Building a Healthier Student Body, Mind and Spirit

Annual Report 2010-11

Accredited by
Accreditation Association for Ambulatory Health Care, Inc
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Mission Statement

The mission of Emory University Student Health and Counseling Services is to empower students to take responsibility for their health and to complement the academic mission of the university by providing unified medical, counseling and health promotion services that result in a healthy campus culture. Student Health and Counseling Services is committed to providing caring professional clinical services to a diverse student body and to reducing the stigma associated with seeking mental health services.

Emory University Student Health Services is very proud to be fully accredited by the Accreditation Association for Ambulatory Health Care, Inc. (AAAHC). Emory University Student Counseling Centers Psychologist Training Program is fully accredited by the American Psychological Association (APA).
Significant EUSHCS Accomplishments in 2010-11

Significant Emory University Student Health and Counseling Services accomplishments in 2010-11 included:

- Continued to meet the primary care, nursing, counseling, psychiatric and health promotion/wellness needs of over 13,500 Emory students, offering state of the art and evidence-based services and programming.
- Completed a highly contentious but ultimately highly successful renegotiation of the Aetna Student Health Insurance Plan for 2011-12. By successfully fighting to reduce the rate increase from 22% to 10%, 5,800+ Emory students enrolled in the plan will save over $1.5 million in premiums paid in 2011-12.
- Had another successful year for the Mental Health and Counseling Fee in 2010-11. This fee realizes $1.4-1.5 million in additional revenue annually to support expanded mental health programs, personnel outreach and prevention services at the Counseling Center and Student Health.
- Continued to improve utilization of the Point and Click (PnC) IT system with a successful transition to a fully electronic medical record. In 2010-11, Student Health Services completed the electronic interface for the ordering of lab tests and receiving of results from Emory Medical Labs via PnC, which has had an immensely positive impact upon our ability to provide high quality, modern healthcare for our students. Students now obtain actual copies of their lab results, with clinician comments and recommendations, via our HIPAA-compliant online patient communication system.
- Had a very successful second year of the “Emory Cares 4 U” program, funded by the Garrett Lee Smith Memorial Campus Suicide Prevention Grant that Emory University was awarded by the Substance Abuse and Mental Health Services Administration (SAMHSA). Major grant related accomplishments included providing gatekeeper training to faculty, staff and students across campus.
continuing the internet based outreach program developed and supported by the American Foundation for Suicide Prevention, and developing an Emory Cares 4 U web site which includes links to materials developed specifically through grant related activities.

- The Office of Health Promotion (OHP) conducted 863 clinical visits, provided information/outreach tables for 46 campus events, and conducted 170 hours of presentations and instruction to 8,833 participants, including 6 mini-courses;

- Had a well-coordinated EUSHCS response to the January 2011 Emory snow closure, including providing online support to students, covering on call duties and opening urgent care clinics on days #3-4 of the campus closure. EUSHCS administration also participated in the CEPAR Emergency Operations Team response to the snow closure, including daily phone meetings.

- EUSHCS staff completed an unplanned but successful move to new primary care clinical facilities in the 1525 Clifton Road building. This move will ultimately gain an additional 2,000 sq. feet of clinical and administrative space. In addition, the Counseling Center received two additional rooms from Emory College, which will allow expansion of the Stress management clinic in 2011-12.

- OHP launched the electronic monthly magazine Student Health 101, with versions for undergraduates, graduate and professional students and parents.

- The Counseling Center participated in multiple national and local surveys and assessment activities designed to measure the health and stress levels of our community, including three national surveys each looking at different aspects of college mental health: Campus Mind Works (University of Michigan); the Research Consortium (Association of University and College Counseling Center Directors); Center for the Student of College Mental Health (Penn State). As a whole these assessments demonstrate the Emory community, like other American universities, has a student body that struggles with mental health issues, particularly with depression, stress and anxiety. There are also some preliminary indicators that our attempts to improve the culture here may be having a positive impact (e.g. improved measures of flourishing, reductions in levels of stigma).

- EUSHCS nursing staff provided Travel Consultations and administered required vaccines to hundreds of students traveling out of the country.

- Coordinated another successful student/faculty/staff flu shot campaign with 30+ clinic locations across campus in Fall 2010.

- EUSHCS continued to spearhead efforts to reach out to Emory student returning veterans, some of whom may be at risk for increased mental illness, including post
traumatic stress and other anxiety disorders, depression and suicide. Counseling Center worked to learn more about these students through focus groups and an email based survey. We expect the results of these efforts to lead to improvements in support services for veteran students in our community.

- Had a highly successful second year of the Aetna Student Health Insurance Plan Emory Core Network, with 100% coverage for students at all Emory Healthcare sites. This continues to be the single most important improvement in the Emory student plan since the elimination of the pre-existing condition exclusion in my first year here.

- EUSHCS actively participated in the Campus Life Assessment Project, with 4 well received major studies in 2010-11: (1) Hand Hygiene in Primary Care; (2) Nutrition Factors Which May Affect Athletic Performance (a collaborative project with Athletics and Recreation); (3) Evaluation of Stress Clinic services at EUCC; and (4) Evaluation of mental health consultation services provided to faculty, staff and the community. In addition, EUSHCS continued its own active Quality Improvement Program that has repeatedly met the highest standards of the Accreditation Association for Ambulatory Health Care (AAAHC).

