A Message from the CEO

Ninety years ago, the vision of North Carolina Baptist leaders to create a hospital to serve the community, and especially the needy, came to fruition. North Carolina Baptist Hospital opened on Hawthorne Hill in May 1923, followed that summer by a School of Nursing with 15 students.

When Wake Forest College’s medical school relocated to Winston-Salem in 1941 to join with North Carolina Baptist, the stage was set for what would become a nationally renowned academic medical center.

Surely, the visionary leaders who helped build the hospital or bring the medical school to Winston-Salem could not have imagined the institution now known as Wake Forest Baptist Medical Center:

• Would become a center of innovation, where groundbreaking research and discoveries constantly drive new treatments and cures.

• Would attract hundreds of thousands of patients a year for everything from basic preventive care to advanced treatment of complex diseases.

• Would see its medical school graduates disperse throughout the world, becoming physicians and scientists emblematic of one of the best teaching hospitals in the United States.

On the pages that follow, you will read highlights of the work we do to improve health, discover cures, and educate the next generation of doctors, researchers and allied health professionals. The caring and compassion of our people—physicians, nurses, scientists, students and staff—for patients and the community continue to be the bedrock of our institution and mission.

Thank you for taking the time to learn about us.

John D. McConnell, MD, CEO
Vision, Mission and Values

Our Vision
Wake Forest Baptist Medical Center is a preeminent, internationally recognized academic medical center of the highest quality, with balanced excellence in patient care, research and education.

Our Mission
Wake Forest Baptist Medical Center’s mission is to improve the health of our region, state and nation by:

• Generating and translating knowledge to prevent, diagnose and treat disease.
• Training leaders in health care and biomedical science.
• Serving as the premier health system in the region, with specific centers of excellence recognized as national and international care destinations.

Our Values
• Excellence—Demonstrate the highest standards of patient-centered care, education, research and operational effectiveness.
• Compassion—Respond to the physical, emotional, spiritual and intellectual needs of all.
• Service—Cultivate selfless contribution for the greater good.
• Integrity—Demonstrate fairness, honesty, sincerity and accountability.
• Diversity—Honor individuality and protect the dignity of all.
• Collegiality—Foster mutual respect, facilitate professional growth and mentorship, and reward teamwork and collaboration.
• Innovation—Promote creativity to enhance discovery and the application of knowledge.
Measures of Excellence

Wake Forest Baptist Medical Center was ranked in 2012 by *U.S. News & World Report* among the nation’s best hospitals in seven areas: Cancer (#26), Gastroenterology (#42), Geriatrics (#50), Kidney Disorders (#12), Neurology and Neurosurgery (#42), Pulmonology (#21) and Urology (#41). It is ranked as high performing in five other areas: Cardiology and Heart Surgery, Diabetes and Endocrinology, Ear, Nose and Throat, Gynecology and Orthopaedics. It also was ranked by *U.S. News & World Report* as the No. 2 hospital in North Carolina and as the top hospital in the Piedmont regional rankings. This is the 20th consecutive year that Wake Forest Baptist has been ranked among the nation’s best hospitals by the magazine.

Wake Forest Baptist Medical Center has been selected by area residents as their Top Consumer Choice for hospital care since 1999. The award is determined by an independent survey from the National Research Corporation based on overall quality, best image and reputation, and best doctors and nurses.

Wake Forest School of Medicine was recognized in *U.S. News & World Report*’s “2013 Best Medical Schools” list, placing 19th in the nation in primary care and 46th among research programs. The rankings were based on a survey of 149 accredited medical schools and programs across the country.

The Medical Center was named one of the 156 “Most Connected Hospitals” in the country by *U.S. News & World Report*, the only academic medical center in North Carolina on the list and the only medical center in the Piedmont region, for advancing and implementing digital medical records.

Castle Connolly Medical Ltd., a New York-based company that helps consumers find the best health care, partnered with *U.S. News & World Report* to develop its annual “Top Doctors” list. A total of 114 physicians from Wake Forest Baptist are named on the list.

The 2012-2013 Best Doctors in America® database includes 298 physicians from the Medical Center.

The Comprehensive Cancer Center is one of only three in North Carolina (and 41 in the country) to be designated as “comprehensive” by the National Cancer Institute. The center has continuously held the designation since it was initiated in 1991, indicating national stature. At a designated comprehensive center, patients have access to the latest technologies and treatments.

Medical Center nurses have been recognized for quality patient care, nursing excellence and innovations in professional nursing practice through the American Nurses Credentialing Center’s Magnet Recognition Program®. The program provides consumers with the ultimate benchmark to measure the quality of care that they can expect to receive.

The Medical Center is fully accredited by The Joint Commission, which surveys, accredits and certifies more than 15,000 health care organizations and programs in the U.S. and is recognized nationally as a symbol of quality that reflects an organization’s commitment to meeting performance standards.
About Wake Forest Baptist Medical Center

Since the founding of the medical school in 1902 and North Carolina Baptist Hospital in 1923, Wake Forest Baptist Medical Center has become one of the nation’s preeminent academic medical centers.

Today, the Medical Center operates 170 buildings on 358 acres as an integrated health care system on a mission to deliver superb service, with a proven record of outstanding achievement in patient care, medical education and research.

Clinical
The clinical enterprise, Wake Forest Baptist Health, operates 1,004 acute care, rehabilitation and psychiatric care beds, outpatient services, and community health and information centers in its primary service area. That area covers a 24-county region in northwestern North Carolina and southwestern Virginia. Subsidiaries and 21 affiliate hospitals operate more than 81 outreach activities, including satellite clinics, health fairs, consulting services and medical director services.

The main campus, Wake Forest Baptist Medical Center, has been ranked as one of America’s “Best Hospitals” by U.S. News & World Report since 1993. In the 2012 fiscal year, it had more than 38,601 inpatient admissions and 24,638 day hospital stays. It has a full-time medical staff of 899, all of whom are faculty members of Wake Forest School of Medicine, as well as 665 residents and 2,841 nurses.
Inpatient facilities are:

- Wake Forest Baptist Medical Center, an 885-bed teaching hospital that is the region’s principal tertiary referral center. It is home to 13,625 employees and is the largest employer in Forsyth County.

- Brenner Children’s Hospital, the leading children’s hospital in the region, which celebrated 25 years of service in 2012. Since 2002, this “hospital within a hospital” has cared for thousands of young patients and their families. It houses North Carolina’s only Level I Pediatric Trauma Center, a pediatric Emergency Department, pediatric and neonatal intensive-care units, infant, child and adolescent inpatient units, and outpatient clinics.

- Wake Forest Baptist Health – Lexington Medical Center, a not-for-profit hospital with 94 acute-care beds in Lexington, NC.

