

The Health Care Administration Chapter of the CSULB Alumni Association  
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THE OFFICIAL NEWSLETTER OF THE HEALTH CARE ADMINISTRATION ALUMNI NETWORK

# Healthy Business

## HCA Alums Fall into the Mix by Emelda Acosta

CSULB HCAAN hosted yet another successful networking event on September 25, 2008. Our HCA Fall Mixer featured Happy Hour at Acapulco's Mexican Restaurant and Cantina in Long Beach on PCH, with more than 30 alumni in attendance. Among those in attendance were HCA grads that represent such industry leaders as Kaiser Permanente, SCAN Health Plan, Molina Healthcare, Healthcare Partners, United-Health Group, St. Mary's Medical Center, Orange County's Hoag Hospital, Cedar Sinai and various others. It was a festive affair where recent grads, past grads, and faculty had the opportunity to network with each other, exchange business cards, and talk healthcare. HCAAN would like to express our sincere gratitude to those who attended the HCA Fall Mixer and also to those who helped make this event possible as it was a total success. As always, we encourage your participation in our social events and want to thank you again for your continued support in helping HCAAN achieve its mission and goal to:

"...continue the educational mission of the university by promoting a lifelong connection to the university, a commitment to learning, intellectual and professional development. We are dedicated to supporting our fellow alumni as we pursue networking opportunities, develop mentorship programs and encourage the success of today's students."



HCA Alumni *mixin'* at Acapulco Restaurant in Long Beach

## Make a Wish for Health by La'Keisha Phillips

### What are the Five Wishes

Aging with Dignity has created the *Five Wishes* to help families proactively plan for the unknown. Too often are families unprepared for a major calamity. Approximately 60% of the families I assist were unaware of the *Five Wishes* and did not have alternatives in place. The excuses ranged from: "I don't have time to complete it" or "I don't think I need one right now". This is no longer the case. Individuals either have the *Five Wishes* in place or an alternative healthcare directive.

### Why are the Five Wishes important to have?

*Five Wishes* outlines your wishes in the event that you cannot make decisions for yourself. It covers the spiritual, emotional and medical wishes:

1. The Person I want to make care decisions for me when I can't.
2. The kind of medical treatment I want or don't want.
3. How comfortable I want to be.
4. How I want people to treat me.

5. What I want my loved ones to know.

The *Five Wishes* makes it easier for the family to take care of the individual's needs.

### I'm too young....

*Five Wishes* can be completed by anyone over the age of 18 and can be used instead of a living will or durable power of attorney for healthcare.

### Recommendation

*Five Wishes* is invaluable and highly recommended. If you have any questions or comments, I can be reached below.

### **Don't forget to make your *Five Wishes*!**

La'Keisha Phillips, MS, CMC. EmpowerCare, a division of Care-Connect (562) 920-0004 Email: [Lphillips4@hotmail.com](mailto:Lphillips4@hotmail.com)  
Aging with Dignity [www.agingwithdignity.org](http://www.agingwithdignity.org) (Most information obtained from)

## Stay for a minute to *hear...*

## Leave with a lifetime *career!*

By Diana Ngo

On June 6, 2008, HCAAN hosted our very first "Speed Networking" event, which was held at the Soroptimist House on the CSULB campus. All of our attendees, including HCA Alumni and undergraduate students, had the opportunity to gain insight on the various positions within the healthcare industry. Attendees sat across from each other and shared their positions, experiences, and exchanged business cards. Within minutes, a connection was built. Moments later, a bell was rung and the participants would rotate to another seat and meet with another person. This continued until everyone met with one another. We had a really great turnout and it was quite an enjoyable evening. HCAAN would like to thank the HCA Program and everyone that attended. With all of your support, we were able to make this event fun and successful. We would also like to thank our master of ceremonies, Mr. Jerry Dunn, for providing helpful suggestions on how to network and emphasizing the importance of networking.



The Master of Ceremonies, Jerry Dunn, catching up with former students.



Ryan Lucas (left) and Jay Martinez (right)

## JOIN THE CSULB ALUMNI ASSOCIATION!

**JOIN NOW!**

### Membership Benefits include:

- Exclusive Member Communication & invitations to Alumni Events
- Library Access
- Career Counseling
- University College & Extension Services discount
- Discounts to Carpenter Performing Arts Center, California Repertory, and William Link Theatre
- Discount to Frog's Gym at the Walter Pyramid
- Active membership with Health Care Administration Alumni Network

Please visit <http://www.csulb.edu/alumni/membership.html> to sign-up! Membership is a *one time* fee of \$49. Go Beach!