- EUSHCS Counseling and Psychiatry continued to operate active professional training programs, including a nationally recognized, APA accredited pre-doctoral internship program in psychology, an APPIC postdoctoral fellowship program in psychology, a new fellowship program for training Post-MSW clinical social workers and an active training program for Emory psychiatry residents and fellows. Interns and other trainees provide cost effective, high quality clinical services and educational programming to the Emory community.

- Participated in the planning and successful implementation of the 2011 Emory Campus-wide Emergency Drill (scenario = radiation leak in research building).

- Continued the development of the Stress Management Clinic, directed by Dr. Dana Wyner, with increased student utilization and excellent outcome measurements.

- Via the $30 per enrollee administrative charge for the management of the Aetna Student Insurance Plan for 2010-11, realized over $150,000 in revenue to support EUSHCS business and Insurance functions and staffing.

- Continued an important collaboration with Emory Varsity Athletics Sports Medicine Program, with the EUSHCS Executive Director continuing to serve as Head Team Physician.

- Participated in Emory’s Enterprise Risk Management process, as EUSHCS as a process owner for 4 of the 50 identified risks.
Clinical Provider Accomplishments 2010-2011

In 2010-2011, EUSHCS Clinical Providers enjoyed delivering high quality health services to Emory students while participating in Campus Life activities and educational programs. Accomplishments included:

- Completion of more than 446 hours of continuing medical education concerning topics such as diabetes education, primary care updates, internal medicine advances, and women’s health.
- Successful transition to a new and expanded clinical space on the 2nd floor of the 1525 Clifton facility.
- Completion of quarterly peer reviews, annual HIPAA privacy compliance and bloodborne pathogens/OSHA training for clinical providers.
- Participation in campus-wide events such as the Campus Life Moonlight Breakfast, new student orientation classes, Emory Family Weekend, and the Campus Life Commencement Brunch.
- Participation in the educational mission of the University by presenting lectures to students, faculty and the community.
- Betsy Rothschild was a speaker at the American Association of Physician Assistants Annual Physician Assistant Conference on the subject of “The Unprofessional Student: What’s a Preceptor to do?” She was also an invited faculty and project leader for the Physician Assistant Education Association Clinical Coordinator Workshop.
- Mike Huey gave a presentation on healthy travel at the Rollins School of Public Health. He lectured on sports pre-participation physicals for the Emory Physical Medicine and Rehabilitation residents. He was a panelist for an Emory ISSP
program concerning “HIPAA versus FERPA” and he was an instructor for the “Inter-professional Class on Communication” at the Emory School of Medicine. Mike Huey provided blood borne pathogen training for the Emory Athletic Training Staff. He was a presenter on the subject of the “Impact of the Affordable Care Act on Students” at the Rollins School of Public Health.

- Mike Huey continues to serve as a team physician for Varsity Athletics at Emory. He provides care at the on-site training room clinic and during athletic events.
- Clinical providers continue to create and revise policies, procedures and forms to facilitate high standards of care for our students.
- Mike Huey served on numerous Emory committees such as the Emory University Administrative Counsel, Emory University CEPCR Operations Group, the Disaster Drill Planning Committee, the Emory Healthcare Influenza Operations Group, the Emory College Orientation Planning committee, and the Emory Athletics Athlete Wellness Committee. Michael Huey is Co-chair of the Emory Safety Alliance and is Chair for both the Emory Student Health Insurance Advisory Committee and the Emory University Student Insurance Requirement Appeals Committee. He is a member of Emory’s Occupational Medicine Steering Committee and Occupational Medicine Executive Director Search Committee.
- Ray Jarvis taught the American Heart Association CPR course to 12 members of the EUSHS medical staff in January, 2011.
- Mike Huey continues to serve as an accreditation surveyor for AAAHC.
- Mike Huey is a co-author of a manuscript entitled “Hepatitis B Vaccination Coverage and Documented Seroprotection among Matriculating Health Care Students at an Academic Institution in the United States.” The manuscript was accepted and is pending publication in Infection Control and Hospital Epidemiology.
- Betsy Rothschild attended the American Association of Physician Assistants National Meeting in Las Vegas, Nevada in June, 2011.
- Several providers attended the PnC Users Group meeting in Columbia, S.C. to improve utilization of the PnC electronic medical records system.
- Mike Huey attended the Southern College Health Association Annual Meeting.
- Mike Huey also completed suicide prevention training and cultural competency training at Emory.
- Ray Jarvis continues to enhance the EUSHCS website by serving as a manager and editor.
- Theresa Berry continues to volunteer at the Good Samaritan Clinic once a month and she served as an attending for the Physician Assistant Program during their work with the Georgia Farm Worker Program.
- Molly Fraher attended the Transsexual Conference for Health Care Providers in September.
Nursing Staff Accomplishments 2010-2011

EUSHS Nursing Staff continues to have a positive impact on the lives of our students by providing high quality nursing services. 2010-11 accomplishments include:

