

#### *Therapies*

Therapies provided by dermatologists include, but are not restricted to:

- Cosmetic filler injections
- Tattoo removal with laser
- Intralesional Treatment
- Radiation Therapy
- Topical Therapies
- Phototherapy
- Hair Transplantation
- Cryosurgery
- Photodynamic Therapy
- Hair removal with laser or other modalities
- Tumescant Liposuction
- Laser Therapy
- Systemic Therapies



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