



Wake Forest University Baptist

**MEDICAL CENTER**®

# FACT 2009 book

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[wfubmc.edu](http://wfubmc.edu)

# Medical Center Mission Statement

*Wake Forest University Baptist  
Medical Center, through its partner institutions,  
North Carolina Baptist Hospital and  
Wake Forest University Health Sciences, provides  
excellent health care while advancing the clinical  
and academic missions of each.*

Wake Forest University Baptist Medical Center

## **FACT BOOK**

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# Quick Facts

(For the year ending June 30, 2008, unless otherwise noted)

## Personnel

### Wake Forest University Health Sciences

School of Medicine Faculty	939
Medical	713
Basic Science	218
Other	8
Administration and other Staff	2,875
Total	3,814

### North Carolina Baptist Hospital

Registered Nurses	2,170
LPNs/Nursing Assistants	555
Clinical Professionals	1,166
House Officers	612
Administration and other Staff	3,446
Total	7,949

<b>Total Medical Center Workforce</b>	11,763
Community Clinical Faculty	537

## Patient Care

Licensed Beds	872
Inpatient Admissions	35,989
Day Hospital	20,020
Emergency Department Outpatient Visits	89,743
Other Outpatient Visits	573,030
(includes ambulatory visits and outpatient departments)	
Downtown Health Plaza Visits	65,342

*Figures do not include subsidiaries.*

## Financial

School of Medicine Budget	\$716,000,000
N.C. Baptist Hospital Budget	\$897,097,000

## Medical School Tuition

2008-2009	\$38,248
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<b>Licensing Revenue</b>	\$90,005,640
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## Research

Federal	\$157,400,703
Industry	\$13,884,373
State	\$20,527,393
Other	\$8,002,454
Total Research Awards	\$199,814,923

## Training (2008-2009)

Medical Students	465
Men	265
Women	200
Minorities	145
House Officers (residents) and Fellows	626
Graduate Students	763
Physician Assistant Students	98
Nurse Anesthesia Students	44
Allied Health Students	217
Pastoral Care Chaplain Residents and Interns	55
Joint School of Biomedical Engineering & Sciences*	69
Northwest Area Health Education Center	
Participants (FY 08)**	35,857
Nursing Student Experiences (2007-08)***	1,724

\* Wake Forest and Virginia Tech

\*\* Includes Continuing Medical Education Participants

\*\*\* Includes students in Nursing, Nursing Assistant, Medical Secretary and Emergency Medical Services courses

## U.S. News & World Report Rankings

*From the 2008 "Guide to America's Best Hospitals"*

Respiratory Disorders	20 <sup>th</sup>
Cancer	26 <sup>th</sup>
Endocrinology	35 <sup>th</sup>
Kidney Disease	38 <sup>th</sup>
Urology	48 <sup>th</sup>

*From "America's Best Graduate Schools (2009 edition)"*

Primary Care	35 <sup>th</sup>
Research	42 <sup>nd</sup>
Physician Assistant Program (2007 ranking)	23 <sup>rd</sup>

*(continued)*

## Quick Facts *(continued)*

### Community Benefits Funding

	NCBH	WFUHS	Total/ WFUBMC
Cash/In-kind donations	\$505,817	\$163,558	\$669,375
Community health improvement services/ Community benefit operations ( <i>non-billed services</i> )	\$4,564,145	\$774,313	\$5,338,458
Subsidized health/ community services	\$4,912,902	\$479,073	\$5,391,975
Charity care ( <i>excludes bad debt</i> )	\$18,270,088	\$13,795,547	\$32,065,635
Non-reimbursed Medicare costs	\$7,145,276	NA	\$7,145,276
Non-reimbursed Medicaid costs	\$1,575,784	NA	\$1,575,784
Health profession/ medical education, ( <i>non-reimbursed costs</i> )	\$29,377,421	\$4,220,484	\$33,597,905
Research costs	\$174,013	\$21,532,491	\$21,706,504
Community building activities	\$2,495,932	NA	\$2,495,932
Non-reimbursed treatment cost for non-negotiated Government programs	\$652,862	NA	\$652,862
<b>Totals</b>	<b>\$ 69,674,240</b>	<b>\$40,965,466</b>	<b>\$110,639,706</b>

NOTE: NCBH Cost of Treating Bad Debt \$34,640,678  
Patients (*not included in the figures above*)

## Overview

**Wake Forest University Baptist Medical Center**, one of the nation's preeminent academic medical centers, is an integrated health care system that operates 1,056 acute care, rehabilitation, long-term, and psychiatric care beds, outpatient services, and community health and information centers. The Medical Center has 22 subsidiary or affiliate hospitals and operates more than 100 outreach activities throughout the region, including satellite clinics, health fairs,

consulting services and medical director services. It provides a continuum of care that includes primary care centers, outpatient rehabilitation, dialysis centers and home health care. Although its primary service area is a 24-county region in northwestern North Carolina and southwestern Virginia, Wake Forest Baptist in the year 2008 served patients from 96 (of 100) North Carolina counties, all 50 states, the District of Columbia, and several foreign countries.

The Medical Center's component institutions carry out a joint mission of patient care, education, research and community service. The Medical Center's two main components are North Carolina Baptist Hospital and Wake Forest University Health Sciences, which includes the Wake Forest University School of Medicine and Wake Forest University Physicians (WFUP). On August 13, 2008, John D. McConnell, M.D., was named the first chief executive officer of the Medical Center. Under the new structure implemented in 2007, McConnell oversees the clinical, research and academic enterprise for Wake Forest Baptist, reporting to the Medical Center Board of Trustees. The presidents of Health Sciences, N.C. Baptist Hospital and WFUP all report to the Medical Center CEO. For academic purposes, the Health Sciences president also reports to the president of Wake Forest University. Both N.C. Baptist Hospital and Health Sciences retain their respective boards, both of which have representation on the Medical Center Board.

**Wake Forest University Health Sciences** encompasses the School of Medicine and its academic and research missions, Wake Forest University Physicians, 14 dialysis centers, Piedmont Triad Research Park and the Wet Lab LaunchPad™ located in the Park. The School of Medicine has 939 medical and science faculty members and 537 adjunct and clinical faculty in the community. The school offers the M.D., Ph.D., and M.S. degrees (including an M.S. for physician assistants) as well as the joint degrees of M.D./M.S. in Health Sciences Research, the M.D./Ph.D., the M.D./M.B.A., the Ph.D./M.B.A., and the M.D./Graduate Certificate Program in Spirituality and Health (School of Divinity at WFU).

Wake Forest University Physicians (WFUP) is the organization comprising the physicians who are the medical school's board-certified (or equivalent) medical faculty and attending staff of the hospital. WFUP outpatient clinics include about 85 medical and surgical specialties or subspecialties.

*(continued)*

## **Overview** *(continued)*

**North Carolina Baptist Hospital** is the Medical Center's primary clinical arm, including inpatient hospitals, a community health center and primary care centers. Inpatient facilities are:

- N.C. Baptist Hospital, an 872-bed teaching hospital that is the region's main tertiary referral center.
- Brenner Children's Hospital has been the leading children's hospital in the region for more than 20 years. A 400,000-square-foot tower opened in 2002 to house this 160-bed "hospital within a hospital" offering services to young patients and their families. It includes a pediatric emergency room, pediatric and neonatal intensive care units, infant, child and adolescent inpatient units and outpatient clinics. Children are treated for a variety of illnesses from ear infections to the most advanced pediatric cancer care.
- Davie County Emergency Health Corporation (Davie County Hospital), a critical access hospital with 25 acute-care beds located in Mocksville, N.C.
- Stokes-Reynolds Memorial Hospital Inc., a general medical-surgical hospital with 25 acute-care beds and 40 long-term care beds in Danbury, N.C.

## **Wake Forest University Baptist Medical Center**

### **Board of Trustees, 2009**

Stephen L. Robertson, Chairman	Mocksville, N.C.
Allison Brashear, M.D.	Winston-Salem, N.C.
Roger L. Cothran	Cornelius, N.C.
Graham W. Denton, Jr.	Charlotte, N.C.
Ernest L. Evans	Ahoskie, N.C.
Donald E. Flow	Winston-Salem, N.C.
Arthur A. Gibel	Winston-Salem, N.C.
Murray C. Greason, Jr.	Winston-Salem, N.C.
Robert E. Greene	Winston-Salem, N.C.
Nathan O. Hatch, Ph.D.	Winston-Salem, N.C.
Neal D. Kon, M.D.	Winston-Salem, N.C.
Joseph R. Overby, Jr., M.D.	New Bern, N.C.
K. Wayne Smith, Ph.D.	Newton, N.C.
William C. Warden, Jr.	Wilkesboro, N.C.

# History

**The medical school** was founded in 1902 as a two-year medical school on the campus of Wake Forest College. N.C. Baptist Hospital opened in 1923 as an 88-bed hospital in Winston-Salem. The Medical Center was created when the medical school expanded to four years and moved to Winston-Salem in 1941. Brenner Children's Hospital was established in 1986. The Medical Center's campus now comprises 122 buildings on 218 acres. With more than 11,700 employees, it is the largest employer in Forsyth County.