- Worked with the clinical provider staff to provide nursing support during patient visits which includes preparation for exams, performing orders and procedures.
- Continued to participate in the transition to EMR, especially in the areas of the immunization module and the interface between PnC and Emory Medical Labs.
- Continued to provide nursing staff support to specialty clinics, including Dermatology, IUD insertions and Colposcopy.
- Managed a successful immunization program and provided desensitization (allergy shots) services to over 50 students.
- Provided Travel Consultations and administered required vaccines to hundreds of students traveling out of the country.
- Continued to maintain and manage a successful contraceptive program, keeping abreast of ever-changing names and pricing.
- Provided nursing advice and assistance to students via Medical Information Line and secure e-mail, as well as students who walk-in.
- Coordinated and assisted with EUSHS unplanned 1525 Clifton clinic relocation in spring and summer.
- Coordinated a successful Flu shot campaign. Also offered meningitis shots to incoming first year students.
- Continued to participate in the QA/QI activities such as peer group meetings and chart reviews. Also assisted in developing and updating the Policy and Procedure Manual, Infection Control and Safety Manual.
- Collaborated with Medical, Allied Health and Nursing Schools to administer required vaccines and produce compliance reports for the health science students.
- Played a key role in the implementation and presentation of the Campus Life Learning Objectives Assessment Study on Hand Hygiene.
- Members of the Nursing Staff attended ACHA (Phoenix), SCHA (Athens), The Truth About Nursing (New Orleans) and The National Immunization Conferences (Atlanta) and several in-services and lectures such as Safe Space and Sexual Assault Advocacy Training.
- The Director of Nursing, Gertrude Thompson, continued to serve on the ACHA Board of Directors as an At-Large-Member.
- The Nursing Staff acquired additional space to establish a triage and additional immunization office due to the relocation plan and also gained a 3rd nursing station.
In 2010-2011, the department achieved an ambitious strategic plan encompassing five goals and 35 objectives. We welcomed Raphael Coleman as our 2010-2011 RHD Fellow, Lauren Bernstein, MSW as the Coordinator of Sexual and Relationship Violence Prevention Education, Response and Marc Cordon, MPH, as our Associate Director and Health Promotion Specialist. We bid farewell to Aline Jesus Rafi as she left the university to pursue PhD studies full time.

We had two very committed volunteer interns, Matthew Stewart and Andrea Stokfisz, who assisted our health educators during mini-courses, obtained and tracked data, designed flyers and posters, conducted surveys, focus groups, and more.

**Health Education and Promotion Goals and Outcomes**

For a complete overview of progress toward meeting the Goals and Objectives of the 2010-2013 Office of Health Promotion Strategic Plan, see the [2010-11 Office of Health Promotion Annual Report](#).

**Goal One: Build Individual and Community Capacity through Education and Training**

**Summary**

We provided 196 educational programs totaling 166 hours of instruction and resulting in 8255 student contacts, 380 staff contacts and 49 faculty contacts. Of these total educational programs, we provided 7 mini-courses for 93 participants. Mini courses included *SleepWell, Healthy, Sustainable Nutrition on a Budget, Stress Less for Success, Men’s Sexual Health and I ♥ My Vagina.*

For Mini-Course Outcomes, please see the [2010-11 Office of Health Promotion Annual Report](#).
Goal Two: Provide Clinical and Consultative Services and Case Management to Enhance Health and Reduce Risk

Clinical and consultative service visits August 2010 - July 2011:

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Carol Kelly collaborated with Belinda McIntosh, MD and Linda Craighead, PhD to initiate an educational group for students with eating disorders. Beginning in spring 2011, the initial cohort of 6 students met for 9 sessions. The IDEAL Group stands for Improving Diet, Emotions, Attitude & Lifestyle.

Virginia Plummer, LCSW taught 29 Stress Clinic classes at the Counseling Center.

For a complete listing of OHP staff participation in Continuing Education and Professional Development, please refer to the 2010-11 Office of Health Promotion Annual Report. Selected highlights included:

- Heather Zesiger completed the six month HR Manager Development Program.
- Marc Cordon attended the ACHA Annual Meeting and the Second World Congress on Positive Psychology in Philadelphia, PA.
- Lex Gilbert attended a training on Excel and a seminar on office organization.
- Shirley Banks attended a training on Luminous Sexuality: Healing and Celebration and How to Integrate the Basics of Sexual Anatomy & Physiology and Medical/Health Factors Affecting Sexual Function into Your Practice or Educational Setting.
- Heather Zesiger completed her three year term of service as an elected member of the ACHA Health Promotion Section Executive Committee.

Goal Three: Perform Assessment and Evaluation

OHP contributed to the continuous quality improvement process of the EUSHC Core Group and the Campus Life Assessment Committee. Departmental staff submitted the following reports in 2010-2011:

- Emory University Hospital Sexual Assault Response Training Assessment, Summer 2010
- Take Back the Night Speak Out and Rally 2010 Evaluation Report
- Healthy, Sustainable Eating on a Budget Summary Report, Fall 2010
- Evaluation of SleepWell@Emory mini-course, sixth cohort
- Nutrition Factors Which May Affect Athletic Performance

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Healthy, Sustainable Eating on a Budget Summary Report, Spring 2011

N. Illinois Univ. Benchmarking Study on Health Promotion Data Collection, April 2011

For a complete listing of OHP staff participation in Program Assessment and Evaluation, please refer to the 2010-11 Office of Health Promotion Annual Report.