- Wake Forest Baptist Health – Davie Hospital, a critical-access hospital with 25 acute-care beds located in Mocksville, NC.

Education and Research

Wake Forest School of Medicine directs the education of about 1,800 students and fellows, including physicians, basic scientists and allied clinical professionals.

The School of Medicine also strategically investigates opportunities that will expand basic and clinical research, resulting in nationally and internationally recognized excellence in biomedical research. Research strategic objectives leverage current strengths and focus on improving integration of research programs and maximizing multi-disciplinary and translational approaches.

Current research priorities are in metabolism (including diabetes and obesity) and cognition (including dementia and Alzheimer’s disease); and cell development and therapy (including cancer and regenerative medicine).

Other robust research areas are:

- Cardiovascular disease, including atherosclerosis and vascular diseases.
- Neurosciences/behavior/substance abuse.
- Immunology/allergy/inflammation.
- Translational research and health equity.

In addition, the School of Medicine provides continuing medical education and advanced training for health care professionals through the Northwest Area Health Education Center (AHEC), as well as leadership and organizational development education, and research in continuing medical education. Some 40,674 people participated in Northwest AHEC training in the 2012 fiscal year.

School of Medicine graduates are noted for becoming lifelong learners thanks to innovations in medicine and graduate student education. A new curriculum empowers medical students through the latest technologies and methods, and bolsters faculty training and mentoring.
In addition to its MD, PhD and MS degrees (including an MS for physician assistants), the School of Medicine has five joint-degree programs. It also has nurse anesthesia and medical technology teaching programs, and is the clinical site for 10 Forsyth Technical Community College programs. The School of Medicine also operates 16 dialysis centers throughout the region.

The School of Medicine ranks among the top third of American medical schools in total funding from the National Institutes of Health (NIH). In the 2012 fiscal year, the school was awarded nearly $185 million in research funding from federal and state agencies, industry and other sources.

To further its key emphasis on generating and translating knowledge, several School of Medicine departments conduct research in the newest high-tech laboratories and the Wet Lab LaunchPad at Wake Forest Innovation Quarter in downtown Winston-Salem. Innovation Quarter, operated by the Wake Forest Innovations division of Wake Forest Baptist Medical Center, is home to some of the world’s foremost biotechnology research. For example, the Wake Forest Institute for Regenerative Medicine is working to engineer replacement tissues and organs, and develop healing cell therapies for more than 30 different areas of the body.

The opening of Wake Forest Biotech Place in February 2012 marked a milestone in the development of Innovation Quarter. The research park’s sixth building is a world-class, 242,000-square-foot space that is now home to several School of Medicine departments doing pioneering research, as well as private companies. The renovation of the former R.J. Reynolds Tobacco Co. facilities cost more than $100 million, the largest capital investment for construction in the history of downtown Winston-Salem. It came about through a public-private partnership that included state and federal tax credits, and strong economic and community support from the city of Winston-Salem and Forsyth County. The project is leading the way toward further development on the eastern side of downtown Winston-Salem.

**Innovation**

Turning the inventions and new technologies of Wake Forest Baptist Medical Center faculty, staff and students into new products and services — in effect, taking them from lab bench to bedside — has been a long-time goal. In fact, since 2006, Wake Forest University and Wake Forest Baptist Medical Center have led the state of North Carolina in generating licensing revenues from new technologies, according to the Deerfield, Ill.-based Association of University Technology Managers.

Figures show that from 2008-2012 there were:

- 342 invention disclosures
- 208 patent applications filed
- 62 patents issued
- 81 new licenses and options
- 14 start-up companies
- $317.7 million in licensing revenues
The institution’s commitment to innovation crystallized further in 2012.

Eric Tomlinson, DSc, PhD, joined Wake Forest Baptist as president of Wake Forest Innovation Quarter and was named to the new position of chief innovation officer. Under his leadership, Wake Forest Innovations, a new operating division, has been put in place to translate the discoveries being made by physicians and scientists. Wake Forest Innovations offers:

- Product innovation and commercialization services, which support the creation of innovative technology and products, and then commercialize them through licensing to existing and startup companies.
- Scientific business services, a business support group that structures, promotes and contracts research assets to external partners.
- Park development services, which is focused on growth of Innovation Quarter as the next hub for biomedical science and information technology, as well as a place where diverse, creative and collaborative people can work, live, learn and play.

**Economic Benefits**

Wake Forest Baptist Medical Center delivers extensive economic benefits locally, regionally and statewide, and has accelerated the growth of the nation’s scientific base of knowledge, innovation and technology, according to an in-depth economic analysis released in 2012 by the Battelle Technology Partnership Practice.

Overall, the report revealed the operations of Wake Forest Baptist contributed more than $3.8 billion in direct and indirect economic benefits to Forsyth County, the region and North Carolina in the 2011 fiscal year by providing thousands of jobs, state-of-the-art health care, pioneering medical research, commercialization of intellectual property and tax dollars. These jobs and benefits are exemplified by:

- The opening of Wake Forest Biotech Place in Wake Forest Innovation Quarter. Biotech Place allows growth of Wake Forest Baptist’s many renowned research departments and creates incubator space to promote start-up companies generated by researchers’ discoveries.
- Construction on the first phase of a Wake Forest Baptist Health – West Campus in Davie County. Consisting of an outpatient center and medical office building, the first phase is $79 million. About 200 jobs have been created by phase one, excluding construction jobs. The project is scheduled for completion in 2013.
- The opening of Medical Plaza – Clemmons and expansion of Medical Plaza – Country Club. The two-building Clemmons outpatient complex offers services including breast care, pediatric care, sports medicine, a spine center, urgent care and women’s health services. The Country Club complex includes dermatology, cardiology, weight management and a Joslin Diabetes Center.
- Continuing work on the $125 million, six-story expansion of the Comprehensive Cancer Center that will consolidate inpatient and outpatient services into a single location. When completed in late 2013, it will offer 530,000 square feet of inpatient and outpatient services, making it the largest integrated cancer center in North Carolina.
Quick Facts About Wake Forest Baptist Medical Center*

Total Licensed Beds
885

Inpatient Admissions
38,601

Day Hospital
24,638

Emergency Department Visits
104,325

Other Outpatient Visits (includes ambulatory visits and outpatient departments)
837,806

Downtown Health Plaza Visits
68,073

Wake Forest Baptist Medical Center Budget
$2.01 billion

Total Research Awards
$184.7 million

Licensing Revenue
$317.7 million**

School of Medicine Faculty
1,115

Registered Nurses
2,841

House Officers (residents) and Fellows
665

Medical Students
486

Total Medical Center Workforce
13,625

* For fiscal year ending June 30, 2012.

