

Specific Format Required for a Complete Proposal

A complete proposal should contain the following information in this order and numbered this way:

1. New Program Proposal Form

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University -- Department of Management & Marketing

Program Title: Healthcare Management

Degree/Certificate: Master of Science in Healthcare Management

Options: -Quality and Patient Safety
-Informatics
-Communication
-Administration
-General

Delivery Site(s): Southeast Missouri State University -- Main Campus and Online, Kennett, Malden, and Sikeston Campuses pending demand.

CIP Classification (provide a CIP code): Healthcare Management (MS): 51.07

Implementation Date: Spring 2015

Cooperative Partners: None

Expected Date of First Graduation: Fall 2017

AUTHORIZATION

William Eddleman, Provost
Name/Title of Institutional Officer

William R. Eddleman 6-27-14
Signature Date

Heather S. McMillan, Faculty Associate
Person to Contact for More Information

573-651-2317
Telephone

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2. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full-Time	5	5	5	10	10
Part-Time	5	10	10	10	10
TOTAL	10	15	15	20	20

- ii. Will enrollment be capped in the future? *No*

B. Market Demand:

The U.S. Bureau of Labor Statistics (BLS) reported wage and salary employment in the medical and health services management category is projected to grow 23 percent between 2012 and 2022. This growth rate is much faster than other industries. While many of these jobs are for practitioners, nurses, and allied health professionals, many others have duties that do not include hands-on patient care: for example, marketing, human resources, finance, and administration positions.

The MS in Healthcare Management can be an accelerated program, as it allows up to 12 hours to be dual-transcribed with the BS or BSBA degrees. Hours taken for a graduate certificate may also be applied to the MS in Healthcare Management.

According to the Bureau of Labor Statistics, "The demand for health services is expected to increase as the population ages. An aging population will need more medical tests, treatments, and procedures. This will also mean more claims for reimbursement from private and public insurance. Additional records, coupled with widespread use of electronic health records by all types of healthcare providers, should lead to an increased need for technicians to organize and manage the associated information in all areas of the healthcare industry" (U.S. Department of Labor, Occupational Outlook Handbook, 2012-13 Edition). This degree will help fulfill the need for non-clinical healthcare employees.

Finally, the state of Missouri Occupational Outlook (2008-2018) states that 3 of the top ten fastest growing, as well as largest growth, industries are healthcare related.

C. Societal Need:

General needs which are not directly related to employment
The recent passage of the Patient Protection and Affordable Care Act, as well as the aging Baby Boomer population, will result in increased need for the reasons stated above.

D. Methodology used to determine "B" and "C" above.

The information from B and C was primarily drawn from the United States Bureau of Labor Statistics Web Page, as well as the BLS Occupational Outlook Handbook and Missouri Economic Outlook 2008-2018.

3. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

This program is relatively unique because it is housed in a College of Business, rather than public health or nursing. Washington University in St. Louis also has a College of Business program in Healthcare Management.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL. *No.*

4.

Form PS
PROGRAM STRUCTURE
MS – Healthcare Management

- A. Total credits required for graduation: 30
- B. Residency requirements, if any: None
- C. General education (total credits): 18

Core Requirements

<u>BA 600</u>	<u>3</u>	cr.	<u>BA 656</u>	<u>3</u>	cr.	<u>HA 580</u>	<u>3</u>	cr.
<u>HA 620</u>	<u>3</u>	cr.	<u>HA 657</u>	<u>3</u>	cr.	<u>HA 658</u>	<u>3</u>	cr.

- D. Option requirements (total credits): 12

1. Option requirements

<u>Quality & Patient Safety</u>	<u>Informatics</u>	<u>Communication</u>
<u>HA 520</u>	<u>BA 630</u>	<u>HA 585</u>
3	3	3
cr.	cr.	cr.
<u>HA 525</u>	<u>HA 540</u>	<u>PY 555</u>
3	3	3
cr.	cr.	cr.
<u>HA 530</u>	<u>HA 545</u>	<u>HL 672</u>
3	3	3
cr.	cr.	cr.
<u>HA 535</u>	Pick one:	<u>SC 560</u>
3	3	3
cr.	cr.	cr.
	CY 501 or	
	MG 575	

<u>Administration</u>	<u>General</u>
<u>HA 510</u>	Choose 1
3	12
cr.	cr.
<u>EC 585</u>	course from
3	each of the
cr.	4 structured
<u>HA 581</u>	options
3	
cr.	
<u>HA 582</u>	
3	
cr.	

- E. Free elective credits (sum of C, D, & E should equal A): 0
- F. Requirements for thesis, internship or other capstone experience: 3 credit hour internship; 3 credit hour Applied Research Project
- G. Any unique features such as interdepartmental cooperation: 12 hours may be dual-counted with undergraduate degree. Cooperation among Management & Marketing; Finance & Economics; Health, Human Performance & Recreation; Psychology; Communication Studies

NEW COURSES TO BE DEVELOPED

HA 620 – Research Methodology in Healthcare	3
HA 657 – Applied Research Project in Healthcare	3
HA 658 – Graduate Internship in Healthcare	3
HA 691/692/693 – Graduate Independent Study in Healthcare	1-3

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation
12 graduates per annum at year 3; 17 per annum at year 5
- Special skills specific to the program
None identified
- Proportion of students who will achieve licensing, certification, or registration
Many of the students in the MS program will already possess a healthcare practitioner license upon beginning the program. American College of Healthcare Executives (ACHE) fellowship may be sought after completion of the master's program.
- 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 and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.
N/A
- Placement rates in related fields, in other fields, unemployed
Placement rates in related field 85%, in other fields 10%, unemployed 5%.
- Transfer rates, continuous study
N/A

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
There will be an annual survey of alumni requesting input related to satisfaction with quality of program.
- Expected satisfaction rates for employers, including timing and method of surveys
External stakeholders in the healthcare industry from Cape Girardeau and St. Louis will be consulted on an ongoing basis for input related to satisfaction with graduates.

7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

The MS in Healthcare Management will be accredited under AACSB.

8. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

The university is situated in a medical hub for the region. However, not everyone employed by the area's medical centers and private offices are doctors, nurses and therapists. Because of the variety of programs, we can provide dedicated study to those individuals who want to work in healthcare, but do not want direct patient interactions, as well as dedicated study to those practitioners who wish to move up in management in their institutions.

Many students come into the university thinking they want to pursue pre-med or nursing, only to realize that they do not excel in the math and science required for these majors. This program could provide an area of study for those students who wish to stay in the health field and utilize a different skill set to help people or business students desiring to pursue management occupations in healthcare.

9. Any Other Relevant Information:

N/A