



**NEW PROGRAM PROPOSAL FORM**

---

**Sponsoring Institution(s):** Missouri State University-West Plains

**Program Title:** Health Information Technology, Medical Administrative Office Assistant Certificate

**Degree/Certificate:** Certificate

**Options:** None

**Delivery Site(s):** West Plains Main Campus

**CIP Classification:** 51.0710

\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

**Implementation Date:** January, 2017

**Cooperative Partners:** None

\*If this is a collaborative program, form CL must be included with this proposal

**AUTHORIZATION:**

Dennis Lancaster/Academic Dean		6/16/16
Name/Title of Institutional Officer	Signature	Date
Tresa Ryan	417-255-7786	
Person to Contact for More Information	Telephone	



**STUDENT ENROLLMENT PROJECTIONS**

---

Year	1	2	3	4	5
Full Time	5	8	10	12	14
Part Time	2	3	4	5	6
Total	7	11	14	17	20

Please provide a rationale regarding how student enrollment projections were calculated:

Percent of full time and part time enrollment by the end of five years. 75% full time It is expected that some attrition would occur, however it would not be expected to exceed 20% of the total declared majors. Fall Enrollment: New Students (Applications +13.7%, Admissions +22.2%, Enrolled +14.9%) which does not include consideration of the new Health Information Technology Medical Administrative Office Assistant Certificate Program. The new program should perform at an average or slightly above average rate due to the pure increased demand for professionals in Health Information Technology. In recent years, the percentage increase in the number of students age 25 and over has been larger than the percentage increase in the number of younger students, but the difference between these rates of increase is expected to narrow. Between 2000 and 2011, the enrollment of students under age 25 increased by 35 percent. Enrollment of students 25 and over rose 41 percent during the same period. From 2011 to 2021, NCES projects a rise of 13 percent in enrollments of students under 25, and a rise of 14 percent in enrollments of students 25 and over. The characteristics of our student population include both traditional and non-traditional (under 25 and over 25). We assume an average of 20-33% projected growth over a five year period due to the need of medical administrative office assistants in our local medical community and the Ozarks region, including southern Missouri and Northern Arkansas. In addition, the aging Baby Boomer population will create additional demand for the health care service area as patient needs increase. Lastly, with the passage of the Patient Protection and Affordable Care Act, all health care organizations must adhere to increased quality reporting requirements, specifically, the appropriate use of health care information beyond direct patient care, so, as to improve population health. We believe that our projections for enrollments correlate with our region's demand for medical administrative office assistants. As the program progresses we are optimistic that enrollments will increase based upon



the expansion of Missouri State University- West Plains' outreach from a nine county region to a state wide mission.

Provide a **rationale** for proposing this program, including **evidence of market demand and societal need supported by research**:

Despite the recent economic uncertainties, the health care industry has experienced consistent and significant growth, serving as a steady source of employment for millions of Americans. The United States Bureau of Labor Statistics projects that between 2014 and 2024, approximately 138,900 new jobs will be created in the healthcare industry nationally. Changes in the national health care system, demographic shifts, and technological advances have all contributed to an increased demand for trained medical administrative office assistants.

Missouri State has a public affairs mission. It's about helping the community, being a leader and being informed about the world and the people who live in it through:

- Community engagement
- Cultural competence
- Ethical leadership

In addition, job vacancies are also expected to result from the retirement of current employees. As the "baby boomers" begin to retire, it is estimated that over 54 million job vacancies will result between the years 2010 and 2020. The healthcare industry also plays a significant role in Missouri's economic system. In 2009, hospital employment accounted for 5.5% of Missouri's total employment. Over the course of that same year, employment in Missouri hospitals remained steady while a total of 91,500 other jobs were lost statewide.

Within the state, approximately 3,910 medical office assistant/secretary positions are expected over the course of the next decade with a statewide increase of 24.7% according to Projections Central – State Occupational Projections, Missouri. Nationwide, employment is projected to grow faster than average. The United States Bureau of Labor Statistics predicted that employment of these professionals would grow approximately 23 percent between 2014 and 2024, which is faster than average for all professions.

