Opportunities in Healthcare Management: Why a BS HCM?
Faculty Expert Panel and Q&A

May 2011
Our Expert Panelists
School of Health Sciences
Faculty and Administration

Facilitator
Dr. Jody Early,
Program Director, Undergraduate Programs, School of Health Sciences

Panelists:
Dr. Jorg Westermann, Associate Dean, School of Health Sciences
Dr. Alan Whiteman, Program Director, MHA, School of Health Sciences
Dr. Kourtney Nieves, SHS faculty
Dr. Carolyne Arnold, SHS faculty
Welcome & Introductions
Jody Early, PhD, M.S., CHES
Program Director, Undergraduate Programs, SHS

PhD Health Education (Community Health)
M.S. Health Science
B.A. English/Secondary Education
  Teaching minors: health & history
Certified Health Education Specialist (CHES) since 1999

Background
• Seventeen years of higher education experience (as professor and program administrator)
• Experience directing online programs in the health sciences
• 2010 recipient of the American Association of Health Education’s Health & Technology Award for developing one of the first UG and grad online programs in health education in the U.S.
• Community and public practice experience as program director, principle investigator, grant writer; community health educator; and high school teacher
• Co-author of The Process of Community Health Education and Promotion. 2nd ed. (2010) and over thirty peer-reviewed journal articles and professional presentations

• Research Interests: Health and technology; women’s health; culture and health behavior; photovoice, CBPR and mixed methods
Dr. Jorg Westermann, PhD
Associate Dean, SHS

Associate Dean, School of Health Sciences

Education
Ph.D. University of Iowa
M.A. Wayne State University

Research Interests: Public health administration, community health, workforce training and development, continuing education, accreditation and certification of health administration, and public health workforce agencies
Background
• 43 years healthcare experience
• 18 in higher education
• Has directed programs in healthcare management at Walden, South Florida University and Barry University
• Life Fellow American College of Medical Practice Executives
• Leadership positions in multiple professional organizations

Research Interests: leadership models in medical group practices.
Dr. Kourtney Nieves, PhD

Degrees/Education

PhD in Public Affairs (Health Services Admin concentration)
MS in Health Sciences
B.S. in Health Services Admin

Background

– Ten years in higher education
– Consulting and medical group management expertise
– Research and publications relating to healthcare industry and emergency preparedness.

• Research Interests

– Bioterrorism and Emergency and Disaster Preparedness in the healthcare industry
Dr. Carolyne Arnold, PhD
Contributing Faculty, SHS

PhD, M.S. Health Policy and Mgmt. Harvard University

M.S.W.
Howard University

Background:
• Extensive experience in all aspects of academia and practitioner/professional activities related to health policy and health services.
• Research Interests: health services systems administration and policy and understanding their influence on the health status of African American and other minority populations.
Common Student Questions

• Where is the biggest job growth within the healthcare industry?

• What kinds of jobs can students who graduate with a BS HCM pursue—even without a Masters?

• Once I graduate, where can I go to find a job in the field?
Market Landscape and Need

• The Bureau of Labor and Statistics estimates a 21.7% growth rate in the health industry by 2016 which is more than double the estimated growth for other U.S. industries (est. 10.4%).

• Healthcare is the largest industry in the U.S., and the second largest employer, with more than 11 million jobs.

• Virtually all new private sector jobs over the past 5 years came from healthcare; and the sector continues to grow faster than most other segments

(Source: Bureau of Labor and Statistics [BLS], Occupational Outlook Handbook 2009-10; AUPHA, 2006).
Nursing & residential care facilities, physicians offices, and hospitals will experience the fastest health management needs, accounting for 46% of the projected jobs.

Graduates of healthcare management programs can find significant opportunities in areas ranging from small rural communities to large metropolitan areas and throughout the world. (AUPHA, 2011)
• **40%** of allied health workers have credentials below the baccalaureate level.

• There is **significant demand** for well-trained workers to support these change factors as well as opportunity for those already working in the field at the entry level who seek greater career advancement.

