Annual Report

2015
Academic Programs

The department offers four programs:

- Bachelor of Science in Health Care Administration
- Certificate in Health Care Administration
- Master of Science in Health Care Administration
- Accelerated Master of Science in Health Care Administration

Did you know that the CSULB HCA graduate program was number 57 in the US News & World Report magazine’s Health Care Management rankings which makes Health Care Administration the top ranked graduate program on the CSULB campus?

US News & World Report is one of the most respected rankings, and ranks graduate programs annually by evaluating standardized test scores of newly enrolled students, employment outcomes of graduates and other criteria.

Did you know that CSULB HCA accelerated graduate program was ranked number 17 in Modern Healthcare’s list of top business graduate schools for physician-executives based on data collected in 2014?
A message from the Department Chair

I consider it a privilege to be the Department Chair and Director of Health Care Administration Programs at California State University, Long Beach, where we take pride in our diverse student body, relevant field research, excellence in teaching, and connectivity to the local and regional organizations where our work makes a difference.

The health care industry is a rewarding field with great opportunities for growth and success and continues to thrive due to the many innovations and improvements introduced by creative organizations, health care providers, and the Affordable Care Act. With these new changes, there is no better time to begin a career in health care administration.

As the health care industry is expanding and creating more opportunities, we see our Health Care Administration Department experiencing great growth and implementing changes to keep with the trends of the industry. In 2011 we had about 200 declared health care administration majors. Compare this to Fall of 2014 when the HCA department welcomed 174 newly admitted undergraduate and transfer students along with 33 traditional graduate students and 28 students into the 11th cohort of our accelerated graduate program to bring the department up to a total of 849 enrolled majors.

This growth would not have been possible without the efforts of our executive and full-time faculty members, who have been creatively and diligently improving our curriculum for both graduate and undergraduate students. Their hard work and dedication to excellence has earned, not only a great reputation in Southern California, but also maximum length of accreditation for undergraduate and graduate programs. Additionally, the success of HCA Alumni as they enter the workplace in health care organizations both near and far contributes to the growing reputation of our department as a place to go to for quality recruitment. The integration of Social Media and Online Forums, as well as our HCA Alumni Network which boasts a membership total of nearly 800, helps to keep us in contact with our graduates and give us the opportunity to hear and read about their accomplishments.

A very exciting new development in our undergraduate program is an agreement with the College of Business Administration that allows HCA majors to minor in one of the business programs (Finance, Information Systems, Human Resource Management, Marketing and Entrepreneurship) with credit for some HCA courses, thus reducing the number of units required for the business minor. This agreement will help our students gain additional expertise in an area of interest and strength, giving them additional competitive advantage in the employment market.

We urge you as community health care professionals to get involved with our HCA Alumni Network. We offer numerous ways to participate that include involvement with internship and mentoring opportunities as well as ways to lend financial support to the organization. Your support will pay dividends to your organization and the health care industry as a whole as well educated students become the future leaders of our industry. On behalf of our core and executive faculty and staff, thank you for your strong support of the CSULB HCA Department.

Best Regards,

Tony Sinay, PhD
Mission Statement

The mission of the CSULB Health Care Administration Department is to prepare professionals to manage, lead and improve a changing health care system. Our graduate and undergraduate programs are designed, and continually strive to improve their efforts, to meet the needs of the dynamic Southern California health care system, and to emphasize culturally appropriate patient-centered service delivery systems.

Goals

- Offer a curriculum that supports and matches the needs of the health care industry and meets accreditation standards.
- Attract and retain well qualified students with a variety of substantive, challenging, affordable and convenient degree programs.
- Conduct, facilitate and disseminate health services research through external and intramural funding.
- Develop and maintain strong ties with HCA alumni, the practitioner community, the University and the College of Health and Human Services.
- Serve as a resource for University governance and the industry as volunteers and consultants to promote the efficient and effective operation of the University, health care and professional organizations.