**Societal Needs**

The nation's HCOs are the point of implementation for a healthcare system that has grown from its commitment to "promote the general welfare" (as stated in the Preamble to the Constitution) to be one of America's largest collective endeavors. The American healthcare system can be viewed as an investment, contributing to national productivity by adding years of healthy life. Despite the cost, the investment is highly profitable in terms of community employment, as an HCO is often a community's largest employer.

The demand for qualified health care professionals has been driven by several significant structural, political, social, demographic and economic changes. Generally, population growth

**[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)**

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



has slowed, leading to what has been referred to as the “graying” of America. It has been reported that over seventy million Americans will be 65 or older by the year 2030.<sup>7</sup> This trend has resulted in an increasing amount of stress upon the current health care system. Elderly populations tend to have co-morbid chronic illnesses, require more expensive and long-term care, and tend to require more hospital admissions annually when compared to generally to other populations.

According to the Agency for Healthcare Research and Quality, an understanding of how to “best improve and integrate preventative, acute, chronic, rehabilitative, and long-term care for the purposes of reducing illness burden and improving health-related quality of life” is essential. The coordination of patient care and delivery will become increasingly important as the settings in which care is provided becomes increasingly fragmented.

Health services support staff are needed to support the infrastructure and management of care delivery. Professionals with the skills to efficiently manage existing resources and new technology, and who have knowledge of patient safety guidelines will be necessary to avoid interruptions in quality patient services.

#### Rationale

Data obtained from federal and state reports of employment demand and placement (Missouri Economic Research and Information Center, United States Department of Labor Statistics, and Missouri Hospital Association) was used to determine market demand for health services professionals.

Additional information regarding program need was obtained through direct consultation with area Allied Health professionals, who have verbalized a need for the preparation of professionals to work in the health information field. This is a degree with many possibilities. Students have expressed an interest in pursuing a more generalized health services certificate rather than the existing options available to them on campus.



**PROGRAM STRUCTURE**

A. Total credits required for graduation: 35

B. Residency requirements, if any: None

C. General education: Total credits: 12

Courses (specific courses OR distribution area and credits):

Course Number	Credits	Course Title
ENG 110	3	Writing I
MTH 100	3	Intermediate Applied Mathematics
CIS 101	3	Computers for Learning
CIS 290	3	Personal Computer Systems in Business

D. Major requirements: Total credits: 23

Course Number	Credits	Course Title
ALH 116	3	Medical Terminology
HIT 100	2	Introductions to Health Information Technology
HIT 115	3	Health Systems
HIT 120	1	Records Management
HIT 160	3	Computer Applications for the Medical Office
HIT 170	3	Electronic Health Records
HIT 190	1	Principles of Healthcare Reimbursement
HIT 201	3	Healthcare Quality Management
HIT 260	1	Legal & Ethical Aspects of Healthcare
HIT 297	3	Professional Practice in HIT



E. Free elective credits:

none

(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

Students will be required to complete a capstone experience. In this course, students will apply leadership practices that support collaborative practice and synthesize prior learning to plan, implement, and evaluate a health project designed to improve patient/client health in the health care system resulting in meaningful structured outcomes. The capstone experience should also address the critical need for students to engage in interprofessional collaboration with multiple stakeholders in the health care delivery system. The Institute of Medicine (IOM) called on academic institutions to begin educating health professionals to work collaboratively in its report *Crossing the Quality Chasm: A New Health System for the 21st Century* (Washington: National Academy of Sciences, 2001). In 2011, the Interprofessional Education Collaborative (IPEC) proposed a redesign of workforce training to provide more opportunities for interdisciplinary training and more emphasis on teaching evidence-based practice

G. Any unique features such as interdepartmental cooperation:

\_\_\_\_\_



legislative stipend of \$500,000 to increase Allied Health offerings in September of 2013. These “old funds” are being used to create and implement the program. Financial projections for sustainability are based on student projections. No “new” money from CBHE is requested at this time. DESE reimbursement for Career and Technical Programs faculty reimbursement will be submitted in February of 2015 for one instructor and then for 2 instructors in years 3 through 5.

## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

---

Institution Name Missouri State University-West Plains  
Program Name Health Information Technology, Medical Administrative Office Assistant Certificate  
Date 6/16/16

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

There are no special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, Compass, completion of core curriculum, portfolio, personal interview, etc.