Goal Four: Contribute to Community and Diversity

Programs and Partnerships

- Aline Jesus Rafi piloted a Sexual Assault Advocacy training for staff/faculty and students
- Willie Bannister, Shirley Banks, Carol Kelly, Aline Jesus Rafi and Heather Zesiger facilitated PACE sessions.
- Aline Jesus Rafi, Heather Zesiger, Marc Cordon and Lauren Bernstein collaborated with the Office of the Provost, the Johnson Institute and the Center for Women on the development of an academic class exploring gender-based violence in partnership with Men Stopping Violence.
- Shirley Banks and Willie Bannister were guest facilitators for the Queer Students of Color Discussion group.
- Willie Bannister serves on the Advisory Committee of the Office of Lesbian, Gay, Bisexual, Transgender Life at Emory.

Committees

- Aline Jesus Rafi served on the SYE committee, the Advisory Council and Education Committee of the Center for Women at Emory, the Intimate Partner Violence Task Force and the President’s Commission on the Status of Women in an ex officio capacity.
- Lex Gilbert serves on the Campus Life Marketing Committee and participated as a facilitator with the Transforming Community Project and Emory Facilitator Network.
- Heather Zesiger and Marc Cordon serve on the Campus Life Assessment Committee and Steering Committee.
- Aline Jesus Rafi convened the Sexual Assault Prevention Advisory Board and the Sexual Assault Prevention Consortium.
- Heather Zesiger serves on the Tobacco Free Task Force and is co-chair of the Education/Promotion/Cessation subcommittee.
- Shirley Banks serves on the President’s Commission on Sexuality, Gender Diversity, and Queer Equality.
Goal Five: Provide Outreach and Marketing to Promote Services and Raise Awareness

In December 2010 we launched a customized electronic monthly e-magazine, Student Health 101. In the first year, readership averaged approximately 10% of students (including graduate and professional student readers) each month.

We provided 46 outreach events. These events included information tables at Wonderful Wednesdays and in the lobbies of graduate and professional schools including Nursing, Theology, Law, Public Health, Arts and Sciences and Medicine. We also guest lectured in classes in the PA program, Dietetic Intern program, School of Nursing, RSPH, Emory College, Goizueta Business School and School of Medicine.

For a complete listing of OHP staff participation in Campaigns, Awareness Weeks, Grant Collaboration, Service and Student Advising and Mentoring, please refer to the 2010-11 Office of Health Promotion Annual Report.

Other Accomplishments

Awards

- Aline Jesus Rafi was recognized as an Unsung Heroine in the staff category
- Lex Gilbert was awarded the CLASS Distinguished Service Honor, Support Staff Category
- Carol Kelly and Gini Plummer received 10-year service awards
- Heather Zesiger received her 5-year service award
- Aline Jesus Rafi was the keynote speaker at Arte Sana
- Shirley Banks and Alyssa Lederer were chosen for 100 Community Builders
- Sheri Lawal won a student award from

Building a Healthier Student Body, Mind and Spirit
SOPHE for best website development and Raphael Coleman was selected for Leadership SHULE Program for Community REACH Atlanta

Degrees and Certifications
- Heather Zesiger was awarded the Master Certified Health Specialist (MCHES).
- Carol Kelly acquired her MA in Health Studies from the University of Alabama and became a Certified Specialist in Sports Dietetics (CSSD)
- Marc Cordon continued PhD work in Student Affairs at University of Georgia.
- Shirley Banks was admitted to the Master of Theological Studies program at Candler.
- Alyssa Lederer, MPH, CHES, was admitted to the PhD program in Health Behavior at Indiana University.
- Aline Jesus Rafi continued work toward her PhD in Sociology at Georgia State University.
- Residence Life Fellow Raphael Coleman was admitted to the Master of Public Health in Behavior Science/Health Education (BSHE) program at Rollins School of Public Health.
- Interns Andrea Stokfisz and Sheri Lawal graduated from Rollins with the MPH degree in BSHE. Intern Matthew Stewart was admitted to the Master of Arts program in Gender and Cultural Studies at Simmons College in Boston.

Publications
- Shirley Banks’ article, “Meditation for Health,” was published by Practical Matters

For a listing of additional OHP Presentations and Collaborations, please refer to the 2010-11 Office of Health Promotion Annual Report.

OHP Goals for 2011-12

1) Implement American College Health Association National College Health Assessment, analyze data, and disseminate findings to stakeholders;
2) Initiate Healthy Campus Coalition in collaboration with University Senate;
3) Develop a new strategic plan for alcohol and other drug programming;
4) Implement Phase II study of Nutrition Factors Which May Affect Athletic Performance, pending administrative approval and with support of other collaborators;
5) Increase OHP’s web presence by integrating various social media (Twitter, Facebook, blogs) into one online Office of Health Promotion experience;
6) Conduct needs assessment for sexual and relationship violence prevention and response, and use findings to integrate primary prevention into program components;
7) Continue to provide consultations to individuals; outreach, presentations, and mini-courses for student groups and classes; club advisement; and university committee service;
8) Continue to support professional development for OHP staff.