## Historical Highlights

**1943** First graduating class of Bowman Gray School of Medicine receives M.D. degrees.

**1944** N.C. Baptist Hospital adds programs to train dietitians, nurse anesthetists and X-ray and medical technologists.

**1947** School of Pastoral Care opens.

**1956** Wake Forest College moves to Winston-Salem.

N.C. Baptist Hospital establishes schools in medical technology, cytotechnology, X-ray technology, nurse anesthesia, medical records, practical nursing and pastoral counseling.

**1961** Wake Forest College's first Ph.D. level graduate program is developed in anatomy at the medical school, followed by similar programs in physiology and pharmacology (1962), biochemistry (1963) and microbiology (1964).

**1968** Medical school establishes a Division of Allied Health Sciences and begins Physician Assistant Program.

**1974** Northwest Area Health Education Center (AHEC) is developed to improve the quality and accessibility of health care through education. Headquartered at the medical school, the AHEC serves a 17-county area.

School of Nursing closes.

**1975** Reynolds Health Center opens, staffed by medical school faculty.

**1977** Obstetrical services in Forsyth County are consolidated at Forsyth Memorial Hospital.

**1979** N.C. Baptist Hospital opens a six-bed burn unit.

*(continued)*

## **History** *(continued)*

**1982** Level One Trauma Center established.

**1983** Magnetic resonance imaging (MRI) system installed, first in the state at an academic medical center.

**1986** N.C. Baptist Hospital establishes AirCare, a helicopter emergency medical service.

Brenner Children's Hospital is established as part of N.C. Baptist Hospital through a gift from the Brenner Foundation.

**1988** Len B. Preslar Jr. named president of N.C. Baptist Hospital.

**1989** Bone marrow transplantation program established.

**1990** National Cancer Institute designates Cancer Center of Wake Forest University a Comprehensive Cancer Center.

**1991** Medical Center is named a Claude D. Pepper Older Americans Independence Center.

Medical Center employment exceeds 8,500, making it a leading Triad employer.

**1997** Hospital and medical school become Wake Forest University Baptist Medical Center. Richard H. Dean, M.D., is named director of the Medical Center. Medical school is renamed Wake Forest University School of Medicine. Its Hawthorne campus is named The Bowman Gray Campus.

**1998** The School of Medicine institutes innovative new curriculum, combining small-group problem-solving approach, early clinical experience and new computer technology.

**1999** BestHealth®, a community resource and education center, opens at Hanes Mall.

**2000** The School of Medicine establishes a Center for Human Genomics to facilitate the identification of high-risk genes linked to common diseases, enabling improved treatment.

The Downtown Health Plaza of Baptist Hospital opens, replacing Reynolds Health Center.

**2001** Wake Forest University Health Sciences is created to oversee operation of the School of Medicine and other business entities. Richard H. Dean, M.D., is the first president and chief executive officer. Governance is by a 13-member board of directors, eight of whom are university trustees.

**2002** The School of Medicine establishes the Maya Angelou Research Center on Minority Health.

Ardmore Tower West is opened. The \$142 million, 400,000-square-foot tower includes 11 new floors, six of which house Brenner Children's Hospital.

**2003** Microarray Core Facility opens, allowing rapid genetic analysis.

Classes begin at new School of Biomedical Engineering and Sciences operated jointly by WFU and Virginia Tech.

**2004** Internationally recognized tissue engineering program moves to Wake Forest to become Institute for Regenerative Medicine.

Outpatient Comprehensive Cancer Center, a 250,000-square-foot facility, opens.

**2005** The School of Medicine establishes laboratory to develop transgenic and knockout mice to model human disease and shed light on function of human genes.

**2006** Biotechnology Research Facility 1, housing the Wake Forest Institute for Regenerative Medicine and the Lipid Sciences Research Program, opens in Piedmont Triad Research Park.

Wake Forest Baptist announces that it will become completely "tobacco-free", effective July 1, 2007.

**2007** Wake Forest Baptist announces major restructuring under a "single-CEO" organization. Len B. Preslar Jr. retires after 19 years as president of N.C. Baptist Hospital. Richard H. Dean, M.D., retires after 10 years as head of WFU health programs.

Wake Forest Baptist announces plans to build a replacement hospital in eastern Davie County and a primary care center in Mocksville.

**2008** Wake Forest Baptist, Moses Cone Health System and High Point Regional Health System form the Healthcare Alliance, LLC, in order to strengthen their working relationship, improve quality and explore opportunities to reduce costs.

John D. McConnell, M.D., is named as the first chief executive officer of the Medical Center.

Wake Forest Baptist's first primary care center and walk-in clinic opens in Mocksville.

## Medical Center Firsts

**1941** Medical School creates the nation's first department of medical genetics.

**1957** Medical Center becomes the first in North Carolina to use cobalt to treat cancer patients.

**1964** Jesse Meredith, M.D., performs the first hand reimplantation in the United States.

**1969** Ultrasound is used to detect prostate cancer—a first in the nation.

**1979** Medical school establishes the nation's first toll-free hotline for epilepsy information.

**1981** Brenner Center for Adolescent Medicine opens, the first of its kind in the state.

**1983** Medical Center is first in the nation to use transcranial Doppler ultrasound, measuring atherosclerotic buildup on the walls of the carotid artery and imaging the arterial circulation in the brain.

**1986** First in the nation to use lithotripsy to break up common duct gallstones.

Medical Center performs its first heart transplant.

**1989** Medical Center surgeons perform the first single-lung transplant in the state.

**1990** Medical Center cardiologists become the first in North Carolina to successfully open a blocked artery using a laser.

Medical Center is first in the state to have a molecular cytogenetics (cell genetics) laboratory and to use stereotactic radiosurgery to treat tumors and blood vessel abnormalities deep within the brain.

**1997** J. Paul Sticht Center on Aging and Rehabilitation opens. First facility in the world to incorporate geriatric acute care, transitional care, psychiatry and rehabilitation under one roof.

**1998** Wake Forest Baptist installs the first Gamma Knife in the state.

**1999** Wake Forest Baptist is first in the world to report the successful use of magnetic resonance imaging (MRI) to diagnose significant blockages in blood vessels leading to the heart.

BestHealth®, the state's first community health resource center to be located in a shopping mall, opens in Hanes Mall.

N.C. Baptist Hospital is the first in the state to achieve Magnet Award status from the American Nurses Credentialing Center (ANCC), a recognition that the nation's highest standards for nursing excellence are met.

Wayne VonSeggen, a Medical Center employee, is the first physician assistant ever elected to the N.C. Medical Board and is later elected president.

**2001** Physicians at Wake Forest Baptist are the first in the world to treat a brain tumor patient with the newly FDA-approved GliaSite® Radiation Therapy System.

Medical Center researchers begin the first national study on how pediatricians can help prevent violence. The study later determined that pediatricians generally feel ineffective in influencing violence prevention by counseling during office visits, and the researchers said further research should address how to increase effectiveness.

School of Medicine researchers complete a study that provides the first prospective surveillance data on the prevalence of green tobacco sickness among Latino migrant and seasonal farm workers in North Carolina.

**2002** School of Medicine researchers are first to report that social rank, whether an individual is dominant or subordinate, has a significant influence on cocaine abuse in monkeys.

Researchers from the School of Medicine and Advanced Cell Technology report that they have developed a large variety of specialized cell types—including heart and brain cells—from embryonic monkey stem cells through a process called parthenogenesis.

The world's first live Internet broadcast of a deep brain stimulator implantation for Parkinson's disease—and the state's first live webcast of a surgical procedure of any kind—takes place at the Medical Center.

**2003** Wake Forest Baptist researchers are first to report that unidentified genes on chromosomes 18 and 3 are linked to severe kidney damage in younger blacks with diabetes.

*(continued)*

## **Medical Center Firsts** *(continued)*

Scientists at the Comprehensive Cancer Center develop a colony of mice that successfully fight off virulent transplanted cancers. The discovery of this genetic protection could explain why some people are protected against cancer despite prolonged and intense exposure to carcinogens.

**2004** A Wake Forest Baptist ophthalmologist is the first to report that humidity and temperature levels can affect the results of LASIK surgery.

A Wake Forest Baptist pediatric pulmonologist is the first to show that patients with cystic fibrosis have very little mucous in their airways—not too much mucous as was previously thought.

Wake Forest Baptist researchers identify a gene involved in the action of insulin that is associated with type 2 diabetes. One common form of the gene seems to be associated with diabetes—another common form seems to be protective.

**2005** The Medical Center is the first in North Carolina and surrounding states to install magnetoencephalography (MEG)—an innovative diagnostic tool that non-invasively measures minute magnetic brain activity and provides information about the location of normal and abnormal brain functions.

**2006** The first human recipients of organs grown in the laboratory from the patients' own cells are reported by the Wake Forest Institute for Regenerative Medicine.

White blood cells from a strain of cancer-resistant mice, first reported in 2003, cure advanced cancers for the first time in ordinary laboratory mice and protect the mice from new cancers.

**2007** The Institute for Regenerative Medicine announces success isolating true stem cells from placenta and amniotic fluid.

Scientists identify a gene associated with kidney failure in diabetes.