** For 2008–12 fiscal years.
Wake Forest Baptist Medical Center Board of Directors, 2013

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Vice President, Legal Affairs and General Counsel, Wake Forest Baptist Medical Center

Lisa M. Wyatt, MS
Vice President and Chief Communications and Marketing Officer, Wake Forest Baptist Medical Center
Subsidiaries and Affiliates

Subsidiaries

• Wake Forest Baptist Health Primary Care, a physician network that provides 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 that assists congregations in becoming healthier communities of faith.

• Wake Forest Baptist Health – Lexington Medical Center, a not-for-profit facility with 94 acute care beds located in Lexington, N.C.*

• The Hawthorne Inn & Conference Center, 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 company that administers the Carolina Access II Medicaid program.

• Outpatient Diagnostic Imaging Center, LLC, a freestanding full-service diagnostic imaging center.

• Dialysis Access Group of Wake Forest University, LLC, provides vascular access maintenance procedures to dialysis patients close to where they receive dialysis treatments.

• Primary Care, LLC (Medical Pavilion – Mocksville) (Care Center – Davie), a Mocksville facility that offers primary care and occupational health services.

• Cancer Center of Davidson County, LLC, a joint endeavor with Wake Forest Baptist Health – Lexington Medical Center that offers radiation therapy treatment to Davidson County residents.

• Outpatient Endoscopy Center, LLC, a joint venture with Physicians Endoscopy to provide a freestanding outpatient endoscopy center located off campus.
Affiliated Hospitals

- Alleghany Memorial Hospital*
- Ashe Memorial Hospital*
- Blowing Rock Hospital
- Caldwell Memorial Hospital*
- Carteret General Hospital*
- Catawba Valley Medical Center*
- Wake Forest Baptist Health – Davie Hospital*
- High Point Regional Health System**
- Iredell Memorial Hospital*
- Kindred Hospital
- Lake Norman Regional Medical Center*
- Memorial Hospital of Martinsville
- Morehead Memorial Hospital
- Moses Cone Health System**
- R.J. Reynolds-Patrick Co. Memorial Hospital
- Rowan Regional Medical Center
- Rutherford Hospital
- Twin County Regional Hospital
- Watauga Medical Center
- W.G. Hefner VA Medical Center
- Wilkes Regional Medical Center

* Member of the Wake Forest Baptist Telestroke Network

** Member of The HealthCare Alliance LLC, a regional organization in which Wake Forest Baptist Medical Center works in collaboration with Moses Cone Health System in Greensboro and High Point Regional Health System.
Division of Faith and Health Ministries

Supporting patients spiritually and offering ministries of growth, hope and healing is an important part of the work of an academic medical center, and Wake Forest Baptist Medical Center has, since its earliest days, been an innovator in forging health and spiritual connections.

The arrival of Rev. Gary R. Gunderson, DMin, as vice president in July 2012 has brought a major new initiative—ministries to improve the health of communities through partnerships between the Medical Center and congregations. Named FaithHealthNC, these partnerships will provide significant support to church members and their neighbors before, during and after hospitalization. The goal is for FaithHealthNC to become statewide, providing the means for many hospitals to create partnerships with congregations in their communities.

In addition to FaithHealthNC, the Division of Faith and Health Ministries offers many services through its four departments, services that start within the Medical Center and carry into the community, throughout the United States and the world.

Church and Community Relations
This department is a liaison between Wake Forest Baptist Health and churches, especially those affiliated with the Baptist State Convention of North Carolina and the Cooperative Baptist Fellowship of North Carolina. The department coordinates and promotes the Mother’s Day Offering, sending materials to more than 4,200 Baptist churches in North Carolina and providing speakers to churches.

The department also provides advocacy for those requesting financial assistance with medical bills.

Chaplaincy and Pastoral Education
Wake Forest Baptist Health chaplains serve in several capacities, including a 24-hour, on-call ministry within the hospital, as well as crisis ministry and helping people with a full range of medical, emotional and spiritual crises. At the heart of this work is a ministry of compassion that has been in place for more than 60 years.

The department also offers Clinical Pastoral Education in several settings and at various levels of specialization, and also offers educational resources to chaplains, congregations, ministers and church leaders.
Pastoral Counseling (CareNet)
The mission of CareNet is to provide high quality, faith-integrated counseling and behavioral services to clients, and to be a resource to the community enhancing mental and spiritual health.

This pastoral counseling service, begun in 1972, has grown to 25 offices, which combined serve 88 of North Carolina’s 100 counties, and five adjoining states.

Center for Congregational Health
Begun in 1992 as a way to reach out to struggling congregations, this department today provides ministry, training or both to hundreds of faith communities, lay leaders and clergies every year across the United States and in several foreign countries. It has trained thousands of interim ministers.

Davis Chapel
Davis Chapel, a place of reflection on the Wake Forest Baptist Medical Center campus since 1954, was built in memory of Mrs. Annie Pearl Shore Davis and Mr. Egbert Davis by their family.

The Tudor Gothic style building features a Colonial brick and Indiana limestone exterior, with slate floors, oak woodwork, silver light fixtures and beautiful stained-glass windows.

Located on the first floor of Watlington Hall, the chapel is open 24 hours a day for prayer and reflection, with services Mondays, Wednesdays and Fridays at noon. Dress is informal.

The Medical Center Chorale and Healing Voices vocal groups frequently perform in Davis Chapel, which also hosts other arts events.
Office of Development and Alumni Affairs

Wake Forest Baptist Medical Center views the future with excitement, gratitude and a renewed sense of responsibility.

The Medical Center is grateful for the energy and vision of members of the community and School of Medicine alumni who make a major difference in navigating economic conditions.

That’s because the needs of a thriving medical center continue without regard for current events. Often, these needs intersect with areas of heartfelt interest to those interested in giving to the Medical Center—fighting cancer, providing family-centered care to children, assuring equity in health care across all populations, educating the next generation of medical professionals or advancing basic medical research.

Thanks to the generosity of contributors, vital work continues at the Medical Center. In the 2012 fiscal year, the Medical Center received $25.6 million in philanthropic support from 10,931 donors. Donors designated their support to many areas, reflecting the diverse ways in which the Medical Center impacted them.

Gifts to Wake Forest Baptist Medical Center, a 501(c)3 charitable organization, are tax deductible as permitted by law. Each donation is appreciated and is essential to successfully achieving the Medical Center’s mission to improve the health of the region, state and nation. Learn more about the Office of Development and Alumni Affairs at WakeHealth.edu/OnlineGift.htm or by calling 336-716-4589 or toll-free at 800-899-7128.
Research and Clinical Highlights

Wake Forest Baptist Medical Center offers expertise in more than 100 areas of medicine, encompassing preventive and highly specialized care for all ages. At the same time, faculty at Wake Forest School of Medicine received nearly $185 million in direct funding for research in the 2012 fiscal year.