Building a Healthier Student Body, Mind and Spirit
Summary of the 2010-11 Student Counseling Center Annual Report

For a complete overview of 2010-11 accomplishments, statistics, goals and objectives, see the 2010-11 Student Counseling Center Annual Report.

2010-11 saw another year of continued progress towards fulfilling the mission of the Student Counseling Center: providing first rate mental health care, prevention and education to the Emory University community.

Suicide Prevention: Particularly significant were the efforts of the “Emory Cares 4 U” program, funded by the Garrett Lee Smith Memorial Campus Suicide Prevention Grant that Emory University was awarded by the Substance Abuse and Mental Health Services Administration (SAMHSA). Spearheaded by Drs. Kaslow (Department of Psychiatry) and McLeod (Campus Life, Counseling Center), major grant related accomplishments included providing gatekeeper training to faculty, staff and students across campus, continuing the internet based outreach program developed and supported by the American Foundation for Suicide Prevention, and the development of an Emory Cares 4 U website. The staff at the Center has provided a large amount of time to grant activities, time that has been well worth the effort. We believe that Emory’s participation in the SAMHSA grant has greatly increased awareness of the work Emory University is doing in the area of student mental health. Getting a viable sustainability plan in place for Emory Cares 4 U will be a major priority for this coming academic year.

Outreach: This past year, in addition to her important role in grant implementation, Dr. Jane Yang oversaw the provision of 264 outreach programs (a 14% increase over last year’s record number) reaching over 9100 members of the Emory community. These programs included training faculty, staff and students to indentify and effectively intervene with potentially suicidal community members, reducing stigma (via educational programs and personal testimonials, for example), informational workshops about the Center’s many services, and consultations with staff, faculty and students regarding potential mental health emergencies.

Mental Health and Counseling Fee: This past year, significant limitations of Emory’s mental health and counseling fee became evident. With increasing demands placed on the fee, projections indicated that we would not be able to fill the loss of a half time social work position.
Consequently this position was not replaced, a first for the Counseling Center. During this same time period, members of the clinical staff were asked to increase their caseloads in order to meet increasing demands by students.

**Client satisfaction:** Despite these challenges, clients at the Center continued to report a high degree of satisfaction with the service they received, as well as significant symptom improvement. In addition to our own clinical outcome measures, the Counseling Center participated in multiple national and local surveys and assessment activities designed to measure the health and stress levels of our community. This past year the Center participated in three national surveys each looking at different aspects of college mental health: Campus Mind Works (University of Michigan); the Research Consortium (Association of University and College Counseling Center Directors); Center for the Student of College Mental Health (Penn State). This coming year we will once again participate in the national Healthy Minds Study. These assessments demonstrate that the Emory community, like other American universities, has a student body that struggles with mental health issues, particularly with depression, stress and anxiety. There are also some preliminary indicators that our attempts to improve the culture here may be having a positive impact (e.g. improved measures of flourishing, reductions in levels of stigma).

**Returning Veterans:** One segment of our student population, returning veterans, may be at risk for increased mental illness such as post traumatic stress and other anxiety disorders, as well as depression and suicide. The past year and a half, the Center spearheaded an effort to learn more about these students through focus groups and an email based survey. We hope and expect the results of these efforts to lead to improvements in support services for veteran students in our community. The veteran students now have a goal of finding better ways to communicate with each other, something that we know can be critical to their wellbeing and success.

**Stress Management Clinic:** The continued development of the Stress Management Clinic, directed by Dr. Dana Wyner, was once again a highlight this past year. Stress is consistently one of the most prevalent complaints among our Emory students and among students assessed in national cohorts (e.g. NCHA annual survey). This past year, for example, 50 students participated in Relaxation Skills and/or Biofeedback Training Classes (compared to 34 students last year). We expect these numbers to increase consistently in future years. With the assistance of the Office of Undergraduate Education, which provided two additional offices for the coming year and with money from the mental health fee, the Stress Management Clinic will be able to increase its capacity this year dramatically.

**Training programs:** During the 2010-11 academic year, the Counseling Center continued to utilize low cost mental health care services at Emory’s training centers in the Departments of Psychology and Psychiatry for our students who might otherwise have had to wait for services at the Counseling Center. Our in house training programs in Psychology, Social Work and Psychiatry also allow us to provide high quality services at lower costs. Under the direction of Executive Director Michael Huey, we continue to refine our student health insurance plan to make it as easy as possible to refer students to in-network mental health services in the community when necessary. Together these strategies allow us to serve many students in a cost effective manner.