**2008** Scientists from the Center for Human Genetics report that a simple blood test can help determine which men are likely to develop prostate cancer.

## Administration

### Medical Center

*Chief Executive Officer*

John D. McConnell, M.D.

*Executive Vice President;*

*President, Piedmont Triad Research Park*

Douglas L. Edgeton, M.B.A., M.P.H.

*Vice President for Strategic Planning*

Michael L. Freeman

*Vice President for Human Resources*

Cheryl E. H. Locke

*Vice President for Public Relations and Marketing*

TBN

*Vice President for Facilities Planning and Construction*

Karen H. Huey

*Vice President for Government Relations*

Joanne C. Ruhland

*Vice President for Information Services*

TBN

*Vice President for Development and Alumni Affairs*

Norman D. Potter, Jr.

*Vice President for Networks*

G. Douglas Atkinson

### North Carolina Baptist Hospital

*President and Chief Operating Officer*

Donny C. Lambeth

*Chief of Professional Services*

Patricia L. Adams, M.D.

*Associate Chief of Professional Services*

Russell M. Howerton, M.D.

*Associate Chief of Professional Services*

William B. Lorentz, M.D.

*(continued)*

## **North Carolina Baptist Hospital** *(continued)*

*Vice President for Brenner Children's Hospital (interim)*

Maureen E. Sintich

*Vice President for Financial Services, Chief Financial Officer*

Gina B. Ramsey

*Vice President for Special Operations and Community Health*

Robert S. Parker

*Vice President, General Counsel*

J. McLain Wallace, Jr.

*Vice President for Operations*

Gerald T. Finley

*Vice President for Operations, Chief Nursing Officer*

A. Patricia Johnson

*Vice President for Operations*

Steven C. Snelgrove

*Vice President for Pastoral Care*

William G. Yates

*Vice President for Quality Outcomes*

Ronald H. Small

## **Wake Forest University Health Sciences**

*President*

William B. Applegate, M.D., M.P.H., F.A.C.P.

*President (interim), Wake Forest University Physicians*

Raymond C. Roy, M.D.

*Vice President for Financial Planning and Chief Financial Officer*

Terry L. Hales, Jr., M.B.A.

*Vice President and Executive Director for WFUP*

Robin K. Meter

*University Compliance Officer*

Larrie Dawkins

## WFUHS – Wake Forest University School of Medicine

*Wake Forest University President*

Nathan O. Hatch, Ph.D.

*Dean*

William B. Applegate, M.D., M.P.H., F.A.C.P.

*Senior Associate Dean*

Steven M. Block, M.B., B.Ch.

*Associate Dean for Academic Computing and Information Services*

Johannes M. Boehme II

*Associate Dean for Education*

K. Patrick Ober, M.D.

*Associate Dean for Graduate Medical Education*

Patricia H. Petrozza, M.D.

*Associate Dean for Medical Student Admissions*

Lewis H. Nelson III, M.D.

*Senior Associate Dean for Research*

Sally A. Shumaker, Ph.D.

*Associate Dean (interim) for Student Services*

Burton V. Reifler, M.D., M.P.H.

*Assistant Dean for Education*

Ann Lambros, Ph.D.

*Assistant Dean for Research*

Paula M. Means

*Assistant Dean for Resource Management*

Laurie Molloy, M.B.A.

*Assistant Dean for Student Services and Director of Diversity and Development Initiatives*

Brenda A. Latham-Sadler, M.D.

*Associate Director, VA Tech – WFU School of Biomedical Engineering and Sciences*

Peter Santago II, Ph.D.

*Chief of Professional Services*

Patricia L. Adams, M.D.

*(continued)*

## **WFUHS – Wake Forest University School of Medicine**

*(continued)*

### *Controller*

Douglas E. Lischke, M.B.A., C.P.A.

### *Counsel*

Donna H. Hamilton, J.D.

### *Dean, Graduate School (WFU)*

Lorna G. Moore, Ph.D.

### *Assistant Dean, Graduate School (WFU)*

Dwayne Godwin, Ph.D.

### *Associate Dean for Research*

David P. Friedman, Ph.D.

### *Deputy Associate Dean for Research*

Charles E. McCall, M.D.

### *Deputy Associate Dean for Research*

Janice D. Wagner, D.V.M., Ph.D.

### *Director, Northwest AHEC, and Executive Director, Continuing Medical Education*

Michael P. Lischke, M.P.H., Ed.D.

### *Director of Libraries*

E. Parks Welch III, M.B.A., MLIS

### *Senior Advisor to the Dean*

Curt D. Furberg, M.D., Ph.D.

### *Senior Advisor to the Dean*

Burton V. Reifler, M.D.

### *Chair of PA Studies Department*

James A. Van Rhee, M.S., PA-C

### *Director of Admissions, PA Studies Department*

M. Jane McDaniel

### *Program Administrator/Registrar, PA Studies Department*

Bruce Shepherd, Ed.D.

### *Registrar/Coordinator, School of Medicine*

Sonja Vientos

### *Registrar/Coordinator, Graduate School*

Susan C. Pierce

# Wake Forest University Health Sciences

Wake Forest University Health Sciences (WFUHS) includes Wake Forest University School of Medicine, 14 dialysis centers, One Technology Place, Richard H. Dean Biomedical Research Building and other buildings in the Piedmont Triad Research Park. Health Sciences is the driving force behind the expansion of the downtown research park.

**Wake Forest University School of Medicine** (WFUSM) prides itself in providing its graduates with the skill to be lifelong learners.

The School of Medicine is noted for its innovations in medical and graduate student education. In 2002, the school graduated its first class under a new curriculum that combines a small group, problem-solving approach, early clinical experience and new technology such as laptop and hand-held computers to access academic and clinical databases. The medical school curriculum underwent a thorough reevaluation in 2006, and the first two years were revised and enhanced to improve both consistency and quality. WFU students have pass rates that exceed the national average on the clinical components of the U.S. Medical Licensing Exam. Areas of research emphasis include addiction, atherosclerosis, cancer, stroke, hypertension, nutrition, women's health, public health, neurosciences, tissue engineering, pediatrics, dermatology, orthopaedics, behavioral medicine, internal medicine, surgery, physiology/ pharmacology and aging.

The School of Medicine provides continuing medical education and advanced training for health care professionals through the Northwest Area Health Education Center, as well as leadership and organizational development education, and research in continuing medical education.

In addition to the M.D., Ph.D., and M.S. degrees (including an M.S. for physician assistants), the medical school has five joint degree programs: the M.D./M.S. in Health Sciences Research, the M.D./Ph.D., the M.D./M.B.A., the Ph.D./M.B.A., and the M.D./Graduate Certification Program in Spirituality and Health (School of Divinity at WFU).

*(continued)*

## **Wake Forest University Health Sciences** *(continued)*

Financial aid—scholarships and loans—to medical students during the 2007-2008 school year totaled \$24,121,582.

Approximately 92 percent of the students enrolled received financial assistance. Graduate students received \$11,660,892 in financial support.

### **Recent Recognition**

- *U.S. News & World Report's* "Guide to America's Best Graduate Schools" (2009 edition) ranked Wake Forest University School of Medicine 35<sup>th</sup> in primary care, 42<sup>nd</sup> in research and 23<sup>rd</sup> for its physician assistant program (2007 ranking), among the nation's medical schools.
- 170 faculty physicians were listed in the 2008 edition of "Best Doctors in America," 91 percent of the total listed in Forsyth county.
- The Medical Center is tied for 34<sup>th</sup> among the nation's hospitals for the number of doctors (31) listed in the 8<sup>th</sup> edition of "America's Top Doctors."
- 189 members of the faculty served as editors or on editorial boards of journals or publications (2007-08).
- 78 faculty members were elected to serve as president or chair of major professional or scientific societies (2007-08).
- 136 faculty members served as consultants to the National Institutes of Health and other federal agencies (2007-08).
- 141 faculty members received formal awards and/or recognition for excellence in teaching, research and/or clinical services (2007-08).

