



Health Care Administration

focus

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A Message from the Director

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We start another semester with high expectations while the nation's economic crisis continues to grow and resources begin to vanish from our academic unit. On the other hand, our Health Care Administration (HCA) Program is one of the lucky ones that positioned itself in the last few years to do well even in hard times. CSULB departments, in general, are cutting their course offerings and the worst is yet to come. In the 2009-2010 academic year, the HCA program continues to deliver our usual course offerings, in some cases multiple sections of overcrowded courses such as HCA 353 Marketing and Health Service Organizations, HCA 340 Legal Aspects of Health Administration and HCA 410 Health Management Organization. Thanks to our Accelerated Master's Program, today the HCA Program has twice as many graduate students as we had six years ago, which is a remarkable accomplishment and this success should be mostly attributed to our dynamic faculty.

Our adjunct faculty is one of the best in the area and we are in the process of recruiting for the sixth full time tenure track faculty member, which will allow the HCA program to become a "Department" for the first time since its inception in 1974. We also have a joint program proposal with the College of Business to offer a combined MBA/MS in Health Care Administration hopefully within the next two years. Our Accelerated Master's Program that enrolls about 25-28 students each year is recruiting for its sixth cohort to begin in September 2009, which generates significant financial resources for the HCA Program. These resources help our program to become one of the leaders in Southern California in health administration education. These are all good things happening to us regardless of the economic downturn but we even have more good news.

Our graduates are doing so well in the market place that they are taking leadership roles in their organizations after few years of employment. We have signs of these happenings like: our Alumni Association meetings become more frequent and fun but very productive; our Advisory Board meetings with new and seasoned board members include very intellectual discussions; and most importantly our HCA Student Forum meetings become well attended and vibrant. On behalf of our faculty and staff, I can frankly tell you that we are proud of all graduates of our Programs and we do believe in you. You keep up with the rapidly changing health care system and be successful because your success is our success. Support your HCA program with more enthusiasm and dedication. I wish you all the best in 2009.

Tony Sinay, Ph.D., Health Care Administration Program Director

Meet our HCA Faculty— Tom McCabe, JD, MBA



I remember my first fishing trip with my dad as if it were yesterday. Even at only 6 years of age, I don't think I slept at all the night before. We were on a boat out of Davey's Locker in Newport Beach with a group of business associates of my dad. That day I caught my first yellowtail, some Calico bass and a few Bonito out by Catalina Island. I was "hooked" on fishing and have continued to fish my whole life, catching many different species: Tuna, Marlin, Sailfish, Dorado, Bass, Grouper, Sheepshead, Barracuda and Sharks to name some of them.

In September of this year, I chartered a "6-pack" boat (again Davey's Locker) for my 9 year old grandson Simon's first deep-sea trip. (See photo). We headed to a spot between and east of Catalina, but before San Clemente Island where we promptly found some "kelp paddies" where Yellowtail love to congregate. Both Simon & I hooked up immediately and by the time his dad was even out of his bunk down below we each had two 15-17 pound fish on the boat.



Shortly thereafter, we found the "schooling" California porpoise, which is a great sign for catching Yellowfin Tuna! Sure enough we soon had four hook-ups going at once, and during the next two hours we caught a dozen 30 to 40 pound Tunas, including two

by Simon! Since he was only slightly heavier than the Tuna he was catching, he had a "little coaching" and some assistance from the excellent deckhand on board that day.



I had arranged in advance with our skipper that if we were successful in our fishing venture that day, I wanted him to make a presentation to Simon of a "World's Greatest Fisherman" pin that my dad had given me many, many years ago. So with much fanfare, and to the cheers of the other three fisherman that day, Simon was initiated into the ranks of deep-sea fishermen. He proudly wears the pin on his hat, and has since added some other fishing pins to it.