• According to the venture capital firm *LearningNet*, a health care administration degree shows greater than average growth over the next decade, with a compound annual growth rate in new jobs of 45%, due in largely to aging baby boomers fueling the need for healthcare.
Earning Potential

• Students pursuing healthcare management careers have excellent earning potential. According to the U.S. Bureau of Labor Statistics, medical and health services managers earned an average annual salary of $81,160 in 2006.

• The median yearly salary range for entry-level health administrators is $54,000-$76,000 depending on the setting. (Bureau of Labor and Statistics, 2009).

• Senior healthcare executives with more experience and achievements can earn $200,000 or significantly more.
A BSHCM Opens the Door to Many Career Opportunities

- **Career Flexibility** — An education in healthcare management can take you in many different and exciting directions. Graduates work in many settings including:
  - clinical and hospital settings
  - long-term care facilities
  - private physician practices
  - government and military sector
  - pharmaceutical companies
  - health insurance companies
  - public health agencies
  - management consulting
  - banks and other financial institutions
  - long-term care facilities
  - professional societies
  - state and federal agencies.
Why Pursue a BS Healthcare Management?

- Specialized course work to succeed on the job
- Preparation for graduate degree – a must for executive positions
- Will put you a step ahead of classmates entering graduate programs in healthcare management due to your foundational knowledge
“The core skill set you develop in a healthcare management program provides a competitive advantage within the healthcare sector.”

- The Association of University Programs in Health Administration (2006)

Courses are developed with health care in mind, not general business degree.

Health care requires specific knowledge and skills, different to any other industry, has its own rules, laws and regulations.

Program curriculum closely aligns with the recommended standards for bachelor level programs from the Association of University Programs in Health Administration (AUPHA).

Program was designed with assistance from reputable leaders and experts in the field.
Walden’s BSHCM, cont’d.

- **Practical competencies** include: problem solving, teamwork, budgeting, health advocacy; leadership; conflict resolution, program operations, cultural competency and communication.

- These competencies and skills **transfer across a variety of industries** providing flexibility in the non-health sector as well.

- **Interactive media** to enhance the student experience and create lifelike case studies in health management.

- **Prepare students for several of Walden’s graduate programs**, including: the Masters of Health Administration (MHA); M.S. in Leadership; Masters of Health Informatics (MHI); Masters of Clinical Research Administration (MCRA); and Masters of Public Health (MPH).
Building Your Career Now

Your Degree Course Work

Gaining Experience:
Field work and internship;
service learning project;
shadowing; study abroad

Networking

Professional Organizations
and Conferences
Marketing Yourself
How to Start Building Your Career Now

- BSHCM students can join, participate and network in professional associations:
  - As a career jump start
  - Attend professional conferences to enrich your academic courses and to network
  - Utilize your education and participate in case study competitions and other challenges
  - Share these experiences with BSHCM classmates

- Some related professional organizations: American College of Healthcare Executives (ACHE), Medical Group Management Association (MGMA), and APHA (Health Management section)
• Lack field knowledge or want to gain more “hands on” experience?
• Consider completing a field experience, service learning project or study abroad (may count toward elective/s). Contact Dr. Early for more details. (Jody.Early@Waldenu.edu)
• Best formula for hire = education + experience.
Other Student Questions

• How can I transition from a clinical role into one that is more business or administrative?
• How can I go about applying for a job in healthcare management without any real experience?
• What is the best advice or insight you ever gave someone about this field?
Helpful Websites Job Boards Relating to Healthcare Management

- Association of University Programs in Health Administration (AUPHA)—http://www.aupha.org
- American College of Healthcare Executives (ACHE)—http://www.ache.org
- Medical Group Management Association (MGMA)—http://www.mgma.com
- American Public Health Association (Health Management Section) http://www.apha.org

Find:

- Resources and tips for “Early Careerists”
- Compensation reports
- Books and manuals
- Continuing education
- Jobs