## **Wake Forest University School of Medicine Centers**

### **Research Institutes**

*Wake Forest Institute for Regenerative Medicine*

Anthony J. Atala, M.D., Director

*Wake Forest University Translational Science Institute*

Charles E. McCall, M.D., Director

### **Interdisciplinary Research Centers**

*Biomolecular Imaging, Center for*

Kerry M. Link, M.D., Director

*Brain Tumor Center of Excellence*

Waldemar Debinski, M.D., Ph.D., Director

*Cancer Genomics, Center for*

Jianfeng Xu, M.D., Dr.P.H., Director

*Center of Excellence for Research, Teaching and Learning (CERTL)*

Ann Lambros, Ph.D., Director

*Comprehensive Cancer Center*

A. Julian Garvin, M.D., Ph.D., Director (interim)

*Diabetes Research, Center for*

Donald W. Bowden, Ph.D., Director

*General Clinical Research Center*

Kevin High, M.D., Director

*Human Genomics, Center for*

Eugene R. Bleeker, M.D., Co-Director

Deborah A. Meyers, Ph.D., Co-Director

*Hypertension and Vascular Research Center*

Debra I. Diz, Ph.D., Director (interim)

*J. Paul Sticht Center on Aging*

Stephen Kritchevsky, Ph.D., Director

*Maya Angelou Center for Health Equity*

Ronny A. Bell, Ph.D., M.S., Director

*Women's Health Center of Excellence for Research,  
Leadership, Education*

Mary Lou Voytko, Ph.D., Director

*Worker Health, Center for*

Thomas Arcury, Ph.D., Director

**Other Research-Related Centers***Claude D. Pepper Older Americans Independence Center  
(part of Sticht Center)*

Stephen Kritchevsky, Ph.D., Director

*Epidemiological Cardiac Research Center (EPICARE)*

Ronald J. Prineas, Ph.D., M.B.B.S., Director

*(continued)*

## **Wake Forest University School of Medicine Centers**

*(continued)*

*Kulynych Center for Memory and Cognition Research*  
(part of Sticht Center)

Jeff D. Williamson, M.D., M.H.S., Executive Director

*Medical Ultrasound, Center for*

Frederick W. Kremkau, Ph.D., Director

*Neurobehavioral Study of Alcohol, Center for the*

David Friedman, Ph.D., Director

*Neurobiological Investigation of Drug Abuse, Center for the*

Steven R. Childers, Ph.D., Director

*Research in Obstetrics and Gynecology, Center for*

James C. Rose, Ph.D., Director

*Structural Biology, Center for*

Leslie Poole, Ph.D., Director

*WFU Primate Center*

Jay R. Kaplan, Ph.D., Director

### **Center-Related Affiliations**

*Nanotechnology and Molecular Materials at Wake Forest University, Center for*

David Carroll, Ph.D., Director

*Northwest Area Health Education Center (AHEC)*

Michael P. Lischke, Ed.D., Director

*Virginia Tech-Wake Forest University School of Biomedical Engineering and Sciences*

Peter Santago, II, Ph.D., Associate Director

### **Disciplines in Which Faculty Serve as Presidents or Chairs of Professional or Scientific Organizations**

*(Call PR&M, 336-716-4587, for more information.)*

- Anesthesiology
- Biochemistry
- Cancer Biology
- Dentistry
- Dermatology
- Family and Community Medicine

- Internal Medicine
- Neurobiology and Anatomy
- Neurology
- Obstetrics and Gynecology
- Pathology
- Pediatrics
- Physiology and Pharmacology
- Psychiatry and Behavioral Medicine
- Public Health Sciences
- Radiation Oncology
- Radiologic Sciences
- Cardiothoracic Surgery
- Emergency Medicine
- General Surgery
- Neurosurgery
- Ophthalmology
- Orthopaedic Surgery
- Otolaryngology
- Plastic and Reconstructive Surgery
- Urology
- Wake Forest Institute for Regenerative Medicine

### **Endowed Professorships**

*Eben Alexander Professor and Chair of Neurosurgery*

Charles L. Branch, Jr., M.D.

*Dewitt C. Cordell Professor of Surgery Research*

Carlos M. Ferrario, M.D.

*Dalton-McMichael Chair, Section on Cardiology*

William C. Little, M.D.

*Thomas H. Davis Professor of Pulmonary Medicine*

Eugene R. Bleecker, M.D.

*Vardaman M. Buckalew, Jr., M.D., Professor of Internal Medicine and Nephrology*

Michael V. Rocco, M.D.

*John H. Felts III Professor of Internal Medicine*

Barry I. Freedman, M.D.

*(continued)*

## **Endowed Professorships** *(continued)*

*Caryl J. Guth Chair for Holistic and Integrative Medicine*

Kathi J. Kemper, M.D.

*Frank C. Greiss, Jr., Professor of Perinatal Research*

James C. Rose, Ph.D.

*James A. Harrill Professor and Chair of Otolaryngology*

J. Dale Browne, M.D.

*Tinsley R. Harrison Professor and Chair of Internal Medicine*

Thomas D. DuBose, Jr., M.D.

*Julius A. Howell Professor and Chair of Plastic and  
Reconstructive Surgery*

Louis C. Argenta, M.D.

*Francis M. James III, M.D., Professor of Anesthesiology*

James C. Eisenach, M.D.

*Weston M. Kelsey Professor and Chair of Pediatrics*

Jon S. Abramson, M.D.

*Richard T. Myers Professor and Chair of General Surgery*

J. Wayne Meredith, M.D.

*Charles L. Spurr Professor of Medicine (Hematology/Oncology)*

Frank M. Torti, M.D.

*Walter C. Teagle Professor of Neurology*

James F. Toole, M.D.

*William H. Boyce Professor and Chair, Department of Urology*

Anthony Atala, M.D.

*Fredrick W. Glass Chair in Emergency Medical Services*

James W. Hoekstra, M.D.

*A. Robert Cordell Professor of Surgical Research*

James E. Jordan, Ph.D.

*Orthopaedic Professorship*

Gary Poehling, M.D.

Andrew L. Koman, M.D.

*Richard G. Weaver Chair in Ophthalmology*

Craig M. Greven, M.D.

*Robert W. Prichard Chair of Pathology*

A. Julian Garvin, M.D., Ph.D.

*Argenta Endowment Chair for Plastic Surgery*

Louis Argenta, M.D.

*McKinney/Avant Endowed Chair*

Charles Tegeler, M.D.

## **WFUHS Board of Directors, 2008/2009**

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Anne S. Hanes	Winston-Salem, N.C.
Nathan O. Hatch, Ph.D.	Winston-Salem, N.C.
C. Douglas Maynard, M.D.	Winston-Salem, N.C.
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John G. Medlin, Jr.	Winston-Salem, N.C.
L. Glenn Orr, Jr.	Winston-Salem, N.C.
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Andrew J. Schindler	Winston-Salem, N.C.
K. Wayne Smith, Ph.D.	Newton, N.C.
James T. Williams, Jr.	Greensboro, N.C.
Stephen T. Williams	Winston-Salem, N.C.
Kyle A. Young, M.D.	Greensboro, N.C.

## **Carpenter Library**

The library has holdings of more than 163,000 volumes, 3,000 e-journals, 140 e-books, and 70 databases, and has access to all Wake Forest University resources campus-wide. The library maintains a Web site at [wfubmc.edu/library/](http://wfubmc.edu/library/), from which faculty, staff, students and Medical Center affiliates can access all of these resources.

## Research Highlights

Wake Forest University School of Medicine faculty received a total of \$199 million in direct funding for research in the 2007-2008 fiscal year. Forbes.com ranked Wake Forest University No. 2 among the nation's top patent-revenue-generating universities for return on research investment. For 2006, Forbes said, Wake Forest had a 41 percent return (ROI) of about \$61 million on research spending of about \$146 million.

**Aging:** The J. Paul Sticht Center on Aging is the hub of a comprehensive effort to promote the health and independence of older adults by fostering multidisciplinary collaboration in basic and clinical research, research training, professional education and community outreach. The heart of the research effort is the Claude D. Pepper Older Americans Independence Center, one of the first three named by the National Institute on Aging. A major area of growth is research from the Kulynych Center for Memory and Cognition Research that focuses on the relationship between chronic disease and memory impairment. In 2007, Wake Forest Baptist was named a Center of Excellence in geriatric medicine and training by the John A. Hartford Foundation.

**Alcohol:** The Center for the Neurobehavioral Study of Alcohol is one of 14 Alcohol Research Centers paid for by the National Institute of Alcohol Abuse and Alcoholism. Research projects range from studies of alcohol's effects on liver function to brain mechanisms involved in the control of consumption.

**Animal Research:** The Wake Forest University Primate Center, a 200-acre facility in a rural setting, maintains a population of approximately 1,500 monkeys that are used primarily in research focused on the major chronic and degenerative diseases afflicting human populations; the Center is further distinguished by its emphasis on women's health.

**Biomolecular Imaging:** The Center for Biomolecular Engineering provides state-of-the-art imaging modalities that until recently weren't available to researchers. One goal of the Center is to go beyond imaging anatomy to focus on function and physiology. The Center is committed to keeping the Medical Center on the leading edge of imaging research and to fostering a team approach to research.

**Brain Tumors:** The goal of the Brain Tumor Center of Excellence is to find better treatments—and one day a cure—for malignant brain tumors. In addition to its focus on research, the Center provides a comprehensive program for patient care and was the first center in the state to offer Gamma Knife stereotactic radiosurgery, a knifeless approach to brain surgery and radiation therapy.

**Cancer:** The Comprehensive Cancer Center of Wake Forest University, one of only 40 designated as “comprehensive” by the National Cancer Institute, conducts biomedical research at the basic, clinical and population-studies levels across five states, offering participation in clinical trials to cancer patients. The Center includes more than 100 faculty, with programs in cell growth and survival, DNA damage and cellular defense, clinical research and cancer control. In addition, the Center has three “idea incubators,” or Centers of Excellence, that work to identify new treatments for breast cancer, prostate cancer and brain tumors.

**Diabetes:** The Wake Forest University School of Medicine Center for Diabetes Research was founded in 2006 to expand research into diabetes. Its establishment is a reflection of the important role that diabetes research already plays at the Medical Center and the enormous impact that diabetes has on public health in our country. Research studies at the Medical Center cover the entire spectrum—from laboratory studies investigating basic cellular mechanisms leading to diabetes, to leadership of national prevention and treatment studies.