Learning Objectives

- Health care knowledge
- Leadership
- Presentation skills (oral communication)
- Written communication skills
- Career marketability
- Teamwork
- Managing change
- Conceptual skills
- Managerial decision making
- Ethical decision making
- Information management
- Interpersonal skills
- Independence
- Creativity and critical thinking
- Analytical skills
- Planning
- Advocacy
- Conflict management

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Dr. Sandhya Shimoga

Sandhya Shimoga is the newest addition to the Department of Health Care Administration. She was hired as an Assistant Professor in the Fall 2014. Her areas of research include health and behavioral economics pertaining to health behaviors; patient provider decision making behaviors and their intersection with information technology; and health policy analysis of public programs including health policies in emerging economies. Prior to coming to academia, Dr. Shimoga worked as a management consultant and manager in health insurance and provider practices at premier consulting firms including Cap Gemini and Accenture.

Dr. Shimoga received her Ph.D. in Health Policy and Management from the University of California, Los Angeles. She holds a M.S. degree from the University of Maryland, University College and a M.Sc. degree in Physics from the Indian Institute of Technology, Madras (IITM). She has been a recipient of AHRQ’s Health Services Research Dissertation grant (R36).
Full Time Faculty

Tony Sinay, PhD
Erlyana Erlyana, MD, PhD
Janice Frates, PhD
Brenda Freshman, PhD
Henry O’Lawrence, PhD, MDP
Grace Reynolds, DPA

Full Time Lecturers

Terence Cunningham, MHA, FACHE
Linda Martinez, PhD
Natalie Whitehouse-Capuano, MPH

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Faculty News

Professor Janice Frates in 2014 completed an electronic textbook, Health Care Management: Theory in Action, as a contract publication for Bridgeport Publishing Co. Dr. Frates retired from the HCA Department at the end of the Fall 2014 semester. She is reactivating her clinical social work license and will be doing geriatric care management for Ativa Home Care agency in Orange County.

Professor Cindy Gotz just completed her DHSc at A.T. Still University and co-authored an article “Mixed methods approach to program evaluation: Measuring impact of a cancer support program” with S. Singh-Carlson in the peer reviewed Journal of Women’s Health, Issues & Care.

During the past year Professor Aaron Reich completed his Strategic Human Resource Business Partner (sHRBP) certification and advanced to status of candidate for his Online Teaching Certification.

Professor Grace Reynolds has published an article in PLoS One on the “Sensitivity and specificity of point-of-care rapid combination syphilis-HIV-HCV tests” along with co-authors Kristen Hess and Dennis Fisher.

Professor Louise Borda was elected as Treasurer to the California State MGMA Executive Board in October of 2014. Professor Borda ascended to this position from her previous post of Orange County Regional President.

In November 2014, Professor Ana Carricchi-Lopez received the prestigious Henry Montes Service Award from the Latino Caucus for Public Health in affiliation with the American Public Health Association. The intention of the award is to recognize both the academic and community service provided by a distinguished Latino leader in the field of Public Health.

Professor Linda Martinez presented a paper at the 17th Annual All-Hazards Higher Education Conference held at the Emergency Management Institute, Department of Homeland Security (FEMA). The paper, titled “Critical Incident Stress Management (CISM): A Program to Address Issues of Secondary Traumatization Among Disaster Workers,” was co-authored with N. Jones and M. Young.

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Dr Naeema Aziz is the Chief Operating Officer of Apex Medical Group (AMG) who is the sponsor and promoter of the $1 Billion International Medical City in Oman. She has been leading the management of this landmark project for AMG since its inception in 2009.

Before joining AMG Dr. Aziz re-joined Ernst & Young Healthcare advisory practice, MENA region as the senior Director in 2011. She also served as practice Leader of Kane Healthcare & Business Advisory Services for London & Middle East, from 2009 to 2011. Prior to joining Kane, Dr. Aziz pioneered in starting the healthcare advisory practice for the 18 offices of Ernst & Young in the MENA region in 2005 and served as the Director and Leader of Healthcare Advisory Practice in Ernst & Young, Bahrain.