Missouri State University West Plains does not discriminate with respect to race, color, creed, sex, religion, disabilities, and national origin in recruitment, open admissions, and program administration. Missouri State University West Plains welcomes applications from men and women whose academic record, personal ability, and desire to succeed show promise for success. General education courses provide a solid foundation for the core curriculum. Each candidate for admission is considered individually on merit and potential. A high school diploma or GED serves as an entrance requirement for all students. Counseling is provided by an admissions representative during a personal conference during all open enrollment periods. Admission is based on the following criteria: a) Official high school transcript or GED; high school graduation or GED is required; b) Official transcripts of any courses completed to date; c) Satisfactory score on the college’s preadmission testing; d) ACT score of 21 or a combined reading comprehension and quantitative thinking score of 12.

- Characteristics of a specific population to be served, if applicable.  
The Trade Adjustment Assistance (TAA) Program is a federal program that assists US workers who have lost their jobs as a result of foreign trade. The TAA program seeks to

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



provide these trade-affected workers with opportunities to obtain the skills, resources, and support they need to become reemployed. TAA was created as part of the Trade Expansion Act of 1962, with a training program added under the Trade Act of 1974. The program was designed to assist individuals who lose their jobs as a result of increased competition from foreign imports, and originally was limited to workers laid off from firms (or their upstream or downstream suppliers) engaged in manufacturing. Programs under TAA are administered by the U.S. Departments of Commerce, Treasury, and Labor; TAA for Workers, the principal education and training program under TAA, is administered by the U.S. Department of Labor's (DOL) Employment and Training Administration (ETA) Current Legislative Status. TAA participants come from a variety of backgrounds and industries, and therefore many enter the program with a wide array of skills and experience. However, the majority of TAA participants who enter the program face similar challenges in obtaining reemployment, which can include no education beyond high school, job skills solely in the manufacturing sector, and an average age of 46 with over 12 years of experience in a specific job that may no longer exist. They had relatively high-paying positions with generous employment benefits that typically included health insurance, paid vacations, paid holidays, and a retirement pension benefit. Most lost their position when their plant closed or moved, and few expected to be recalled. Unlike many layoffs in the manufacturing sector, most TAA eligible workers were faced with a permanent job loss. The TAA program has been developed through legislation, regulation, and administrative guidance to best serve the needs of this unique population.

## 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
The following description of the qualifications of faculty serving the Health Information Technology Department, including the Health Information Technology Medical Administrative Office Certificate Program are: Faculty should present with a Bachelor's of Science in a related field with corresponding credential in Health Information Technology or a Master's Degree in a related field with corresponding credentialing in Health Information Technology.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
Missouri State University West Plains allows two full time faculty with a maximum of 12 credit hours per faculty member per semester or term based upon University protocols.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635





In addition, there is an allowance for two part time faculty for additional coverage as the program develops. Part time status is defined as 1000 hours or less per term or semester.

- Expectations for professional activities, special student contact, teaching/learning innovation.  
Each faculty member will be encouraged to actively participate and become members of AHIMA and to attend regional and national meetings as the opportunity presents. Full time faculty will be responsible for maintaining continuing education as required under their respective certifications. Expectations for Professional Activities, Special Student Contact, and Teaching/learning Innovation: All faculty will be expected to maintain up-to-date knowledge in their field through professional development activities. Faculty will be encouraged to enhance courses through the development of materials and alternative course delivery methods (use of blended format, blackboard, ITV).

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
Student full time enrollments in the program by the end of five years (accumulative) should be an estimated 73 students.
- Percent of full time and part time enrollment by the end of five years. The percent of full time and part time enrollment by the end of five years is estimated to be: 75% full time, 25% part time. It is expected that some attrition would occur, however it would not be expected to exceed 20% of the total enrolled.

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
27 full time graduates at year 3 and 35 full time graduates at year 5
- Special skills specific to the program.  
The degree program will focus on enhancing/developing the following: critical thinking skills, leadership, professionalism; knowledge and application of evidence-based practice, patient safety guidelines, and interprofessional collaboration.
- Proportion of students who will achieve licensing, certification, or registration.  
85% pass rate for the CSC examination (projected)
- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Missouri State University -West Plains is an open enrollment learning institution. Criterion for accuracy in student placement includes COMPASS or ACT.