**Drug Abuse:** The Center for the Neurobiological Investigation of Drug Abuse is funded by the National Institute on Drug Abuse. A major research effort of the Center examines the brain processes that mediate compulsive cocaine and opiate abuse. The medications development group is active in discovering compounds for potential future clinical use. In addition, the Center works to educate journalists about the scientific basis of addiction.

**Education:** The mission of the Center of Excellence for Research, Teaching and Learning (CERTL) is to advance the quality of public school education by enhancing teacher quality  
*(continued)*

## **Research Highlights** *(continued)*

through professional development and enriching the curriculum for K-12 students. Overall goals are to sustain interest and increase learning in science and attract talented students, especially from underrepresented groups, to careers in science, mathematics, technology and the biomedical field.

**General Clinical Research:** The General Clinical Research Center helps investigators translate basic science knowledge into new or improved methods of patient care. It is an NIH-funded center that serves as central infrastructure to facilitate the conduct of clinical research. Studies are conducted in areas such as anesthesiology, heart disease, kidney disease, psychiatry, infectious diseases and women's health.

**Genomics:** The Center for Human Genomics works to identify high-risk genes linked to common diseases, enabling improved treatment for these diseases. The multidisciplinary, multidepartmental Center encompasses nearly every major research effort at the Medical Center—heart disease, cancer, diabetes, high blood pressure, pulmonary diseases, drug abuse, alcohol abuse, women's health and aging.

The Center for Cancer Genomics, established in 2008, aims to use genomics approaches to understand the development and progression of various types of cancer, and to develop approaches for the prediction of cancer and personalized intervention.

**Heart Disease Prevention:** The goal of the Epidemiological Cardiac Research Center is to help prevent heart disease by providing expertise in electrocardiographic (ECG) testing for research studies. The Center not only processes and analyzes ECG studies that are conducted as part of research, but also trains technicians that are part of national and international research studies, including those conducted by the National Institutes of Health.

**Hypertension:** The Hypertension and Vascular Research Center explores the causes of high blood pressure and related diseases of the heart and blood vessels through investigation of the genetic and molecular mechanisms of hypertension. The Center's leadership in the field of cardiovascular disease is underscored

by its position as the National Coordinating Center for a network of 25 established Cardiovascular Centers of Excellence across the southeastern United States.

**Minority Health:** The Maya Angelou Center for Health Equity, formerly the Maya Angelou Research Center on Minority Health, was formed to address the growing concerns of disparities in health and health care among racial and ethnic minority groups. The Center adopted its new name to more adequately reflect the mission and to broaden its reach to other disparate populations. The center has three program areas: research and evaluation, community outreach, and faculty and student development.

**Obstetrics and Gynecology:** The ultimate mission for the Center for Research in Obstetrics and Gynecology is to advance and improve clinical care for female patients throughout their lives. The Center focuses on the areas of pregnancy/perinatology, gynecology, and reproductive medicine. Research spans a broad range of topics—from large-scale clinical trials testing new therapies for preventing premature labor, to the basic role of reproductive hormones in regulating uterine activity.

**Public Health Sciences:** This division includes three departments—Epidemiology & Prevention, Social Sciences & Health Policy, and Biostatistical Sciences—with world-class expertise in the areas of cardiovascular disease, diabetes, health related quality of life, women's health, population genetics, cancer control, statistical methods and multi-center study coordination.

**Regenerative Medicine:** The Institute for Regenerative Medicine is working to use patients' own cells to grow more than 20 different tissue types. Anthony Atala, M.D., director, announced in April 2006 the success of implanting the first laboratory grown organs (bladders) in human patients. He has also discovered a new source of stem cells—in placenta and amniotic fluid. Atala has also developed bioengineered urethras, the tube through which urine is excreted from the bladder, that have been successfully implanted in humans.

*(continued)*

## **Research Highlights** *(continued)*

**Structural Biology:** The Center for Structural Biology (CSB) at Wake Forest University is a cross-campus and interdisciplinary organization that combines research and educational resources from Health Sciences, School of Medicine, the WFU Graduate School of Arts & Sciences and the Undergraduate School of Arts & Sciences. Three hallmarks of the CSB include the X-Ray Diffraction Laboratory, the Biomolecular Computing and Graphics Facility and the Biomolecular Resource Facility. Research areas emphasized at the CSB include the structural biology of enzymes involved in DNA and protein repair, and the biophysical and structural aspects of redox enzyme function.

**Translational Science:** The Wake Forest University Translational Science Institute (TSI) has been created as a new academic home for translational research that transcends traditional departmental, administrative and academic boundaries. The TSI's mission is to accelerate discovery and application of new knowledge to improve human health. TSI leaders believe that success comes with great partnerships and teamwork, and team leadership is one of the key building blocks to achieve rapid and dramatic change.

**Ultrasound:** The Center for Medical Ultrasound has been a pioneer in providing ultrasound education, clinical care and research since 1975. About 1,200 physicians, sonographers and other allied health professionals attend the Center's courses and seminars annually.

**Women's Health:** The focus of the Women's Health Center of Excellence for Research, Leadership and Education includes promoting basic science and clinical research in women's health, educating the community and health care providers about women's health issues and research, and providing professional development and advancement opportunities for women faculty. Wake Forest is part of the national Women's Health Initiative (WHI) and leads the WHI Memory Study.

**Worker's Health:** The overall goal of the Center for Worker's Health is to provide a connecting point for a variety of research focused on all aspects of the work-health relationship. The Center will bring together investigators, health care providers, community members and business leaders interested in protecting and promoting worker health and quality of life, as well as creating workplace solutions that are beneficial for employers, workers and their families.

# Technology Transfer

The Wake Forest University Office of Technology Asset Management works with Wake Forest inventors to identify, protect and transfer novel research discoveries to the commercial sector for development into new products that benefit the public through either traditional licensing (to medical, pharmaceutical and biotech companies) or start-up company formation.

The University's technology transfer activities ensure public benefit from the fruits of basic and clinical research and generate financial return to the University for reinvestment in the research enterprise.

Downtown Winston-Salem is a burgeoning research development center with more than 42 technology companies concentrated in the developing Piedmont Triad Research Park.

## Technology Asset Management, FY 2004-2008

Invention disclosures	245
Patent applications filed	100
Patents issued	38
New licenses and options	46
Licensing revenues	\$306,062,226

# North Carolina Baptist Hospital

North Carolina Baptist Hospital (NCBH) had 35,989 inpatient admissions and 20,020 day hospital stays in FY 2008. It has a full-time medical staff of 713, all of whom are faculty members of Wake Forest University School of Medicine, 612 residents, and more than 2,000 nurses.

The hospital has its own nurse anesthesia and medical technology teaching programs and is the clinical site for nine programs of Forsyth Technical Community College.

The hospital's Division of Pastoral Care operates an educational program for clergy and laypersons, works closely with the state's Baptist churches, provides the staff for the CareNet, Inc., pastoral counseling centers, works with individual churches to help them identify their own goals and objectives, and counsels individual ministers who need support.

## Recognition

- Ranked among "America's Best Hospitals" in *U.S. News & World Report* since 1993.
- One of the nation's "Most Wired" hospitals for the past six years.
- Area residents have ranked Wake Forest Baptist as their "Most Preferred Hospital" since 1999.
- First in the Carolina's to receive Magnet Recognition for Excellence in Nursing Service. One of the first 14 hospitals in the nation to earn this designation.
- Ranked in at least the 98<sup>th</sup> percentile for patient satisfaction among peer institutions for the past five years.
- Fully accredited by the Joint Commission on Accreditation of Healthcare Organizations.

## Subsidiaries

As the principal business arm of the Medical Center, N.C. Baptist Hospital owns or co-owns 13 related subsidiaries:

- Wake Forest University Baptist Medical Center Community Physicians which provides primary care within the Medical Center's service area.
- CareNet, Inc., a not-for-profit corporation organized to provide pastoral counseling services at a network of locations throughout North Carolina.

- The Center for Congregational Health, Inc., a not-for-profit organization whose mission is to assist congregations in becoming healthier communities of faith.
- Davie County Emergency Health Corporation (Davie County Hospital), a critical access hospital with 25 acute-care beds located in Mocksville, N.C.
- The Hawthorne Inn and Conference Center Inc., a hotel, conference center and restaurant that serves the general public as well as Medical Center patients and their families.
- MedCost, LLC, a managed-care company owned jointly with Carolinas HealthCare System.
- Northwest Community Care Network, a joint endeavor with Health Sciences to administer the Carolina Access II Medicaid program.
- Outpatient Diagnostic Imaging Center, LLC, a freestanding full-service diagnostic imaging center, a joint endeavor with Health Sciences and Outpatient Imaging Associates.
- Stokes-Reynolds Memorial Hospital Inc., a general medical-surgical hospital with 25 acute-care beds and 40 skilled nursing beds in Danbury, N.C. The hospital owns an outpatient surgical facility, the Dr. J.R. Jones Medical Center in King.
- Dialysis Access Group of Wake Forest University, LLC, a joint venture with Health Sciences to provide vascular access maintenance procedures to dialysis patients close to where they receive dialysis treatments.
- Wake Forest University Baptist Medical Center Community Physicians Primary Care, LLC, (Wake Forest Baptist HealthCare Center-Davie) a Mocksville facility that offers primary care and occupational health services.
- Cancer Center of Davidson County, LLC, a joint endeavor with Health Sciences and Lexington Memorial Hospital that will provide a linear accelerator for Davidson County residents for radiation therapy treatment.
- Outpatient Endoscopy Center, LLC, a joint venture with Health Sciences and Physicians Endoscopy to establish a freestanding Outpatient Endoscopy Center located off campus.