Dr. Aziz holds a Master’s & Ph.D. degree in Health Sciences and a Master’s degree in Health Care Administration from California State University, Long Beach.

Juan Guevara is a Coast Guard (CG) active duty member currently in a two-year advance education program. After receiving the CG Health Services Technician of the Year Award in 2011, he applied and was accepted into the CG Medical Administration Program. This program allowed him a two-year hiatus from regular military duties to achieve a Bachelors degree in Health Care Administration. He transferred into the CSULB Health Care Administration program in the fall of 2013 and has achieved an overall GPA of 3.865. His excellent academic record has recently earned him the HCA department Outstanding Graduate Award. When not engaged in academic studies, Juan volunteers his time coaching youth basketball and assisting his older sons cross country team with fundraising events. After graduation, he will be transferring to Juneau, AK to assume the clinic administrator position at the CG clinic located there. Juan is a native of Los Angeles, currently residing in Huntington Beach with his wife Ariana and their two children, Jonathan (16) and Matthew (11).
HCA Alumni Network

HCAAN membership has increased from 480 in June 2013 to 770 in October 2014.

HCAAN hosted 2 professional mixers in 2013-2014. Each event was attended by 30 to 40 alumni.

HCAAN sponsored a team at the CSULB American Cancer Association Relay for Life. This event was open to all alumni and raised $1600.00 for cancer research.

HCAAN paired 10 graduates with Mentors.

HCAAN visited five HCA 481 classes in 2013-2014 to provide insight and support to future graduates in career paths and insight.

HCAAN held a holiday themed mixer in Dec, 2014.

HCAAN plans to continue the practice of presenting alumni experiences and insight to HCA classes.
I am pleased to report that the Health Care Administration Student Forum (HCASF) had a wonderful Fall Semester. The organization was able to accommodate over 200 HCA students. HCASF was able to provide numerous opportunities for students to hear from real world professionals in areas including risk management, operations management, and health care recruiting. HCASF also had the privilege of participating in community outreach activities throughout Long Beach and hosting numerous meaningful workshops to help students prepare for future employment. The forum plans to continue to grow and provide a platform for networking, personal development, and community involvement.

Chinarain Howard
President, HCASF

December, 2014: HCASF Fall Extravaganza
October, 2014: HCASF students at the CSULB Hockey game (Fundraiser)
November, 2014: Students doing their “Power Pose” at the interview and resume workshop
Health Care Administration Summer Short Term Study Abroad Program

In alignment with the mission and vision of the University, which strives to become a University that emphasizes global engagement and civic participation, the Health Care Administration department has expanded its profile to include multiple international programs. Currently, the department offers opportunities for students to participate in short term study abroad programs in partnership with China Medical University (CMU) in Taichung, Taiwan and Hamburg University of Applied Sciences (HAW), Germany.

Partnerships with both universities allows students to be fully immersed in the respective cultures during their two-week period in the new environment. Both programs include lectures from distinguished speakers with expertise in health care systems; visits to health care related institutions such as hospitals, clinics, public/private insurance organizations, federal and local government offices, and long term care facilities; as well as visits to cultural sites, and landmarks of the countries.

As of Summer 2014, the program has taken 32 students to Taiwan and 16 students to Germany. The program has received tremendous interest and has attracted students from interdisciplinary majors including Communication Studies, Health Science, in addition to those from Health Care Administration. Thirty students are enrolled in the courses for Summer 2015. The programs are well received and supported by the college and university.