In summary, we believe that Emory University, with its many health care resources and centers of excellence in the area of mental health, is in a unique position to provide leadership in developing innovative university-based mental health services. The President’s Mental Health Task Force Report serves as a blueprint towards achieving that goal.
ACCOMPLISHMENTS AND CHALLENGES

(Additional Accomplishments and Tables Available in the 2010-11 Student Counseling Center Annual Report)

CRISIS INTERVENTION

1. Crisis appointments during office hours continued to occur at a high rate of frequency (122, compared to 130 last year). Each crisis represents our most urgent, and consequently, most time consuming service. Crisis appointments often involve life-threatening situations, necessitating consultation with a wide range of offices on and off campus (e.g. Residence Life, Greek Life, Student Health, EUH Emergency Room, academic offices and professional schools, private therapists, parents). While still quite high the 122 crises this year is the second year in a row with a slight reduction perhaps indicating that we, as a community, are intervening earlier on in order to prevent at least some crisis situations.

2. Student hospitalizations for psychiatric emergencies (e.g. suicide, psychosis) remained at a very high level (31 hospitalizations), though again a slight decrease from last year.

3. Data from clinical assessments estimate that 24% of students using our services this year reported having had some kind of suicidal ideation; 10% reported having these thoughts more than rarely, and about 4% checked having these thoughts frequently.

CLINICAL SERVICES

1. This year we estimate that Center professional staff provided 11,333 therapy hours, a 6% increase compared to the previous year and a record for the Center.

2. Data from the Counseling Center Assessment of Psychological Symptoms (CCAPS) demonstrated that being seen at the Counseling Center resulted in a reduction of students’ mental health symptoms and complaints. Clients also continued to report very positive subjective experiences at the Center. Of particular note is that 81% of our clients reported that their therapy resulted in an improvement in their academic performance.

3. In an annual survey, 98% of our clients who responded reported that they would recommend our services to friends, 94% received the desired services and 75% reported that counseling had helped them with their academics.

4. For the first time this past year the Counseling Center instituted a “no show” fee for students who fail to call ahead to cancel their appointments. The fee was instituted because clients who do not call ahead essentially are “taking away” a much needed appointment from a fellow student. This past year saw a 23% reduction in no shows. We hope that this trend will continue in the future.

5. Group therapy continues to be the treatment of choice for many students. This past year the Counseling Center offered the following groups to students:

Eating Disorders Group,
Graduate Women’s Group,
Interpersonal Process Group for Undergraduates and Graduate students (4 groups)
Getting in Touch with Emotions (DBT) (2 groups)
Relaxation/Biofeedback Class
6. Under the direction of Dr. Pam Epps, the Counseling Center continued to operate a nationally recognized pre-doctoral internship program in psychology (recently re-accredited by the American Psychological Association), an APPIC (Association of Psychology Postdoctoral Internship Center) postdoctoral fellowship program in Psychology and a new fellowship program for training Post- MSW clinical social workers. Interns and other trainees provide cost effective, high quality clinical services and educational programming to the Emory community.

PREVENTION AND OUTREACH

1. Counseling Center and Office of Health Promotion staff members continue to work closely together to coordinate resources. For example, staff from both departments provides a wide variety of stress management techniques enabling us to see more students with a greater variety of intervention strategies for one of our most frequent complaints.
2. This past year the Center provided 14% more workshops than last year, the most ever by the Center. Participation in our workshops remained at a high level with 9135 participants or a 6% increase from last year.
3. The Emory Cares 4 U website is now live and providing an array of effective mental health resources and information to the Emory community.
4. The Counseling Center has maintained a formal consultation relationship with Residence Life since the early 1980s, which is our most important outreach relationship. In addition to preventing potential tragedies, the relationship between Residence Life, the Office of Religious Life and the Counseling Center, which is uniquely strong at Emory, continues to help us deal effectively with crises and tragedies when they occur.
5. As in previous years, Counseling Center staff made hundreds of consultations throughout the year with faculty, staff, students, parents and administrators.
6. The Counseling Center maintained a strong commitment to training and supervising important student educational and paraprofessional groups such as Helpline and Active Minds.

ASSESSMENT

1. The Counseling Center engages in an array of assessment strategies to ensure the effectiveness of our programs and services. Many of these have already been mentioned. In addition, this past year (2010-11) Dr. Jane Yang and Dr. Dana Wyner engaged in two assessment activities as part of the Campus Life Assessment Team.
2. The Counseling Center participates in several national longitudinal studies, including The Healthy Minds Study, The Center for the Study of Collegiate Mental Health, The Research Consortium of the Association of University and College Counseling Center Directors, and Campus Mind Works. Participation in these national programs allows the Counseling Center to examine changes in our community over time and as they compare to other similar institutions.
3. As part of our quality assurance program, Counseling Center staff regularly review each others’ charts for completeness and quality.

GOALS

For a complete overview of the Counseling Center’s 2011-12 goals, see the 2010-11 Student Counseling Center Annual Report.

Building a Healthier Student Body, Mind and Spirit
Business Office Accomplishments 2010-2011

In 2010-2011, EUSHCS Business Office accomplishments included:

- In Fall 2010, creation of an Advance Beneficiary Notice for all commercial and Blue Cross/Blue Shield patients to assist with collection process. Final step is to scan ABN into the electronic record for Medical and Business staff reference.

- Coordination of a challenging Fall 2010 influenza vaccination campaign, administering seasonal influenza vaccines to over 1,353 students. All student visits were at EUSHS and documented in the chart at point of service and billed to insurance carrier, department or patient at time of service.