## **Affiliates**

Hospitals affiliated with Wake Forest Baptist are:

- Alleghany Memorial Hospital
- Ashe Memorial Hospital
- Blowing Rock Hospital
- Caldwell Memorial Hospital
- Catawba Valley Medical Center
- Davie County Hospital
- High Point Regional Medical Center (Oncology Outreach Department of the Comprehensive Cancer Center)\*
- Hugh Chatham Memorial Hospital
- Kindred Hospital
- Lake Norman Regional Medical Center
- Lexington Memorial Hospital
- Memorial Hospital of Martinsville
- Morehead Memorial Hospital
- Moses Cone Health System\*
- R.J. Reynolds-Patrick Co. Memorial Hospital
- Rowan Regional Medical Center
- Rutherford Hospital
- Stokes-Reynolds Memorial Hospital
- Twin County Regional Hospital
- Watauga Medical Center
- W.G. Hefner VA Medical Center
- Wilkes Regional Medical Center

\* *Member with Wake Forest Baptist in The Healthcare Alliance, LLC.*

## NCBH Board of Trustees, 2008

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## Clinical Highlights and Services

Wake Forest University Baptist Medical Center offers expertise in more than 100 areas of medicine, encompassing preventive and highly specialized care for all ages. Major services include:

### **Brenner Children's Hospital**

The region's only full-service pediatric hospital provides expert care for neonates through teens in a state-of-the-art 160-bed facility. Brenner Children's Hospital expertise includes 120 pediatricians specializing in more than 30 areas of pediatric medicine, as well as the region's only Level IV Neonatal Intensive Care Unit. Brenner Children's includes the region's only Pediatric Emergency Department, staffed 24 hours a day by pediatric specialists. New services include the region's first comprehensive pediatric obesity program (Brenner *FIT*). Highly specialized—and often unique—treatment in pediatric gastroenterology, urology, neurosurgery, cardiac care and orthopaedic surgery draw patients from across the Southeast to the Children's Hospital.

### **Comprehensive Cancer Center of Wake Forest University**

With the gold standard “comprehensive” designation by the National Cancer Institute, the Comprehensive Cancer Center is on the leading edge of cancer research and treatment.

The Outpatient Comprehensive Cancer Center offers multidisciplinary clinics such as the Breast Care Center, the Neuro-Oncology Clinic and the Thoracic Oncology Program for consensus treatment planning by expert teams—so patients get the benefit of multiple, expert points of view in their care. The Comprehensive Cancer Center offers medicine's most advanced technologies, including the first digital Integrated Brachytherapy Unit (IBU) in North America, North Carolina's first Gamma Knife for non-surgical treatment of brain tumors and venous malformations, one of the nation's first Bioanatomic Imaging and Treatment Programs, and “next generation” treatments such as Intensity Modulated Radiation Therapy (IMRT). These new approaches allow for a level of accuracy and focused treatment never before possible. The Comprehensive Cancer Center's research programs are structured to optimize interdisciplinary and translational research, working together to take the most promising discoveries from the laboratory into the clinic for the benefit of patients.

### **Digestive Health Center**

Offering the region's most advanced equipment and procedures to diagnose and treat gastrointestinal disease, the Center draws more than 5,000 outpatients from across the Southeast each year and operates one of that region's largest Endoscopic Ultrasound Programs. Patients benefit from state-of-the-art equipment, including North Carolina's first Doppler-based endoscopic ultrasound, highly trained nursing staff, a full-service anesthesia team and an environment sensitive to their comfort and privacy. The Hepatobiliary and Pancreatic (HBP) Disorders Service, one of the most active in the state, sees more than 1,000 outpatients a year and currently performs approximately 800 mainly therapeutic Endoscopic Retrograde Cholangiopancreatography (ERCP) procedures annually. Among the unique services offered are combined Endoscopic Ultrasound (EUS) and ERCP under a single sedation. The Digestive Health Center includes five service areas: the Gastroenterology Clinic, the Endoscopy Ultrasound Service, the Gastrointestinal Neuromuscular Disorders Center, the Hepatobiliary and Pancreatic Disorders Service and the Inflammatory Bowel Disease Service.

### **Downtown Health Plaza of Baptist Hospital**

Located in downtown Winston-Salem, the Downtown Health Plaza is a full-service outpatient medical clinic that serves many of Forsyth County's uninsured and underinsured, financially challenged families and individuals. More than 65,000 patient visits were recorded between July 2007 and June 2008, a 2 percent increase over the previous year.

### **Emergency, Trauma and Transport Services**

The Emergency Department includes four areas to rapidly assess and care for patients requiring immediate service. Wake Forest Baptist's Level I Trauma Center was the first in North Carolina to be accredited by the American College of Surgeons. The Level I Trauma designation is the highest awarded and indicates the 24-hour availability of a full range of trauma experts, including a specialized 8-bed Burn Unit for adults and children. The Pediatric Emergency Department is unique in the region and provides specialized care to children and their families. AirCare Critical Care helicopter and ground transport service reach out over 150 miles to provide services to patients within the region, Virginia and West Virginia.

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## **Clinical Highlights and Services** *(continued)*

### **The Heart Center**

The Heart Center of Wake Forest Baptist is internationally known for pioneering work in diagnostic technologies, treatment innovation and improved outcomes in cardiac procedures and includes western North Carolina's only Advanced Cardiac Care and Transplant Program. The Heart Center is recognized as one of the top academic medical center cardiovascular programs in the country, with the first Chest Pain Center accredited by the Society of Chest Pain Centers in the region, Joint Commission disease specialty certification for acute myocardial infarction and congestive heart failure, and the American College of Cardiology Silver Performance Award for heart attack care. Technology strengths include one of the nation's first cardiac computed tomography (CT) systems, clinical development of cardiovascular MRI, and 3-D echocardiography. The Heart Center's electrophysiologists provide state-of-the-art therapies including catheter and surgical ablations for atrial fibrillation, ventricular tachycardia and other complex arrhythmias as well as implantation of cardiac defibrillators and pacing devices. The Center's cardiothoracic surgeons are recognized as leaders in heart valve repair, replacement and research. The cardiac rehabilitation program was North Carolina's first and one of the first in the United States.

### **Neurology and Neurosurgery**

State-of-the-art specialty care for patients with brain tumors, neurological and movement disorders includes the Comprehensive Stroke Center; Brain Tumor Center of Excellence; Comprehensive Epilepsy Center; Multiple Sclerosis Treatment Center; Sleep Disorders Center; Deep Brain Stimulator Program (for patients with Parkinson's disease or tremor); and ALS Center, one of only 33 in the U.S. certified by the ALS Association (and one of two in North Carolina). Wake Forest Baptist has one of the nation's most experienced Gamma Knife treatment teams for non-invasive treatment of certain brain tumors and abnormalities. The Medical Center is home to North Carolina's only MEG (magnetoencephalography) unit, a noninvasive diagnostic tool that pinpoints brain activity centers and helps to assure the greatest precision in neurosurgical planning.

## Orthopaedics

Nationally and internationally known orthopaedic surgeons and specially trained therapists at Wake Forest Baptist provide comprehensive services for musculoskeletal injuries, diseases and disorders for all ages. The Medical Center offers the latest minimally invasive surgeries of the ankle, elbow, hip, knee, shoulder and wrist, as well as total and partial joint replacement and repair, hip resurfacing, hip reconstructive arthroscopy, and cartilage/meniscal transplants. Sports medicine services are available for athletes of all levels. Wake Forest Baptist has exceptional expertise in hand and upper extremity disorders, spinal disorders, injuries of the brachial plexus and peripheral nerves, and lower extremity injuries and disorders. The comprehensive spine program includes the spectrum from therapy to spinal replacement. Orthopaedic oncology is multidisciplinary and includes the latest techniques in limb salvage. Wake Forest Baptist is one of North Carolina's largest providers of pediatric orthopaedics, offering a multidisciplinary cerebral palsy center and an orthopaedic spasticity clinic. The Medical Center's clinician-scientists are on the front lines of research, engaged in collaborative tissue engineering efforts to replace ligaments and regenerate damaged nerves.