# HCA Program News

by Dr. Janice Frates

The HCA Program continues to grow rapidly, with 235 undergraduate students and over 100 graduate students enrolled in the fall semester. About half of the graduate students are in the traditional program taking in-person weekly classes on a semester schedule; others are in the Accelerated Program, where students take courses online and on Saturdays for a quarter and can complete a Master's degree in two years.

The HCA Program not only teaches, but practices Continuous Quality Improvement by undergoing periodic re-accreditation surveys for both the undergraduate and graduate programs. This involves preparing an extensive report and participating in a series of interviews with a team of reviewers, similar to what hospitals do for The Joint Commission (formerly known as JCAHO). The bachelor's program review is now in process; the master's program review will take place in 2009.

HCA is offering two elective courses in Spring 2009 that are also open to non-students through CSULB's Extension Services "Open University." Students in HCA 490/590 Geographic Information Systems (GIS) in Health will learn how to turn dense data into attractive, colorful maps for health planning, market research and program development. Knowledge of GIS is increasingly valued in health care organizations. HCA 439/539 Management Challenges in Long-Term Care teaches students how to operate a high quality and financially strong long term care facility. Long-term health care is a growing field, and demand is high for well qualified administrators.

HCA Program Director Tony Sinay is working with the College of Business Administration to develop a joint MBA-MSHCA degree. Like the joint MSN-MSHCA degree, this would combine courses in business and health care administration to fulfill the core accreditation requirements for both fields.

*\*For more information about the Health Care Administration Program, please visit our website at: [www.csulb.edu/hca](http://www.csulb.edu/hca).*

## **Save the Date!!!**

### **The Health Care Administration Alumni Network's PROFESSIONAL SPRING EVENT**

**When: FRIDAY, MARCH 6, 2009, 6-8 PM**

**Where: PYRAMID ANNEX @ CSULB**

**With Special Guest Speaker:**

**JIM LOTT, Hospital Association of Southern California**

**"The Obama-nation of Health Care: The Chase for Universal  
Coverage in America"**

**We hope to see you there!**

# Obama's Health Care Plan: Brief Synopsis

by La'Keisha Phillips

President-elect Barack Obama has successfully won the country with his charismatic/transformational leadership style, great communication skills, and the ability to reach Generation Y in record numbers, through viral media. He has gained support from all over the world!

President-Elect Obama is a positivist who is clearly a visionary thinker when it comes to key issues such as Health care, Education, and Abortion. Obama has provided a clear plan for Health Care Reform. That plan is to ultimately ensure coverage to those who are uninsured.

## What is this plan?

Obama proposes a new National Health Care plan which includes guaranteed eligibility. No one is turned away due to a specific illness or pre-existing condition. Comprehensive benefits will be similar to those offered under the Federal Employees Health Benefits program including affordable premiums, low deductibles and co-pays.

## Pharmaceutical Drugs & Employers

Obama plans to reduce the cost of pharmaceutical drugs by preventing the government from entering into negotiations with pharmaceutical corporations. This will help individuals with the current cost of drugs. It will also encourage the use of generic brand drugs.

Obama's plan builds upon the current employer-sponsored health care which lowers the cost per family by \$2500.

## How does it affect me? How much will this cost?

The purpose of this plan is clearly to promote public health through preventative services, screenings and education for the community.

According to the website, Obama will pay for his \$50 - \$65 billion health care reform effort by rolling back the Bush tax cuts for Americans earning more than \$250,000 per year and retaining the estate tax at its 2009 level. Amidst the economic turmoil, we hope this is the solution to a long battle to fix our Health Care system.

Change, Yes we Can!

Sources:

Time Magazine November 10, 2008

*Where they stand: A survey of the candidates' positions on the key issues- and how, in their own words, each man would tackle some of the biggest questions*  
p. 38-41

Life After 50 July 2008 Election 2008: *Who wins your Vote? What Barack Obama and John McCain have to say about Health Care Reform* by Albert Lanier

<http://www.barackobama.com/issues/healthcare/>



Networking is just as essential to one's career as a resume and job interview. Whether you are an HCA Alum on the hunt for a new job, or you are on the path to a new career, getting to know people and building friendships will allow you to be linked to a person who knows someone that may want to get to know you and eventually hire you!

Now you can utilize the HCAAN network to get linked-in with HCA alumni and professionals from the healthcare industry. Visit our Linked-In site at <http://learn.linkedin.com/groups>. HCAAN is listed as the **CSULB Health Care Administration Alumni Network** (registration is required to join, don't worry... it's free!)

~ HCAAN hopes to *link* you *in* to the next step in your career! ~