- Placement rates in related fields, in other fields, unemployed.  
90% placement in the industry of medical administrative office assistant; 5% placement in other field (transference of skills); 5% unemployed
- Transfer rates, continuous study.  
The student may choose to enter the AAS Health Information Technology Program once deemed accreditation requirements are satisfied through the Board of Governors and CBHE, respectively.

#### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
Program Accreditation is not necessary for the medical administrative office assistant certificate. No organizations will give accreditation to the institution for this. However, students can seek certification once completing the certificate to exemplify they have met the industry standards.

#### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*  
Program satisfaction rates: 80% satisfied at 3 months following graduation
- Expected satisfaction rates for employers, including timing and method of surveys.  
Employer satisfaction rates: 90% satisfied at 6 months post hire date.

#### 7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.  
Because of its commitment to learning and service, Missouri State University-West Plains strives through ongoing assessment to: improve educational outcomes by evaluating what students know, understand, and can do with their knowledge as a result of their campus experience; hosts upper-level courses provided by the Missouri State University system

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635



leading to selected bachelor's and graduate degrees; offers informal educational opportunities designed to enhance community life through cultural enrichment programs, regional economic development, and customized training; promote extracurricular learning opportunities for students, faculty, staff and community in areas such as intercollegiate athletics and student life and development activities, and a variety of non-credit educational opportunities; and develop educated persons of high character and integrity, inspiring them to serve others and their respective communities through its commitment to the Missouri State University system's mission in Public Affairs. Goals for Missouri State-West Plains: 1. Purposeful Education ... Educate students for a lifetime of learning, citizenship, career development and personal enrichment. 2. Enabling Environment . . . Provide for the diverse academic and life-development needs of students through an educational environment conducive to learning, teaching and working. 3. Community Leadership ... Facilitate educational, technological, cultural and economic development through activities that complement the learning environment on campus and in the communities Missouri State University-West Plains serves. 4. Collaboration ... As an integral entity of the Missouri State University system, develop programs and services in partnership within the system and with other educational institutions that increase and enhance student educational opportunities. 5. Performance ... Ensure the highest quality of instruction and institutional effectiveness through assessment, evaluation and planning. 6. Stewardship ... Practice good stewardship of human, programmatic and physical resources for the common good of campus and community. 7. Faculty and Staff ... Recruit and retain the highest quality faculty and staff by providing competitive salaries and professional development opportunities and by enhancing the personal work-life experience for all employees. 8. Funding ... Increase funding from state, federal and private sources to ensure that Missouri State University-West Plains can continue to provide the highest possible quality instruction and services. The Health Information Technology Medical Administrative Office Assistant Certificate instills the state-wide mission in Public Affairs granted by the state legislature in 1995. The mission is stated as having three broad themes: Ethical Leadership, Cultural Competencies and Community Engagement. Through service to our health care communities, both local and regional, health care technology professionals provide critical services by enabling meaningful use of healthcare data and transparency and efficiency in medical office assisting for all providers of healthcare services.

[www.dhe.mo.gov](http://www.dhe.mo.gov) • [info@dhe.mo.gov](mailto:info@dhe.mo.gov)

205 Jefferson Street, P. O. Box 1469, Jefferson City, MO 65102 • (573) 751-2361 • (800) 473-6757 • Fax (573) 751-6635

For Gainful Employment Page: Medical Administrative Office Assistant

Cost:

Tuition and Fees: \$4400

Books and Supplies: \$1181

On-campus room and board: 2795

Other costs for the program:

Parking permit: 0

Drug Screen: \$20

Criminal Background Check: \$45

TB Testing: \$20

How long will it take to complete: The program is designed to be completed in 40 weeks

\*fewer than 10 students have completed blurb

Job placement: \*no completers to date

Financing options: the same as Cathy's programs with fewer than 10 students blurb

More information links:

<http://www.onetonline.org/link/summary/29-2071.00> Health Information Technicians

<http://www.onetonline.org/link/summary/43-6013.00> Medical Secretaries/Medical Office Assistants