The ability to offer the latest technologies and clinical trials to patients makes the Medical Center a national leader among academic medical centers. What follows are capsule summaries highlighting some of the Medical Center’s key departments, services and programs.

Aging
The mission of the J. Paul Sticht Center on Aging is 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. These programs bring together more than 80 faculty members from 20 departments, institutes and centers. The Sticht Center is the home of two major affiliated programs: The Claude D. Pepper Older Americans Independence Center and the Kulynych Center for Memory and Cognition Research.

Alcohol and Drug Abuse
The Translational Center for the Neurobehavioral Study of Alcohol (TCNSA) is one of 27 alcohol research centers funded by the National Institute of Alcohol Abuse and Alcoholism. Research projects range from studies of alcohol's effect on liver function to brain mechanisms involved in the control of consumption.

The Center for Neurobiology of Addiction Treatment (CNAT) 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.

Animal Research
The Center for Comparative Medicine and Research, a 200-acre facility in a rural setting, maintains a population of about 1,000 monkeys that are used primarily in research focused on major chronic and degenerative diseases afflicting humans; the center is further distinguished by its emphasis on women’s health.

Biomolecular Imaging
The Center for Biomolecular Engineering provides the technology infrastructure and technical expertise for basic scientists and clinical researchers to access state-of-the-art equipment in order to perform imaging research. The center is structured to promote multidisciplinary, multitechnology translational research by drawing on the technical, scientific and clinical expertise of the faculty.
Brain Tumors
The Thomas K. Hearn Brain Tumor Research Center was established on the foundation of
efficiency in both clinical care and clinical research in patients with brain tumors, and a growing
interest in neuro-oncology. The focus of this nationally renowned center is patient-oriented
research, and the goal is to develop effective management of brain neoplasia, because many
brain tumors represent unmet needs in medicine. Because the center is a member of the Adult
Brain Tumor Consortium of the National Institutes of Health, brain tumor patients have access to
the latest surgical, radiosurgery, laser and chemotherapy treatments.

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 facility. Brenner Children’s expertise includes more than 140 pediatricians
specializing in more than 30 areas of pediatric medicine.

As the state’s only Level I Pediatric Trauma Center, Brenner Children’s Hospital’s new Pediatric
Emergency Department is staffed 24 hours a day by pediatric specialists. Highly specialized and
unique treatment in pediatric specialties—including gastroenterology, urology, neurosurgery,
cardiac care and orthopaedic surgery—draws patients from across the Southeast.

Services include Brenner FIT, the region’s first comprehensive pediatric obesity program, which
helps families overcome obesity and offers innovative partnerships that provide health education
and increase awareness.

Cancer
The Comprehensive Cancer Center, one of only 41 centers designated as “comprehensive” by
the National Cancer Institute, conducts biomedical research at the basic, clinical and population-
study levels across seven states, offering participation in clinical trials to cancer patients. The
center includes more than 150 faculty, with four programs in cell growth and survival, DNA
damage and cellular defense, clinical research, and cancer prevention and control.

In addition, the center has three Centers of Excellence that work to identify new treatments for
breast cancer, prostate cancer and brain tumors. 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
benefit from multiple opinions with regard to their care.

The Comprehensive Cancer Center offers medicine’s most advanced technologies, which
allow for a level of accuracy and focused treatment never before possible. An expansion to be
completed in late 2013 will make it the only hospital strictly for the treatment of cancer patients
in the region.
Center for Applied Learning

The Center for Applied Learning (CAL), part of the Scientific Business Services division of Wake Forest Innovations, provides clinical training in 24 different areas. In the past year, CAL has provided training for nearly 30,000 people in clinical procedures involving use of cadavers, patient simulation and task training, medical ultrasound and surgery. Participants include students at the School of Medicine, professionals at the Medical Center, and a growing state, national and international clientele of medical professionals.

CAL’s overall mission is to improve the quality of care delivered to patients by imparting the latest techniques through immersive learning activities. Classes are offered in several sites on the main Medical Center campus and outside. The CAL laboratories total more than 28,000 square feet of teaching space; its faculty reaches across clinical disciplines.

Dermatology

The Department of Dermatology is the region’s leader, and its physicians see patients from 10 states in a state-of-the-art clinic. The department provides the highest caliber clinical care for patients, top-notch training for future practitioners of dermatology and a productive setting for basic and applied research. Faculty focus on the diagnosis and treatment of disorders of the skin, hair, nails and mucous membranes, with special areas of clinical and research targeting psoriasis, itch, diseases of the hair, pediatric dermatology, dermatopathology and cosmetic dermatology.

The Center for Dermatology Research (CDR) includes practicing dermatologists as well as specialists in epidemiology, health economics and biostatistics. CDR researchers utilize nationally representative data to characterize and to track changes in the delivery of dermatological care in the United States.

Diabetes

The Section on Endocrinology and Metabolism has focused much of its research effort on clinical investigations addressing Type 2 diabetes, which is increasing among all populations and coincides with a rise in obesity in the United States. Medical Center physicians and researchers are heavily involved in a long-term, national study aimed at identifying ways to prevent heart attack, stroke or cardiovascular death in adults with Type 2 diabetes. In addition, the Section offers diabetes education, with outreach to primary care physicians—who frequently refer their complex diabetes cases—and the community.

In recognition of the impact that disease has on public health, the Center for Diabetes Research is expanding research into diabetes. Research studies at the Medical Center cover the spectrum—from laboratory studies investigating basic cellular mechanisms leading to diabetes, to leadership of national prevention and treatment studies. Diabetes-related studies account for more than $38.2 million of research at the Medical Center.

In early 2012, an affiliate Joslin Diabetes Center opened at Wake Forest Baptist Health’s Country Club Road location. The Joslin Center is based at Harvard Medical School and is an international leader in diabetes research, care and education. Wake Forest Baptist is one of 38 Joslin affiliates in the United States, the only one in North Carolina and one of just three in the Southeast. At the Joslin Center, a multidisciplinary team works to help patients get the care they need in one, easily accessible location.
Downtown Health Plaza
The Downtown Health Plaza is a full-service, outpatient medical clinic that serves many of Forsyth County’s uninsured and underinsured residents with a state-of-the-art medical home. Experts from 12 Medical Center departments provide coordinated care in adult medicine, pediatric care, and obstetrics and gynecology. Other services include an on-site pharmacy, a laboratory and radiology services (including mammography). The Downtown Health Plaza plays a significant role in community health; it provides, among other things, community health fairs, diabetes education and a Centering Pregnancy Program that is reducing the incidence of low birthweight babies. A total of 68,073 patient visits were recorded at the plaza in the 2012 fiscal year. Costs are subsidized by the Medical Center and no one is turned away on the basis of ability to pay for services.