The Health Care Administration department plans to continue offering the programs because we believe that these opportunities will enable our students to develop global competencies and awareness as well as foster intercultural proficiencies, a very crucial skill set needed in our interconnected world.
The HCA Advisory Board includes individuals from the management teams of local health care facilities. Advisory Board members are also an excellent source for part time faculty. The HCA Advisory Board meets on a bi-annual basis and provides input on health care industry trends including:

- what competencies and skills are most important in health care administration
- what specific training needs are emerging
- what jobs are in demand

The Advisory Board also reviews the HCA curriculum, is involved in program development, presents research and development opportunities, and makes available preceptors and field experience opportunities for both graduate and undergraduate students. Advisory Board members are an invaluable source when it comes to providing feedback on HCA interns and graduates. Students interact with Advisory Board members through guest lectures, field work, and when Advisory Board members attend student events. The program actively seeks input from the Advisory Body through discussion and periodic surveys.

The Health Care Administration program conducts regular surveys of its Advisory Board members inquiring as to the skill sets that are needed in the field and the expected outcomes for graduates of the program. Advisory Board surveys help the HCA department to:

- Inform/motivate students of what employers want
- Advise faculty for curriculum development
- Market the HCA department and degree programs
HCA Advisory Board

Robert A. Beltran, MD  Brand New Day Health Plan
Earl Bernard  North American Medical Management
Amy Canter  VA Medical Center Long Beach
Dan Castillo  LA County USC Medical Center
Richard Chambers  Molina Health Care
Terence T. Cunningham  CSULB
Rick Desai  Well Care Plans
Candice Gomez  CalOptima
Kathy Hegstorm  Advanced Medical Management
Lyndee Knox  LA Net
Mimi Lachica  Long Beach Department of Health & Human Services
Josh Luke, PhD  The Readmission Prevention Group
Robert McCann  Orange County Medical Association
Ron Norby  Orange County Health Care Agency
Mark Rivera  Managed Care Consulting
Tom Salerno  St. Mary Medical Center
Timothy Schwab, MD  Healthcare Solutions
Randy Stone  Scan Health Plan
Harris Stutman, M.D.  MemorialCare Health System
Jeff Stuckhardt  Rainbow Healthcare Leaders Association
Dirk Thornley  PIH Health
Robert Tumelty, PhD  Emeritus
Al Vega  Altamed Health Services
Gordana Vukotich  Dignity Health
Lynn Willis  UC Irvine Medical Center

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## HCA Academic Year 2014-15

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## HCA Exit Survey

![HCA Exit Survey Chart](chart.png)

### Worthwhile Investment of time and money
- Undergraduate Students 2013-2014: 80%
- Traditional Graduate Students 2013-2014: 65%
- Accelerated Graduate Students 2013-2014: 70%

### Help to develop a strategic career plan and direction
- Undergraduate Students 2013-2014: 85%
- Traditional Graduate Students 2013-2014: 75%
- Accelerated Graduate Students 2013-2014: 80%

### Would Recommend to others
- Undergraduate Students 2013-2014: 80%
- Traditional Graduate Students 2013-2014: 70%
- Accelerated Graduate Students 2013-2014: 85%

### Join HCA LinkedIn
- Undergraduate Students 2013-2014: 65%
- Traditional Graduate Students 2013-2014: 55%
- Accelerated Graduate Students 2013-2014: 70%

### Join HCA Alumni Network
- Undergraduate Students 2013-2014: 60%
- Traditional Graduate Students 2013-2014: 50%
- Accelerated Graduate Students 2013-2014: 65%
Incoming Undergraduate Degree

- Health and Human Services: 51%
- Natural Science and Mathematics: 26%
- Liberal Arts: 17%
- Business Administration: 6%

Current Practice Settings

- Clinic/Community Health Center: 11%
- Hospital and Health Network: 8%
- Lab: 6%
- Physician Office: 6%
- Managed Care: 3%
- Long Term Care Facility/Agency: 6%
- Pharmaceutical Company: 3%
- Veterans Administration Facility: 3%
- Other: 3%