- In Winter 2010, after training and completion of appropriate courses, a Patient Scheduler was promoted to Billing and Coding Specialist to meet growing departmental needs. This new position ensures EUSHS is accurately billing and coding accounts with our PPO network insurance carriers. All accounts are billed utilizing electronic and manual billing procedures.

- In Spring 2011, implemented the Medical Record Administration Record fee to be used for graduated students after their eligibility expires.

- Improved medication policy under Aetna Student Health Insurance Plan. Effective Winter 2011, the Mirena IUD is covered at 100%. Although it was previously billed as a medication, currently we are able to bill it as a device which eliminates the cost being applied towards the member’s $500 EUSHS prescription cap. The device and procedure are now fully covered.

- Active participation in EUSHCS Hand Hygiene study. Three surveys were administered, each showing an improvement.

- Continued to maintain and increase the Aetna Student Health Insurance Plan Emory Core Network, for both medical and mental health care, with 100% coverage for students at all Emory Healthcare sites.

- Continued the Business Office staff commitment to controlling expenses and appropriately maximizing revenue, assisting EUSHCS financial status by fiscal year end 2011 with a positive balance and surplus of funds.
2010-11 Goals and Results

1. Maintain EUSHCS financial health in face of the new PPO agreements. We will need to carefully monitor patient care revenue and adjust our charges appropriate to maintain acceptable reimbursement for care provided.
   ✓ Accomplished, including a major revision of our charge structure in January 2011. Despite facing an unsure future by entering into the world of PPOs and contracted healthcare services, EUSHCS had its most successful year in history with $2 million in revenue.

2. Meet the medical patient care increases likely to result from the increased enrollment in the Emory Aetna Student Health Insurance Plan (4,800 → over 5,800) and the new PPO agreements.
   ✓ Accomplished, with no discernible decrease in quality of care or patient satisfaction.

3. Through the Office of Health Promotion, build individual and community health capacity through education and training.
   ✓ Accomplished and on-going (see 2010-11 EUSHCS/Health Promotion accomplishments)

4. Through the Office of Health Promotion, provide clinical and consultative services and case management to enhance health and reduce risk.
   ✓ Accomplished and on-going (see 2010-11 EUSHCS/Health Promotion accomplishments)

5. Plan for sustainability of evidence-based interventions identified via the SAMHSA suicide prevention grant.
   ✓ In Process/On-going, with a major report regarding future sustainability funding options going to the President in Fall 2011.

6. Continue to expand the capabilities of the Point and Click IT/EMR system, including use in patient surveys.
   ✓ Accomplished, including the completion of a fully functional lab interface with substantial benefits for clinicians and student patients (see 2010-11 EUSHCS accomplishments).
Quality Assurance/Total Quality Improvement Program

In 2010-11, the EUSHCS Quality Assurance/Total Quality Improvement Program continued to be actively engaged in ongoing monitoring of patient care and administrative activities, patient satisfaction, patient outcomes and utilization issues. QA/TQI activities in 2010-11 included:

- Laboratory Proficiency Testing, provider/nurse training and competency testing, and ongoing quality control activities
- Quarterly Peer Reviews for nurses, nurse practitioners, clinical providers, psychiatrists, counselors and nutritionist
- Biannual Town Hall Meetings and biweekly Core Group (QI Committee) Meetings
- *Emory University Hospital Sexual Assault Response Training Assessment*, Summer 2010
- *Take Back the Night Speak Out and Rally 2010 Evaluation Report*, Fall 2010
- *Healthy, Sustainable Eating on a Budget Summary Report*, Fall 2010
- *Evaluation of SleepWell @ Emory Mini-course, Sixth Cohort*, Fall 2010
- *Nutrition Factors Which May Affect Athletic Performance*, Campus Life Assessment Project 2010-11, Spring 2011
- *Healthy, Sustainable Eating on a Budget Summary Report*, Spring 2011
- *Hand Hygiene in Primary Care*, Quality Improvement Project (Campus Life Assessment), Spring 2011
- *Evaluation of mental health consultation services provided to faculty, staff, and the community*, Campus Life Assessment Project, 2010-11
- *Evaluation of Stress Clinic Services and Client Outcomes*, Campus Life Assessment Project, 2010-11
- Benchmarking Study: *Healthy Minds* 2010-11
- Benchmarking Study: Clinical Data Collection and Review (Titanium), Center for the Study of Collegiate Mental Health 2010-11
- Benchmarking Study: College Student Mental Health Issues, Research Consortium of the Association of University and College Counseling Center Directors 2010-11
- Benchmarking Study: *Campus Mind Works*, 2010-11
- Benchmarking Study: 2010-11 ACHA Annual Pap and STI Survey
- Benchmarking Study: 2010 ACHA Survey on Utilization of Student Health Services
- Benchmarking Study: ACHA Survey on 2009-10 College Student Mortality Rates
- Benchmarking Study: Northern Illinois University Benchmarking Study on Health Promotion Data Collection, April 2011
Table 1: Summary of Primary Care Patient Medical Visits

<table>
<thead>
<tr>
<th></th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits to primary care providers (excludes nursing visits, psychiatry and specialist consultants)</td>
<td>15,176</td>
<td>15,869</td>
<td>15,514</td>
<td>15,150</td>
<td>15,214</td>
</tr>
</tbody>
</table>

Notes: EUSHCS achieved our highest primary care numbers in history in 2007-08, with a slight drop off in 2008-09 (-2.2%) and 2009-10 (-2.3%) and a minor increase in 2010-11 (+0.4%).