Education
The mission of the Center of Excellence for Research, Teaching and Learning (CERTL) is to improve the quality of science, mathematics and technology education through professional development of teachers and curriculum enrichment for K-12 students. Within that mission are goals to increase the participation and success of underrepresented minority students in advanced science and mathematics courses, and to increase the interest and commitment of all students in science, mathematics and technology careers.

Emergency, Trauma and Transport Services
The Emergency Department (ED) includes four areas to rapidly assess and care for patients requiring immediate medical attention. The Level I Trauma Center is the first in North Carolina to be accredited by the American College of Surgeons. The Level I designation is the highest awarded and indicates the 24-hour availability of a full range of trauma experts, including a specialized eight-bed burn unit for adults and children. The new Pediatric Emergency Department is unique in the region and provides specialized care to children and their families. AirCare Critical Care air ambulance and ground transport provides services to patients within a 150-mile radius, covering North Carolina, Virginia and West Virginia.

The Emergency Department won a Thomson Reuters 2009 Healthcare Advantage Award for performance efficiency—reducing length of stay by half—and has twice been named a Best Overall Performer for Emergency Department Flow by the University HealthSystem Consortium (UHC). The ED recorded 104,325 visits in the 2012 fiscal year and has applied process improvement methods to optimize patient visits, resulting in the lowest average length of stay recorded by UHC benchmarking studies—3.29 hours—for Level I Trauma Centers. No one is ever turned away because of inability to pay.
Eye Center
The Wake Forest Baptist Health Eye Center operates the only university-based academic center in western North Carolina. The center’s threefold mission is:

- To develop the resources to meet the steadily increasing demands for sophisticated, evidence-based patient care.
- To provide diversified educational programs that reach out to the community and regional physicians served by Wake Forest Baptist Health.
- To do clinical research to enhance knowledge and promote progress toward the improved management and, hopefully, the eventual elimination of many eye diseases and disorders.

The center’s newly installed Wavelight Femtosecond and Allegretto Wave Excimer lasers are the latest technology on the market and allows the fastest and most accurate Lasik eye surgeries, as well as corneal transplants and other procedures.

In addition, Wake Forest Baptist Health Optical Designs offers the public a wide selection of name-brand eyewear and contact lenses, as well as complete examinations, in four locations, including the newest on Country Club Road.

Genomics
The Center for Cancer Genomics 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. In addition, the Center for Genomics and Personalized Medicine Research performs translational and multidisciplinary research on the genetics and genomics of rare and common diseases. The center encompasses nearly every major research effort at the Medical Center—heart disease, cancer, diabetes, high blood pressure, pulmonary disease, drug abuse, alcohol abuse, women’s health and aging.

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 trains technicians who are part of national and international research studies, including those conducted by the National Institutes of Health.
The Heart and Vascular Center

The Heart and Vascular Center 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. It is recognized as one of the top academic medical center cardiovascular programs in the country. It is the first Chest Pain Center accredited by the Society of Chest Pain Centers in the region and it has disease-specific certification from The Joint Commission in acute myocardial infarction and congestive heart failure. It holds the American College of Cardiology Gold Performance Award for heart attack care and has received the highest possible recognition for quality cardiac surgery from the Society of Thoracic Surgeons (STS).

Technology strengths include one of the nation’s first cardiac computed tomography (CT) systems, cardiovascular MRI and 3-D echocardiography. Heart and Vascular Center 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—including one of the nation’s first wireless pacemaker implants. The center’s cardiothoracic surgeons are recognized as leaders in heart valve repair, replacement and research. The cardiac rehabilitation program was the first in the state and one of the first in the country.

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 aims to develop strong collaborative approaches for noninvasive detection of autonomic dysfunction and vascular disease in the clinical setting, and to foster translational research activities while maintaining an active research, training and education effort.

Integrative Medicine

The Center for Integrative Medicine oversees a collaboration of clinical, educational, leadership development, community outreach and research activities focusing on wellness and healing. These include: acupuncture, the arts, music and the environment, communication and counseling skills, dietary supplements and herbal medicine, Healing Touch, massage therapy, mind-body therapies, nutrition, stress management, tai chi and qi gong, and yoga.
Minority Health
The Maya Angelou Center for Health Equity marked its 10th year in 2012, a year in which it won a $5 million grant from the National Institutes of Health and was designated a Health Disparities Center of Excellence. The Angelou Center addresses ever-growing concerns of disparities in health and health care among racial and ethnic minority groups in three program areas: research and evaluation, community outreach, and faculty and student development.

The new NIH grant will be used to address disparities in diabetes prevention and treatment among minority populations. It will support two research projects directed by Wake Forest Baptist faculty, one among African-Americans with diabetes and one among Hispanics at risk for diabetes. The grant funding provides for community outreach efforts, and faculty and student development.

Nanotechnology
The Center for Nanotechnology and Molecular Materials at Wake Forest University has a growing relationship with Wake Forest Innovations and the School of Medicine, where it has had facilities for some time. The commitment to nanotechnology in medicine is seen in research work in cancer, antibiotic resistance in infection, cardiothoracic disease, tissue regeneration, trauma and rapid response to injury, and toxicity. Nanotech solutions that are regenerative and reparative at the molecular level are being pursued aggressively by physicians, scientists and researchers.

Neurology and Neurosurgery
Wake Forest Baptist Medical Center offers state-of-the-art specialty care for patients with neurological and movement disorders. Specialty centers include the Primary Stroke Center, which has been awarded the Advanced Certification Gold Seal of Approval™ from The Joint Commission for Primary Stroke Centers, indicating compliance with best practices; Brain Tumor Center of Excellence; Level 4 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 (for patients with Lou Gehrig’s Disease), one of only two in North Carolina.

The Medical Center has one of the nation’s most experienced Gamma Knife treatment teams for noninvasive treatment of certain brain tumors and abnormalities, as well as the most advanced, next-generation technology, the Leksell Gamma Knife® Perfexion™. It is also 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.
Obstetrics and Gynecology
The Department of Obstetrics and Gynecology is at the forefront of gynecologic innovation and surgery, and a national leader in clinical practices and research. It is a leader in urogynecology and pelvic reconstructive surgery and maternal fetal medicine. There are centers in reproductive medicine and comprehensive fetal care.