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Post Graduation Success

HCA Undergraduate Employment

- Ambulatory Care: 32%
- Consulting Firm: 7%
- Group Practice: 10%
- Hospital: 5%
- Managed Care: 5%
- Nursing Home: 3%
- Rehabilitation: 3%

Undergraduate Salary

- Under $25,000: 0%
- $25,000 - $49,999: 74%
- $50,000 - $74,999: 15%
- $75,000 - $99,999: 8%
- $100,000 - $149,999: 0%
- $150,000 or more: 3%
Recent Grad News

Taylor Brodie
Year graduated: Summer 2014
Current employer College Hospital, Costa Mesa,
Current position title: Patient Relations Specialist

Mr. Brodie’s current position sees him registering patients in intelichart patient portal, creating recognizable information for detox/psych patients to register, explaining and obtaining consent from patients, and logging patients upon discharge to remind them how to use patient portal, meeting core measures of meaningful use attestation. Additionally, Mr. Brodie is currently a member of a Utilization Review Team performing a full year audit of College Hospital’s partial hospitalization program’s Medicare and Managed Care bills.

Jeremy Ramirez
Year graduated: 2014
Current school: UC Berkeley School of Public Health
Current position title: Master in Public Health, Health Policy & Management Candidate

In addition to being a graduate student at UC Berkeley, Mr. Ramirez is also a Fellow with the UC Berkeley Center for Health Leadership (CHL), an 18-month leadership development program that focuses on health system consulting skill development. Mr. Ramirez is also currently working as a graduate student researcher on a collaborative health system research project with the University of Santiago, Chile and the UC Berkeley Center for Healthcare Organizational and Innovation Research (CHOIR). In this job Mr. Ramirez uses secondary data from recent population health surveys and utilization data from Chile and California to examine the extent to which a larger socioeconomic gradient in health behaviors and health care utilization exists in California (culturally heterogeneous) compared to Chile (culturally homogenous).
AP graduate student Charlotte Smith was able to publish her final project in the Journal of Immigrant and Minority Health. Her study titled, “The effect of acculturation on obesity among foreign-born Asians residing in the United States” is now available. Her coauthors include her HCA faculty committee members Grace Reynolds and Brenda Freshman.

Tony Perez
Graduated May 2014
Current employer: Western Medical Center Anaheim
Current position: Business Development/Marketing Coordinator
Mr. Perez currently reports to both the Marketing and the Business Development departments. Within the Marketing department he oversees all community outreach efforts and the social media for five hospitals. Mr. Perez is also responsible for the tracking of community perspective about the company’s facilities and assists with the development of programs to improve perception. Within the Business Development department Mr. Perez helps to build relations with community stakeholders; physicians, fire fighter stations, police stations, medical groups, etc. Additionally, Mr. Perez tracks patient satisfaction and all complaints to ensure they are resolved in a proper and timely manner.

Daniel Berlinger
Graduated May 2014
Current Employer: Kinetec USA, Jackson, WI
Current position: Service Manager pending expected promotion to U.S. Service Manager.
Mr. Berlinger is currently responsible for the setup of the structure, processes and systems for Kinetic’s service department in the U.S. market and has completed an analysis of the company’s current warranty (2 year) and supported an expansion to a three year warranty with empirical data. Kinetec USA has decided to go with Mr. Berlinger’s recommendation and the global division of the company will decide on plans to implement this in the European market. Mr. Berlinger recently spent a week at the company factory in France in order to evaluate their methodology. Additionally Mr. Berlinger repairs Medical Equipment both within the facility and at off-site locations and is currently developing a training “academy” for biomedical departments/distributors that are responsible for the maintenance of the company’s equipment.
The Department of Health Care Administration celebrated the 10 year anniversary of the Accelerated Program. Since its inception over 200 people have received their MSHCA Degree through this widely popular and successful program.
HCA students cheering on families at the iWalk for kids event hosted by Long Beach Memorial Miller Children's Hospital