Fishing is a lifelong pursuit enjoyed by many men, women and children throughout the world. I seem to have rekindled the "fishing bug" in a number of CSULB faculty and friends by inviting them to share in what has become an annual four day Fishing Tournament with fishermen from all over the country (2009 will mark our 18th year) at the East Cape of Baja California del Sur on the Sea of Cortez opposite side of the peninsula from Cabo San Lucas. Last year we enjoyed the company of Dean Ron Vogel, Dr. Tony Sinay of HCA and Jim Ireland, husband of one of the professors in the Criminal Law division of the College of Health & Human Services. In the three days of the fishing Tournament, we caught over **400** pounds of Tuna and Dorado (Mahi Mahi to some), and brought home coolers full to the brim of vacuum-packed and smoked fillets, which we can enjoy with friends and family throughout the year until the next trip. I can hardly wait!

When not fishing, Professor McCabe teaches the undergraduate course, Legal Aspects of Health Administration.

2008 Alumni Exit Survey Report

The Health Care Administration (HCA) program conducted a survey of alumni having graduated from the Bachelor of Science program in Health Care Administration between 1985 and 2008. The purpose of the survey was to assess the effectiveness of the curriculum, faculty and resources as determined by the alumni and the impact that the program has made on their career. The areas of focus for the survey were career data, competencies addressed by the curriculum, overall education evaluation, and program administration.

Over 69% of respondents are earning \$75,000 or less annually. 67% of the respondents have joined the HCA Alumni Association. The top two employers are Hospitals or Health Networks, and HMOs.

Over one-third of the respondents describe their current positions as physician assistant, nursing student and analyst. Management Staff (over 20%) and Staff Specialist (15%) were the other positions most reported.

Respondents were asked whether the HCA degree assisted in their employment. Over 85% reported that earning a B.S. in HCA helped them to achieve a job, higher position, or a higher level position. Seventy-four percent reported that their salary increased after completing the HCA degree. Sixty-nine percent indicated that they had developed a strategic career plan as part of the program.

To evaluate the effectiveness of the HCA curriculum, participants were to rate 18 competencies addressed in the program on a four point Likert scale, 4.0 being highest. The highest ratings were professional skills development and management (3.46), Human Resources Management (3.36) and structural analysis (3.41).

Participants were also asked to rate the administrative aspects of the HCA program on a 4 point Likert scale, with 4 being excellent and 1 being poor. Faculty expertise received the highest rating with a 3.72.

Overall the Health Care Administration program is considered valuable and is well thought of by the alumni graduates with a BSHCA degree.

Graduate Alumni Survey Report

The Health Care Administration program also conducted a survey of alumni having graduated from the Master of Science in Health Care Administration (MSHCA), Accelerated Master of Science in Health Care Administration (AP MSHCA) or completed the Health Care Administration Certificate between 1985 and 2008. The focus areas of the Graduate Survey reflect the same ones used for the undergraduates.

Over 61% of respondents are earning \$75,000 or more annually. Twenty-three percent of the respondents have joined the HCA Alumni Association. The top two employers are Hospitals or Health Networks and HMOs.

Over two-thirds describe their current jobs as physical therapist, social work, and senior management positions.

The respondents were asked whether the HCA degree assisted in their employment. Over 85% reported that earning a M.S. in Health Care Administration (traditional and accelerated program) or the certificate helped them to achieve a job, higher position, or a higher level position. Seventy-eight percent reported that their salary increased after completing the HCA degree. Sixty-three percent of the respondents indicated that they had developed a strategic career plan as a part of the program.

To evaluate the effectiveness of the HCA curriculum, participants were asked to rate 18 competencies addressed in the program on a four point Likert scale. For the three programs surveyed, Ethics (3.57) and management and structural analysis (3.42) received the highest ratings.

Participants rated the administrative aspects of the HCA program on a 4 point Likert scale, 4 being excellent and 1 being poor. The average score of faculty expertise was the highest (3.54). Further analysis by degree type, faculty expertise was rated highest by traditional MSHCA (3.3), certificate students (4.0) and AP MSHCA students (3.55).