## Transplantation Services

Wake Forest Baptist transplantation services encompass kidney, pancreas, heart, corneal and blood and marrow transplants. The Abdominal Organ Transplantation Program performs more than 180 transplants annually, ranking it among the nation's top 30 most active kidney transplant centers and the top 15 most active for pancreas transplants. The Program is a leader in research and a pioneer in performing double transplants with expanded criteria donor (ECD) kidneys, reporting higher than expected patient survival rates. The Program was also a participant in a paired living donor exchange through the Alliance for Paired Donation including a three-state, three-time zone, three-way swap. The Heart Center at Wake Forest Baptist performs heart transplants and offers the community's only ventricular assist device program. The Wake Forest University Eye Center annually performs more than 180 traditional and

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## **Transplantation Services** *(continued)*

sutureless corneal transplants. The Blood and Marrow Transplant Program operates the nation's second-largest collection site. The Wake Forest Institute for Regenerative Medicine is on the front lines of tissue engineering research to expand the possibilities for transplanted organs created from patients' own tissue.

### **Urology**

Currently ranked as one of "America's Best Hospitals" for urologic care by *U.S. News & World Report*, the Department of Urology has board-certified, world-renowned experts who offer both general and specialty urological care. The Continence Center, one of the nation's leading centers for treating adult and pediatric urinary incontinence, is devoted to finding the least invasive and most effective treatment for each patient. The kidney stone program offers not only the latest treatments, but metabolic evaluations to identify the cause of recurrent stones. The oncology team treats cancers of the prostate, bladder, kidneys, adrenal gland and testes and works as a team with specialists in medical oncology, radiation oncology and interventional radiology from Wake Forest Baptist's Comprehensive Cancer Center to provide individualized treatment plans for optimal outcomes. The pediatric practice, the largest between Washington, D.C., and Atlanta, offers the full range of treatment options. The director of Robotic and Minimally Invasive Surgery is a pioneer in the field and helped develop protocols used by surgeons nationwide. The urology department's physicians offer this option not only for prostate cancer, but for almost all urologic abdominal and pelvic surgical conditions.

### **Other Clinical Services**

- Amos Cottage (pediatric behavioral and development services)
- Asthma and Pulmonary Rehab Programs
- Baptist Hospital Pharmacy
- Bariatric Surgery Program
- Behavioral Health
- CareNet Counseling Center

- Center for Comprehensive Wound Care
- Center for Health Promotion (Tobacco Cessation)
- Center for Human Genomics and Medical Genetic
- Chemical Dependency Treatment (outpatient)
- Clinical Lipid Center of Wake Forest University
- Comprehensive Hemophilia Center
- Comprehensive Sickle Cell Program
- Dermatologic Services (Cosmetic Dermatology Center, Psoriasis Skin and Treatment Center)
- Diabetes Care Center
- Dialysis and Nephrology Services
- ENT/Otolaryngology (including Center for Voice and Swallowing Disorders, head and neck cancers/microvascular reconstruction, hearing and speech, sinus and allergy, facial plastic and reconstructive surgery)
- Family and Community Medicine
- Genetic Services and Screening
- Geriatric Services
- Internal Medicine
- International Travel Clinic
- Obstetrics and Gynecology (Center for Reproductive Medicine, Comprehensive Fetal Care Center, Prenatal Diagnostic Center, GYN Oncology, Menopause Clinic and more)
- Plastic and Reconstructive Surgery
- Positron Emission Tomography (PET) Center
- Primary Care
- Rehabilitation Services (NeuroRehabilitation Center) (inpatient, outpatient)
- Surgical Services (state-of-the-art operating rooms, laparoscopic and robotic procedures)
- University Dental Associates
- Vascular and Endovascular Surgery Department
- WFUBMC Community Physicians (formerly Aegis)
- Wake Forest University Eye Center
- Wellness and Corporate Health Services (including Executive Physical Program)
- Women's Health Services

# Public Relations and Marketing

Responsibilities of Public Relations and Marketing (PR&M) include media relations, marketing and communications planning, market research, branding, advertising, Web oversight and content management, publications, community relations, webcasts, sponsorships, worksite wellness programs, and internal communications.

PR&M also has a television studio onsite with fiber-to-satellite uplink capabilities. This permits Medical Center physicians and experts to be interviewed live by network television stations across the country.

Publications produced by PR&M include:

- *Infinity*, a monthly internal newsletter
- *Clinical Update*, a newsletter for community physicians
- *BestHealth*®, a newsletter published in regional subscriber issues of national news magazines
- Medical Center capabilities brochure

## Public Resources

### BestHealth®

Wake Forest Baptist's BestHealth resource center is the Triad's trusted source for health knowledge. Located at Hanes Mall in Winston-Salem, BestHealth offers health screenings, seminars and cooking classes as well as free blood pressure readings, a health information library, and a registered nurse to assist with health-related questions. Membership programs for adults and children offer special programs, events and benefits. Online, **besthealth.com** provides a wealth of reliable, comprehensive information—from diseases, symptoms and surgeries to a drug interaction tool, interactive health calculators and more.

### Health On-Call®

Health On-Call offers BestHealth® class registration, physician referral and answers to general health questions through a free 24-hour community access line operated by registered nurses, 336-716-2255 or 1-800-446-2255.

### **Physician's Access Line**

The Physician's Access Line (PAL®) is a physician-to-physician hotline that provides convenient access to specialists on the Wake Forest Baptist faculty 24 hours a day, 7 days a week, to assist with patient transfers, referrals or consultations. The PAL® number is 1-800-277-7654.

Brenner Children's Hospital has its own physician's access line called BrennerPAL®, 1-877-716-1999.

### **Web Sites**

Wake Forest Baptist maintains three award-winning Web sites: an institutional site at [wfubmc.edu](http://wfubmc.edu), offering information about services of the Medical Center, a consumer health information site at [besthealth.com](http://besthealth.com), and a site for children and parents at [brennerchildrens.org](http://brennerchildrens.org).

### **Wellness and Corporate Health Services**

This service specializes in corporate wellness programs for Winston-Salem and surrounding areas. Wellness and Corporate Health Services provides the corporate community access to medical services, wellness programs and resources available through the Medical Center, including on-site health screenings, risk assessments and education to improve employee health. Wellness and Corporate Health Services works with businesses to promote health at the worksite—an important key to reducing high health care costs. Call 336-716-1270 or go to [wfubmc.edu/chs/](http://wfubmc.edu/chs/) for more information.

### **Other Resources**

#### **Northwest AHEC**

The Northwest Area Health Education Center (AHEC) of Wake Forest Baptist is a part of the N.C. AHEC program. It helps to improve the supply, distribution and quality of health and human service personnel in its 17-county region. Northwest AHEC exposes underrepresented minority and disadvantaged students in grades K-12 to health careers, provides support for college students and health science students in community-based rotations, supports primary care and psychiatry residency programs, offers education and training for health professionals, and provides technical assistance to community health coalitions.

*(continued)*

## **Other Resources** *(continued)*

### **Service Excellence**

The Service Excellence Department is available to assist patients, family members and visitors with problems, concerns or needs related to hospitalization. Spanish interpreters are available 24 hours a day, 7 days a week, to assist in effective communication between patients and staff. Service Excellence also assists with other interpreters (i.e., sign language and other foreign languages) as needed.

### **Visual and Performing Arts Program**

The Visual and Performing Arts Program provides entertaining and inspirational programs and exhibits for Medical Center patients, visitors and employees, including in-house art galleries and the *Arts Alive!* performing arts series.

## **Community Support**

### **Amos Cottage Guild**

This organization provides volunteer services such as pet therapy and monthly birthday celebrations, and raises funds that make possible special celebrations for the children and supplies used by Amos Cottage therapists.

### **Friends of Brenner**

Friends of Brenner Children's Hospital are volunteers who support the hospital through fundraising and community awareness activities. With more than 1,020 members, Friends has four major fundraising events each year.

### **Medical Center Guild**

The Guild, an organization for spouses of faculty and house staff, hosts prospective medical students, gives newcomer luncheons and undertakes many projects and fund raisers benefiting Wake Forest Baptist.

### **Volunteer Services**

The hospital has more than 800 volunteers who contribute more than 160,000 hours of service a year working in a variety of jobs that include everything from assisting family members in the Emergency Department to playing with the children in Brenner Children's Hospital. The director of Volunteer Services is Susan Washabaugh.

## Charitable Support

In fiscal year 2008, Wake Forest Baptist received \$25.3 million in philanthropic support from 8,158 donors. Donors designated their support to many areas of the Medical Center, primarily to research. Most of the gifts were non-endowed (\$18.5 million).

For more information about how to support the Medical Center, please call the Office of Development and Alumni Affairs at 336-716-4589 or 800-899-7128.

## At Work in Our Community

### Health Services and Collaborations

Wake Forest University Baptist Medical Center operates and funds a variety of programs focused on community health. It also supports independent and collaborative community health efforts with funding and in-kind services.

#### **Community Health Programs Operated by Wake Forest Baptist:**

- BestHealth® Community Health Resource Center
- Downtown Health Plaza of Baptist Hospital
- Health On-Call® (free 24-hour health information phone line)
- Mother's Day Offering (fund to assist needy patients at NCBH)
- Physician's Access Line / PAL® (24-hour physician to physician phone line)
- Brenner Physician's Access Line / BrennerPAL®

#### **Community Programs Supported by Wake Forest Baptist:**

*(These programs are supported through professional leadership, in-kind services, outright donations or other services.)*

- Community Care Center (free medical care center operated by Davie/Forsyth/Stokes Medical Society)
- Community Sponsorships (for events from organizations such as the American Heart Association, the Komen Foundation, American Cancer Society, Juvenile Diabetes Research Foundation, Cancer Services, Inc. and N.C. Stroke Association)
- Crisis Control Pharmacy (NCBH funds a part-time pharmacist for this community service providing prescription medications to the needy.)