In addition, the mission of 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 these areas of pregnancy — perinatology, gynecology and reproductive medicine. Research spans a broad range of study — from large-scale clinical trials testing new therapies to prevent premature labor, to the basic role of reproductive hormones in regulating uterine activity.

Orthopaedics
Physicians with Orthopaedic Services treat every type of condition — from broken bones to complex joint replacements — with advanced techniques and research-based approaches. Orthopaedic surgeons specialize in procedures not performed at other area hospitals, many of which are minimally invasive. Physicians and surgeons have implemented new pain and anesthesia protocols not found in other regional hospitals.

The expanding research mission of Orthopaedic Services has garnered millions of dollars to support translational work. For example, several faculty members are developing nanotechnology and tissue engineering solutions to manage orthopaedic pathology. The department also is participating in a multicenter consortium — established with support from the Department of Defense — to develop a network of clinical study sites to perform clinical outcome studies to provide treatment guidelines for managing high energy orthopaedic trauma in wounded warriors and civilians.

The Sports Medicine Therapy program provides rehabilitation services to people with a variety of traumatic and non-traumatic disorders and injuries. The sports physical therapy staff works closely with orthopaedic surgeons, rheumatologists, internists and family medicine physicians to provide personalized services to patients.
Pediatric Trauma
The Childress Institute for Pediatric Trauma was established by Richard and Judy Childress and Wake Forest Baptist Medical Center in response to a national need to address traumatic childhood injury and death. The mission of the Childress Institute goes beyond conducting medical research and making clinical advances at a single hospital or academic institution. It seeks to fundamentally change the way all children with serious injuries are treated throughout the world, identify new approaches to preventing and treating these injuries, and devise ways of improving outcomes for injured children, in terms of both lives that are saved and increased quality of life for survivors.

Working as a collaborative network of leaders in the field, the Childress Institute network partners share information across institutions and build a community of scientists, clinicians and policy leaders focused on pediatric trauma. The coordinating hub of the Childress Institute for Pediatric Trauma is located at Wake Forest Innovation Quarter in Biotech Place.

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 multicenter study coordination.

Regenerative Medicine
The Wake Forest Institute for Regenerative Medicine (WFIRM) is working to engineer replacement tissues and organs and develop healing cell therapies for more than 30 different areas of the body. This research team was the first in the world to successfully engineer replacement organs in the lab that were implanted in patients. As a testament to its reputation, the institute was selected to co-direct the Armed Forces Institute for Regenerative Medicine, a federally funded project to apply regenerative medicine to battlefield injuries. In December 2011, Time magazine named WFIRM's work to create a functional urethra one of the world's 10 most important medical breakthroughs. WFIRM is based at Wake Forest Innovation Quarter.

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 the School of Medicine, the University's 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 Institute**
The Translational Science Institute (TSI) facilitates the translation of knowledge to prevent, diagnose and treat disease, educates leaders in clinical and translational science, and accelerates discovery by providing investigators the tools to complete clinical and translational research projects.

Among other things, TSI works to help researchers obtain and leverage government grants to further their work in discovery. The TSI Research Academy focuses on advancing and supporting early career researchers; TSI’s Program in Community Engagement and Implementation facilitates collaboration among community members, community health care providers and scientists in translational science.

TSI also operates the Clinical Research Unit, which provides support for investigators to translate basic science knowledge into new or improved methods of patient care. Studies are conducted in areas such as anesthesiology, heart disease, kidney disease, psychiatry, infectious diseases and women’s health.

**Transplantation Services**
Wake Forest Baptist Medical Center transplantation services are unique in the region and encompass kidney, pancreas, heart, corneal and marrow transplants. The Heart and Vascular Center performs heart transplants, offers the community’s only ventricular assist device (VAD) program and holds advanced certification as a VAD Center from The Joint Commission. In the 2012 fiscal year, the abdominal organ transplantation program performed more than 205 transplants including nine transplants to pediatric patients and 25 patients who were older than 70. With an overall kidney patient survival rate of 98 percent, the Medical Center ranks among the nation’s top 20 kidney and kidney-pancreas transplant centers. It is the largest such center in North Carolina.

**Women’s Health**
The focus of the Women’s Health Center of Excellence for Research, Leadership and Education includes fostering and facilitating research on women’s health, enhancing the recruitment, retention, professional development and promotion of women faculty, and educating others about women’s health issues. The Medical Center is part of the national Women’s Health Initiative (WHI) and leads the WHI Memory Study.

**Worker Health**
The Center for Worker Health provides a nexus for basic and translational research focused on all aspects of the work-health relationship. It brings 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.
Other Clinical Services

- Amos Cottage (pediatric behavioral and development services)
- Asthma and Pulmonary Rehabilitation
- Baptist Hospital Pharmacy
- Bariatric Surgery
- Behavioral Health
- CareNet Counseling Center
- Center for Comprehensive Wound Care
- Center for Health Promotion (tobacco cessation)
- Center for Human Genomics and Medical Genetics
- 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
- Digestive Health Center
- ENT/Otolaryngology (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
- Foot and Ankle Center
- Genetic Services and Screening
- Geriatric Services
- Hand and Microsurgery Center
- Internal Medicine
- International Travel Clinic
- North Carolina Center for Cleft and Craniofacial Disorders
- Obstetrics and Gynecology (Center for Reproductive Medicine, Comprehensive Fetal Care Center, Prenatal Diagnostic Center, GYN Oncology, Menopause Clinic)
- Oncology
- Plastic and Reconstructive Surgery
- Positron Emission Tomography (PET) Center
• Primary Care
• Rehabilitation Services (Neurorehabilitation Center)
• Spine Center
• Sports Therapy Center
• Surgical Services (state-of-the-art operating rooms, laparoscopic and robotic procedures)
• Total Joint Replacement Center
• University Dental Associates
• Urology (Continence Center)
• Vascular and Endovascular Surgery
• Wake Forest Baptist Health Outpatient Imaging
• Wellness and Corporate Health Services (Executive Physical Program)
• Women’s Health Services
History

The School of Medicine was founded in 1902 as a two-year school on the campus of Wake Forest College in Wake Forest, NC. North Carolina Baptist Hospital opened in 1923 as an 88-bed hospital in Winston-Salem. In 1939, the heirs of the late R.J. Reynolds Co. President Bowman Gray Sr. agreed to give a trust fund he established to relocate the medical school to Winston-Salem and expand it to four years. The academic medical center was created with the opening of the school on the hospital campus in 1941. Today, Wake Forest Baptist Medical Center comprises 170 buildings on 358 acres. With 13,625 employees, it is the largest employer in Forsyth County.