Building a Healthier Student Body, Mind and Spirit
Annual Report 2010-11

Table 2: Influenza Immunizations

<table>
<thead>
<tr>
<th>Immunizations</th>
<th>2006-07</th>
<th>2007-08</th>
<th>2008-09</th>
<th>2009-10</th>
<th>2010-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influenza – Faculty/Staff/Students</td>
<td>5,100</td>
<td>5,033</td>
<td>5,100</td>
<td>8,093</td>
<td>4,686</td>
</tr>
<tr>
<td>(H1N1 + Seasonal)</td>
<td></td>
<td></td>
<td></td>
<td>(H1N1 + Seasonal)</td>
<td></td>
</tr>
<tr>
<td>Notes: The EUSHCS/Faculty and Staff Assistance Program flu shot campaign for Emory students, faculty and staff saw a 59% increase in flu shots given in 2009-10 due to the dual flu shot clinics for both H1N1 (2,571) and seasonal influenza vaccine (5,522). However, there was a nationwide significant drop-off in interest in influenza vaccinations in 2010-11 and Emory was clearly affected. EUSHCS ended up wasting over 1,000 doses of unused vaccine.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Table 3: Office of Health Promotion: Clinical Visits for 2010-11

The Office of Health Promotion saw a decrease in clinical visits in 2010-11 in all three disciplines. This decrease corresponds with a realignment in provider time to accommodate increasing duties in other areas, including shared staffing in the Counseling Center and an increase in health promotion related projects and responsibilities.
Table 4: Psychiatry Services at EUSHCS

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Visits to Psychiatry Services</td>
<td>2,271</td>
<td>2,268</td>
<td>3,179</td>
<td>3,757</td>
<td>3,571</td>
</tr>
</tbody>
</table>

Notes: 2009-10 was the busiest year in the history of EUSHCS psychiatric services, due to both increased resident training activities and increased patient care visits by the expanded cohort of staff psychiatrists. In 2010-11, there was a mild decrease in utilization (-5.2%), while still being the second busiest year in EUSHCS Psychiatry services history.
Table 5: Counseling Services Summary

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW REQUESTS FOR COUNSELING</td>
<td>1259</td>
<td>1076</td>
<td>1328</td>
<td>1394</td>
<td>1386</td>
</tr>
<tr>
<td>% OF CC CLIENTS REFERRED</td>
<td>14%</td>
<td>14%</td>
<td>17%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>% OF CLIENTS REFERRED AFTER CC TREATMENT</td>
<td>XXXXXXX</td>
<td>XXXXXXX</td>
<td>3%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>THERAPY APPOINTMENTS</td>
<td>8058</td>
<td>6994</td>
<td>8212</td>
<td>10675</td>
<td>11333</td>
</tr>
<tr>
<td>AVERAGE LENGTH OF TREATMENT</td>
<td>6.4</td>
<td>6.5</td>
<td>5</td>
<td>6.4</td>
<td>6.38</td>
</tr>
<tr>
<td>OUTREACH</td>
<td>122</td>
<td>219</td>
<td>207</td>
<td>232</td>
<td>264</td>
</tr>
<tr>
<td>OUTREACH PARTICIPANTS</td>
<td>6107</td>
<td>7616</td>
<td>11620</td>
<td>8583</td>
<td>9135</td>
</tr>
</tbody>
</table>
EUSHCS Goals for 2011-12

EUSHCS Departmental Goals for 2011-12 include:

1. Creation of an updated, unified strategic plan for Student Health and Counseling Services and a new strategic plan for alcohol and other drug programming and services.

2. Continue to meet the medical patient care increases likely to result from the continued increased enrollment in the Emory Aetna Student Health Insurance Plan (4,800 in 2009-10 → 5,600 in 2010-11 → 6,500 in 2011-12) and our ongoing PPO agreements.

3. Successfully implement the Fall 2011 American College Health Association National College Health Assessment (NCHA), analyze data, and disseminate findings to stakeholders.

4. Create a successful proposal for President Wagner that will sustain the most effective intervention programs currently funded by the Garret Lee Smith SAMHSA Suicide Prevention Grant.

5. Following the blueprint created by the 2005-06 President’s Task Force on Mental Health, work with the Departments of Psychiatry and Psychology and the Division of Campus Life to plan the creation of an EUSHCS-based, nationally recognized multidisciplinary center for mental health patient care, teaching and research.

6. Increase OHP’s web presence by integrating various social media (Twitter, Facebook, blogs) into one online Office of Health Promotion experience.

7. Initiate an Emory Healthy Campus Coalition in collaboration with the University Senate and conduct a needs assessment for sexual and relationship violence prevention and response, using findings to integrate primary prevention into program components.