Learning skills that were strengthened by participating in the HCA graduate programs were rated by respondents. The highest average score combining all three programs was team participation (3.38). The traditional MSHCA students rated problem solving (3.24) the highest. Accelerated students rated critical thinking (3.42) the highest learning skill. Certificate respondents rated team participation (3.67) the highest learning skill.

Overall the Health Care Administration program is considered valuable and is well thought of by the alumni graduates with a graduate degree. Over 97% of respondents to the Alumni Survey would recommend the CSULB HCA program to a colleague, one of the best testimonials for the quality and effectiveness of a program!

HCA Alumni Network (HCAAN)



The CSULB Health Care Administration Alumni Network (HCAAN) connects HCA alumni with each other and with HCA students through a variety of networking, information sharing and student support activities. Recent events have featured former Executive Faculty Jerry Dunn as Master of Ceremonies for a "Speed Networking" session in June 2008 and an informal mixer held in September, 2008. On March 6, 2009 the spring professionals dinner will feature Jim Lott speaking on "The Obama-nation of Health Care." Mr. Lott, Executive Vice President of the Hospital Association of Southern California, has been involved in shaping health policy in California for over 20 years and also teaches the graduate health policy course in the HCA Program.

The HCA Alumni network communicates with alumni through an email listserve and through the LinkedIn business networking site, where members can share information about themselves and contact former classmates. The Network publishes a newsletter, "Healthy Business." The alumni scholarship committee reviews student applications and recommends awards for HCA Program scholarships; the mentorship committee connects students with alumni working in a variety of positions and organizations.

More info about the alumni network is available on HCA program website (click on alumni information and services) or contact the leadership team at: HCAalumni49@gmail.com.

The Center for Health Care Innovation (CHCI)

The Center for Health Care Innovation (CHCI) is a research center located within the HCA program. Many of the studies on which CHCI staff have participated have been HIV prevention trials, and include international work in addition to local and national endeavors. Dr. Kevin Malotte, Archstone Endowed Chair and CHCI Director, is a co-investigator on two HIV prevention research projects in Africa currently funded by the U.S. Centers for Disease Control and Prevention. The first project is a Phase II/III safety and efficacy trial in Botswana to determine if antiretroviral medication taken as daily oral pre-exposure prophylaxis (PrEP) is safe on a long-term basis and if it significantly reduces the rate of acquisition of HIV infection. The trial is being conducted with heterosexually active young adult men and women who are randomized to receive either the antiretroviral medication or its placebo and are followed for any adverse effects of the agent, any changes in their sexual risk behavior, and HIV incidence. Dr. Malotte provides assistance in the behavioral aspects of the trial, helping to ensure that state-of-the-art risk reduction and adherence counseling is provided to all trial participants. The second project is a randomized controlled trial to evaluate the addition of a brief risk counseling (BRISC) intervention to the routinely offered HIV counseling and testing (ROCT) prevention messages for HIV-negative sexually transmitted infection (STI) patients who are attending two primary health care clinics in Gauteng province, South Africa. Patients will be randomized to receive ROCT only or BRISC in addition to ROCT, and will be followed for a six month period to assess STI and HIV incidence. Dr. Malotte has assisted in the development of the study protocol and data collection instruments, and recently traveled to South Africa to train study staff on BRISC counseling.

At the national level, a prior study conducted by the CHCI, the Safe in the City Project, was listed as an effective evidence-based human immunodeficiency virus (HIV) prevention intervention on the Centers for Disease Control Diffusion of Evidence-Based Intervention (DEBI) website, (<http://www.effectiveinterventions.org/>). The purpose of the study was to evaluate the impact of a brief 20-minute HIV/STI prevention video on STI incidence and multiple risk-reduction outcomes in sexually transmitted disease (STD) clinic patients compared with patients who experienced the standard waiting room environment. The intervention was evaluated by randomly assigning 4-week blocks to two different waiting room experiences: the intervention condition (Safe City Video and health promotion materials, i.e. posters) or the control condition (standard waiting room experience). The study was conducted in STD clinics in three major cities: San Francisco, Denver, and Long Beach. Results demonstrated a statistically significant (approximate 10% reduction) in new STIs among those who attended one of the three clinics during the intervention periods. The major outcome paper from the Safe in the City Project was published in *PLoS Medicine* in June, 2008 and was listed as a DEBI the day after publication. Only 19 HIV prevention interventions conducted over the last 25 years have been designated as DEBIs. Dr. Malotte has been a co-investigator on three of these projects, and CSULB also participated in a fourth DEBI project. No other university in the nation can make this claim.