Highlights through the decades

1941
Bowman Gray School of Medicine opens with 75 students.

1943
First graduating class of Bowman Gray School of Medicine receives MD degrees.

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

1964
The first hand reimplantation is performed in the United States.

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

1974
The Northwest Area Health Education Center (AHEC) is established to improve the quality and accessibility of health care through education. Headquartered at the School of Medicine, the Northwest AHEC serves a 17-county area.

School of Nursing closes.

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

1981
Brenner Center for Adolescent Medicine opens, the first of its kind in the state.
1983
Magnetic resonance imaging (MRI) system is installed, the first in the state at an academic medical center.

The 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
The Medical Center launches AirCare, an air ambulance emergency medical service.

Brenner Children’s Hospital is established as part of North Carolina Baptist Hospital through a gift from the Brenner Foundation.

1989
Bone marrow transplantation program is created.

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

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

The Medical Center cardiologists are the first in North Carolina to successfully open a blocked artery using a laser.

The 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.

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

1997
The hospital and medical school become Wake Forest University Baptist Medical Center. The medical school is renamed Wake Forest University School of Medicine. Its Hawthorne campus is named the Bowman Gray Campus.

The J. Paul Sticht Center on Aging and Rehabilitation opens. It is the first center in the world to incorporate geriatric acute care, transitional care, psychiatry and rehabilitation under one roof.
1998
The Medical Center installs the first Gamma Knife in North Carolina.

1999
The Medical Center is the 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.

The Medical Center 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 elected to the North Carolina Medical Board, and is later elected president.

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.

2002
The Medical Center, which has had a presence in a downtown Winston-Salem building dedicated to research with the School of Medicine's Department of Physiology and Pharmacology, announces plans for a major, long-term expansion of the Piedmont Triad Research Park. Its goal is to create a 200-acre mixed-use park that will focus on biotechnology and life sciences.

The School of Medicine establishes the Maya Angelou Research Center on Minority Health, now called the Maya Angelou Center for Health Equity.

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.

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
Classes begin at the new Virginia Tech-Wake Forest University School of Biomedical Engineering and Sciences.

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

Comprehensive Cancer Center opens a 250,000-square-foot outpatient facility.
2005
The Medical Center is the first in North Carolina and surrounding states to install magnetoencephalography (MEG)—an innovative diagnostic tool that noninvasively measures minute magnetic brain activity and provides information about the location of normal and abnormal brain function.

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

2007
A major restructuring creates a "single-CEO" organization for Wake Forest University Baptist Medical Center, with clinical, education and research leaders reporting to one chief executive officer.

The Medical Center announces plans to build a replacement hospital in eastern Davie County and a primary care center in Mocksville.

2008
Wake Forest University Baptist Medical Center, 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, MD, is named the first chief executive officer of the integrated Medical Center.

The Medical Center’s first primary care center and walk-in clinic opens in Mocksville.

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

2010
Following up on groundbreaking 2003 School of Medicine research that found unidentified genes on chromosomes 18 and 3 are linked to severe kidney damage in younger blacks with diabetes, Medical Center researchers are one of three groups of investigators to identify APOL1 as a key gene. The research shows that people with this gene, usually African-American, are more likely to have non-diabetic kidney disease. Wake Forest Baptist researchers continue today to work on understanding the gene and how it works, hoping to develop means of blocking the problems and protecting people from kidney disease. Wake Forest Baptist has the largest network of academically operated dialysis centers in the nation.
2011
Wake Forest University Baptist Medical Center is renamed Wake Forest Baptist Medical Center. A new clinical enterprise, Wake Forest Baptist Health, is announced, while education and research functions are renamed Wake Forest School of Medicine.

Wake Forest Baptist Health – Brenner Children’s Hospital opens the only Level I Pediatric Trauma Center in North Carolina. The Emergency Department opens a new state-of-the-art, child-friendly emergency medicine facility just for pediatric patients.

Researchers at the Institute for Regenerative Medicine engineer the first functional anal sphincters from human cells.

Wake Forest School of Medicine is one of six research institutions across the country chosen to be part of Toyota’s Collaborative Safety Research Center to enhance the development, testing and implementation of new automotive safety measures.

2012
The Virginia Tech-Wake Forest University School of Biomedical Engineering and Sciences launches the first study of the youngest and largest group of football players exposed to head impacts — the millions of children and teenagers who play in Pop Warner football programs and on middle school and high school football teams. The Kinematics of Impact Data Set (KIDS) study is the first of its kind looking at youth football players age 6 to 18; 240 players from six youth football teams in Virginia and North Carolina start wearing special helmets with sensors to collect data on head impacts. After studying the data, investigators hope to find correlations that shed more light on the relationships between impacts and injuries.

Wake Forest Biotech Place, a world-class research building, opens in Piedmont Triad Research Park, another milestone in development of the pioneering downtown park.

Construction begins on the $79 million first phase of Wake Forest Baptist Health – West Campus in Davie County. The outpatient center and medical office building are expected to open in 2013.

2013
Wake Forest Innovations, a new operating division, is created to drive commercialization of products and services of Wake Forest Baptist scientists and researchers. In addition, the research park is renamed Wake Forest Innovation Quarter to reflect its growth and maturity into a hub for biomedical science and information technology, as well as a vibrant place for diverse, creative and collaborative people to work, live, learn and play.
Coy C. Carpenter Library

The Coy C. Carpenter Library is the principal learning resource serving the academic needs of the faculty, staff and student body of the School of Medicine and the Medical Center. The library, named in memory of the longtime dean of the School of Medicine, owns more than 142,000 bound volumes, 4,472 periodicals, 180 electronic textbooks and 63 databases.

The library’s website, WakeHealth.edu/library, allows affiliated users to access nearly all Web-based resources from any computer in the world. The public can link to a variety of websites dispensing medical information through the website.

The library offers instruction on databases (Reference Manager, EndNote), software (Microsoft Word, PowerPoint) and content management systems (Ektron). The library has more than 90 connections to the Academic Network for faculty and student ThinkPad users, as well as a wireless network. Open daily for 100 hours a week all year, the library serves as a haven for researchers and students looking for study space.

The library produces the Faculty Publications Database, which contains more than 25,000 citations to School of Medicine-authored journal articles, books and book chapters.