*(continued)*

## **Community Programs** *(continued)*

- DEAC Clinic (Delivering Equal Access to Care) (initiated and developed entirely by a group of WFU medical students)
- Forsyth County Healthy Community Coalition (community health assessment and resource planning)
- Forsyth County Infant Mortality Reduction Coalition (community advocacy partnership)
- Forsyth Futures
- HealthCare Access, Inc. (initiative to equitably share the burden of indigent care in Forsyth County)
- Leadership Winston-Salem
- N.C. Prevention Partners
- Primary Care-Children's Mental Health Initiative (collaborative effort to improve pediatric mental health care needs, identification and access)
- Resident Child Advocacy Program (community-focused child advocacy training for NCBH pediatric residents)
- Safe Communities Coalition (multi-agency focus on injury prevention)
- School Health Alliance for Forsyth County (SHA) (school-based services)
- School Health Advisory Council/SHAC (focusing on school policy and system changes to improve student health, safety)
- United Way of Forsyth County (annual fundraising leadership)
- Winston-Salem/Forsyth County Arts Council (Wake Forest Baptist promotes annual fundraising campaign)
- YMCA of Northwest North Carolina

# Medical Center Telephone Numbers

(Area Code 336)

Medical Center	716-2011
Blood Bank	716-2618
Development & Alumni Affairs	716-4589
Public Relations and Marketing	716-4587

## *Medical School*

Dean's Office	716-5026
Admissions	716-4264
Alumni Affairs	716-4589
Carpenter Library	716-4691
Graduate School	716-4303
Human Resources	716-4255
Medical Education	716-4524
Northwest AHEC	713-7700
Student Services	716-4271

## *N.C. Baptist Hospital*

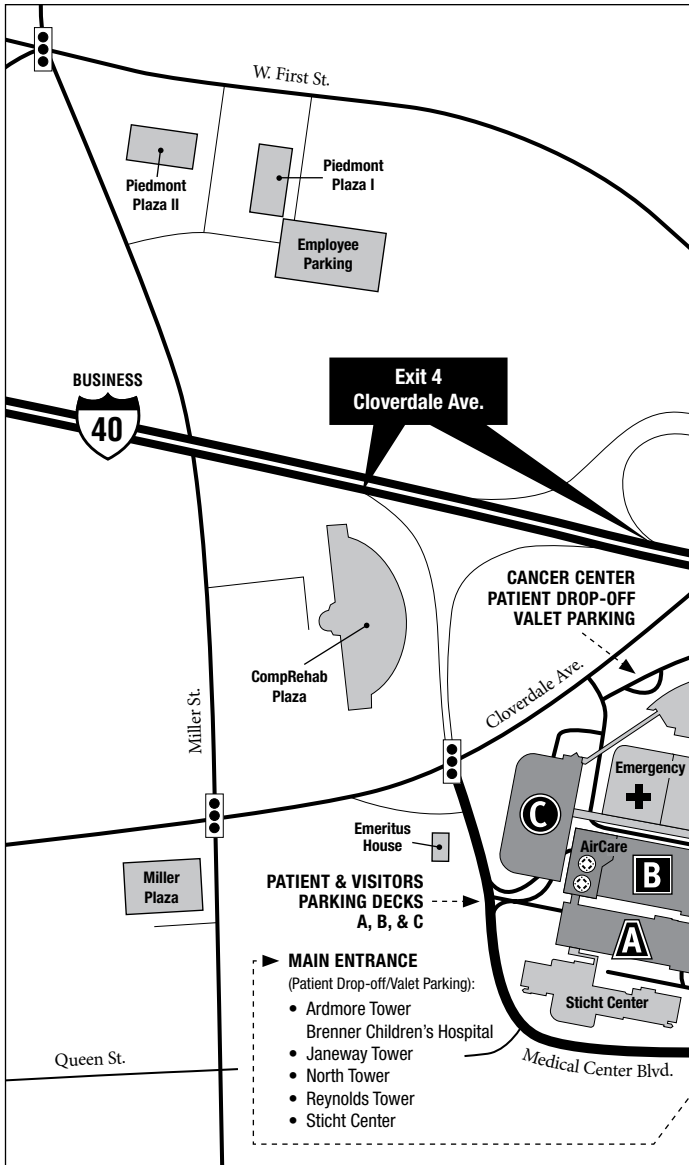
Admitting and Registration	716-3122
Billing and Collections Customer Service	716-4729
Emergency Department	713-9000
Human Resources	716-4717
Patient Information	713-0000
Nursing Administration	716-3418
Service Excellence	713-2273
Sticht Center Administration	713-8570

## *WFU Physicians*

Medical Director	716-4603
Business Office	716-3988
Toll Free	1-877-938-7497

## *Community Resources*

BestHealth® (Hanes Mall)	765-8804
Brenner Physician's Access Line (BrennerPAL®)	1-877-716-1999
Health On-Call®	716-2255 or 1-800-446-2255
Physician's Access Line (PAL®)	1-800-277-7654
Wellness & Corporate Health Services	716-1270
Volunteer Services	713-3514



**Exit 4  
Cloverdale Ave.**

**CANCER CENTER  
PATIENT DROP-OFF  
VALET PARKING**

CompRehab  
Plaza

Miller St.

Miller  
Plaza

Emeritus  
House

**PATIENT & VISITORS  
PARKING DECKS  
A, B, & C**

**MAIN ENTRANCE**  
(Patient Drop-off/Valet Parking):

- Ardmore Tower
- Brenner Children's Hospital
- Janeway Tower
- North Tower
- Reynolds Tower
- Sticht Center

Emergency  
+

AirCare  
B

A

Sticht Center

Medical Center Blvd.

Queen St.

**BUSINESS  
40**

W. First St.

Piedmont  
Plaza II

Piedmont  
Plaza I

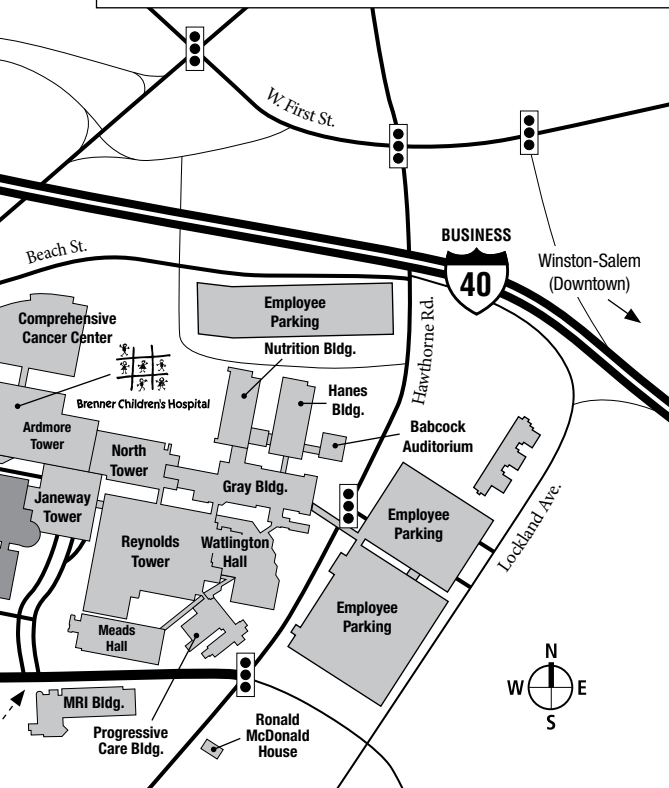
Employee  
Parking

# Medical Center Campus Map

## DIRECTIONS

**From Statesville** From Business 40 East, take the Cloverdale Ave. exit. Go straight at light onto Medical Center Blvd. Turn left into Patient & Visitor Parking Deck. For valet parking, go up hill and around curve to Main Entrance. Turn left. Go under building and straight ahead.

**From Greensboro** From Business 40 West, take the Cloverdale Ave. exit. Turn right onto Cloverdale Ave. At traffic light, turn left onto Medical Center Blvd. Turn left again into Patient & Visitor Parking Deck. For valet parking, go up hill and around curve to Main Entrance. Turn left. Go under building and straight ahead.



## **Mailing Address**

Wake Forest University Baptist Medical Center  
Medical Center Boulevard  
Winston-Salem, NC 27157

Wake Forest University Baptist Medical Center

# **FACT BOOK**



Wake Forest University Baptist  
**MEDICAL CENTER**®

KNOWLEDGE MAKES ALL THE DIFFERENCE.



**Mixed Sources**

Product group from well-managed forests, controlled sources and recycled wood or fiber

[www.fsc.org](http://www.fsc.org) Cert no. SGS-COC-004279  
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[wfubmc.edu](http://wfubmc.edu)