An example of a different type of project conducted at CHCI is an HMO Help Center assessment project, funded by the State of California Office of the Patient Advocate. The HMO Help Center is run by the State of California to provide assistance to HMO members in the State who have concerns with their HMO service or coverage. The objectives of this project are to review current outreach efforts and to understand how callers learn of the HMO Help Center and what motivates these individuals to call. Our evaluation plan involved the implementation of a combination of qualitative and quantitative strategies including document review, key stakeholder interviews, consumer interviews, and HMO Help Center observation.

Exciting research continues to flourish at CHCI!

Dr. Kevin Malotte
Director, Center for Health Care Innovation
5500 Atherton St. Suite 400
Long Beach, CA 90815
Phone: (562) 985-2175
Email: kmalotte@csulb.edu

Accelerated Master's of Science in Health Care Administration

The accelerated Master's of Science in Health Care Administration (MSHCA) is a program geared to working professionals in the health care related fields and want to obtain their graduate degree quickly. The accelerated program follows a 10-week quarter system, offers one online and one face-to-face course each quarter, and allows students to earn their degree in as little as two years.

Since the inception of the accelerated program in 2004, 75 students have graduated, an additional 23 students in cohort IV have advanced to candidacy for the MSHCA and the program continues to grow. Cohort V began in the fall of 2008 and is our largest class ever with 27 students enrolled. We are currently recruiting for the next cohort which will begin in fall 2009.

We take pride in being one of approximately 75 accredited MSHCA programs in the U.S. We continue to receive high marks from our students on the value of the program and from the Modern Healthcare survey in 2008 as being in the top 20 top business graduate schools for physician-executives in the U.S.

For more information on our graduate programs check out our website www.csulb.edu/hca.

Travel Study to China 2008

The College of Business Administration "Travel Study to China– Comparative Management" course objective is to allow



students to gain an understanding of the social, cultural, economic, and political environments of doing business in East Asia. HCA students Dani Zhang and Naomi Dang traveled with instructor Dr. Robert Chi on the 17 days excursion to China during June 2008. Zhang, one of our HCA graduate students, was delighted to share her experience. From the many cities they visited in East Asia, ranging from Shanghai, Beijing, Wuxi, Suzhou, Hangzhou, and Xian, Harbin was the most memorable to Zhang: "In Harbin, a city conquered by Russia for 20 years, people can still witness the Russian influences in the buildings and in their lives".

Zhang visited Harbin Institute Affiliated Hospital, Heilongjiang Provincial Hospital and one pharmaceutical factory belonging to Harbin Pharmaceutical Group. Zhang was touched with how friendly and welcoming the doctors were at the emergency room of Harbin Institute Affiliated Hospital. Even with their limited English, they took the time and effort to explain their hospital procedures, how they diagnose patients and what treatment they provide for their patients. The total fees for a diagnosis and medication were less than two dollars, astonishing Zhang the most. HCA students felt very fortunate to be able to experience such a great trip. Travel Study to China provided a great insight to HCA students, broadening their knowledge and understanding of health care in other countries, and providing a global view of health care delivery and practice in China.

California State University, Long Beach

Health Care Administration Program,
ETEC 101
1250 Bellflower Boulevard
Long Beach, CA 90840
Phone: 562-985-5694
Fax: 562-985-5886
E-mail: hca@csulb.edu

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