An archives program was begun in 1974 to create a permanent repository and reference center for records pertinent to the history of the School of Medicine, North Carolina Baptist Hospital (NCBH) and Wake Forest University (as it relates to medicine). Dedicated in 1991 to honor the widow of Coy Carpenter, the Dorothy Carpenter Medical Archives is the official repository for several professional associations. Archives’ staff works closely with the library to develop and maintain special collections of rare and historical value, such as the McHenry Collection in the History of Neurology, the NCBH Nursing School collection, the History of Medicine and the Suzanne Meads Art in Medicine Collection. The Archives’ website contains several digital collections and oral histories relating to the school’s past, Wakehealth.edu/library/archives.
Public Resources

BestHealthSM, the Triad’s trusted source for health knowledge, is a community outreach program of Wake Forest Baptist Health. BestHealth offers a free membership program, health seminars led by Wake Forest Baptist Health experts, health screenings, cooking and fitness classes, and online health resources.

Members receive additional benefits such as members-only events and screenings, discounts at local businesses, health risk appraisals and access to our online health and wellness store, shopBestHealth.com. For more information about BestHealth programs, call 336-716-WAKE (9253) or email bhealth@wakehealth.edu.

Health On-Call®
Health On-Call offers physician referral and answers to general health questions through a free 24-hour community access line operated by registered nurses at 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.

Websites
The Medical Center maintains several award-winning websites:

- [WakeHealth.edu/besthealth](http://WakeHealth.edu/besthealth) is our consumer-based health information site.
- [WakeHealth.edu](http://WakeHealth.edu) is an institutional site offering information about services of the Medical Center.
- [BrennerChildrens.org](http://BrennerChildrens.org) is our site for children and parents.
- [WakeForestInnovationQuarter.com](http://WakeForestInnovationQuarter.com) is the website about our downtown Winston-Salem mixed-used center for biomedical science and information technology.
- [WakeForestInnovations.com](http://WakeForestInnovations.com) is the division that seeks to leverage the intellectual and physical assets to spur new ideas and innovations.

Wellness and Corporate Health Services
This service specializes in corporate wellness programs for companies in Forsyth and surrounding counties. 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 the health of the workplace. Call 336-716-1270 or go to [WakeHealth.edu/wellness-and-corporate-health-services/](http://WakeHealth.edu/wellness-and-corporate-health-services/) for more information.
Other Resources

Northwest AHEC
The Northwest Area Health Education Center (AHEC) is operated by Wake Forest Baptist Medical Center and is a part of the North Carolina AHEC Program. Its mission is to improve the supply, distribution and quality of health and human service personnel in its 17-county region. Northwest AHEC’s core functions:

- Allow underrepresented minority and disadvantaged students in grades K-12 to learn more about health careers.
- Provide support for college students and allied health professions’ students in community-based rotations.
- Support primary care and psychiatry residency programs.
- Offer education and training for health professionals.
- Provide technical assistance to community health coalitions.
- Consult with primary care practices transitioning from paper medical records to EMRs as part of quality improvement to raise health care quality.

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 international languages) as needed.

Arts & Health
The Arts & Health 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
Amos Cottage is a non-profit that provides services to children with developmental and behavioral disabilities. Families are served by doctors, speech and occupational therapists, social workers and therapeutic play specialists through Wake Forest Baptist Medical Center, Brenner Children’s Hospital and the North Carolina Child Development Services Agency. The Amos Cottage Guild is responsible for volunteer services such as pet therapy and monthly birthday celebrations, and raises money 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. Friends has more than 1,000 members and holds four major fundraising events each year.

Medical Center Guild
The Medical Center Guild, an organization for spouses of faculty and house staff, hosts prospective medical students and newcomer luncheons, and undertakes many projects and fundraisers that benefit the Medical Center.

Volunteer Services
The hospital has more than 1,200 volunteers who contribute more than 173,000 hours of service a year working in a variety of jobs including everything from assisting family members in the Emergency Department to playing with children in Brenner Children’s Hospital.
At Work in the Community

Health Services and Collaborations
Wake Forest 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 Medical Center
• BestHealth℠ Community Wellness Outreach Program
• Downtown Health Plaza
• Health On-Call® (free 24-hour health information phone line)
• Mother’s Day Offering (fund to assist patients in need at the Medical Center)
• Physician’s Access Line / PAL® (24-hour physician to physician phone line)
• Brenner Physician’s Access Line / BrennerPAL® (24-hour physician to physician phone line)

Community Programs Supported by Wake Forest Baptist Medical Center
(These programs are supported through professional leadership, in-kind services, donations or other services.)
• Community Care Center is a free medical care center operated by Davie/Forsyth/Stokes Medical Society.
• Community sponsorships for events from organizations such as the American Heart Association, the Susan G. Komen Foundation, American Cancer Society, the Ronald McDonald House, SciWorks, Senior Services and the N.C. Stroke Association.
• Crisis Control Pharmacy is a program in which the Medical Center funds a part-time pharmacist for this community service providing prescription medications to those in need.
• DEAC Clinic (Delivering Equal Access to Care) is a program initiated and developed entirely by a group of School of Medicine students. The clinic provides long-term primary health care to the local underserved community.
• Forsyth County Healthy Community Coalition, which does community health assessment and resource planning.
• Forsyth County Infant Mortality Reduction Coalition, which is a community advocacy partnership.
• Forsyth Futures, a nonprofit collaborative of residents, organizations and institutions working together to address critical community issues.
• HealthCare Access, Inc., an initiative to equitably share the burden of indigent care in Forsyth County.
• Leadership Winston-Salem, an organization that works to educate, connect and energize leaders to serve and improve the community.
• N.C. Prevention Partners, a statewide nonprofit and leader in reducing preventable illness and early death caused by tobacco use, poor nutrition and physical inactivity.
• Resident Child Advocacy Program, which provides community-focused child advocacy training for the Medical Center’s pediatric residents.
• Safe Communities Coalition, a multi-agency group focused on injury prevention.
• School Health Alliance for Forsyth County (SHA) for school-based services.
• School Health Advisory Council (SHAC), which focuses on school policy and system changes to improve student health and safety.
• Share the Health Fair, a free, annual community health day that offers screenings, health education and physician consults and typically reaches more than 600 people. The event is hosted by students from Wake Forest School of Medicine and supported by Northwest AHEC.
• United Way of Forsyth County.
• Winston-Salem/Forsyth County Arts Council.
• YMCA of Northwest North Carolina.
Campus Map

Directions
From Business 40 East – Take Cloverdale Ave. Exit 4. 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 Business 40 West – Take Cloverdale Ave. Exit 4. 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.
Telephone Numbers

Main Medical Center ................................................................. 336-716-2011
Medical Appointments ................................................................. 888-716-WAKE (9253)
Patient Information ................................................................. 336-713-0000
BestHealth ................................................................. 336-713-BEST (2378)
Volunteer Services ................................................................. 336-713-3514
Medical Education ................................................................. 336-716-4524
Alumni Affairs ................................................................. 336-716-4589
Communications, Marketing & Media ................................................................. 336-716-4587
Mailing Address

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