As the 2007/08 academic year is coming to an end, the HCA Program once again is having an outstanding year. I am delighted to report that our combined graduate and graduate enrollment is growing faster than any other department in the College, approximately sixty percent growth since 2003; the Accelerated Master’s Program is well-established in Southern California, enrolling about twenty-five students a year; the Center for Healthcare Innovation is becoming well recognized in research circles with various grants and contracts; and, most importantly, with the hiring of two new faculty members—Dr. Grace Reynolds and Dr. Brenda Freshman- the HCA program is getting closer to becoming a Department. I would like to express my appreciation and gratitude to everyone who is involved in the success of the HCA Program especially, our executive faculty who share their vast experiences with our students, and the advisory board which is influential in tailoring our programs for the new millennium.

Modern Healthcare, the weekly magazine for hospitals and healthcare industry executives, recently ranked California State University, Long Beach, No. 13 overall on its list of top graduate schools for physician executives and No. 4 based on tuition costs. The rankings were based on a list of institutions awarding master’s degrees in healthcare management, business administration or similar programs in non-traditional formats, such as on-line or weekend courses. Information for the rankings was collected from the 2006-07 academic year. Topping the list once again was the University of North Carolina, which has a 38-year-old program. Programs were ranked on five factors – length of time to complete (the shorter the program the higher the rank); cost of tuition (the lower the tuition the higher the rank); number of days students must spend on campus (the fewer the days, the higher the rank); age of each program (the older the program, the higher the rank); and number of total graduates. The five rankings were totaled with the lowest score getting the highest rank.

CSULB’s ranking pertains to its accelerated master of science in health care administration, which takes 24 months to complete with a tuition cost of $18,000. Students take one online and one Saturday course over a 10 week quarter to complete the degree.

The program, which began in Fall 2004, requires students to be on campus 36 days. Its first cohort of 25 students graduated May 24, 2006.
Brenda Freshman, PhD, joined the Health Care Administration Program faculty at California State University Long Beach as an assistant professor in fall 2007. Brenda Freshman is founder and president of Social Logistics, a management consulting firm specializing in leadership development for health care professionals. As an external consultant over the last 12 years she has helped managers and leaders in government agencies, private corporations and non-profit entities to achieve their goals. From 1996-2006 Dr. Freshman served on the faculty of the UCLA School of Public Health where she lectured and trained health care professionals in managerial and leadership competencies, and also designed and delivered the Self-Development Curriculum for the MPH for Health Professionals Program. Dr. Freshman holds a BS in Psychology (UCLA), a MA in Applied Psychology (University of Santa Monica), and the MS and PhD in Organizational Psychology (California School of Professional Psychology). Dr. Freshman’s research and practice interests concentrate on how thoughts and emotions influence behavior, productivity and quality of life. She has been producing and delivering workshops on self-development and leadership skills since 1993.

Grace Reynolds, PhD, also joined the Health Care Administration Program faculty as an Assistant Professor in fall 2007, after serving as the Associate Director at the CSULB Center for Behavioral Research and Services since 2000. She has extensive experience in data analysis and program evaluation for a variety of health and human services organizations including The Mental Health Association of Greater Los Angeles, the City of Long Beach Department of Health and Human Services, the federal Substance Abuse and Mental Health Services Program, the State of California Alcohol and Drug Programs and the State of Alaska Division of Public Health. Dr. Reynolds teaches undergraduate and graduate courses for the Health Care Administration Program in analysis and evaluation and quantitative methods, as well as research methods for the Health Sciences Department. She holds a B.A. in English from Macalester College, Master’s degrees in Public Administration and Creative Writing from the University of Alaska at Anchorage, and a Doctorate in Public Administration from the University of Southern California.

The Latino Healthcare Professionals Project

LHPP is a privately-funded initiative to provide health care management training to first-generation college Latino bilingual and bicultural students at California State University, Long Beach. Its mission is to educate students with an awareness of the cultural, linguistic, socioeconomic and health status and access issues facing the Latino community and to enable their leadership in health care professions.

Approximately 20 students are chosen for admission with 15 students receiving scholarships and 5 alternates receiving all program support with the exception of tuition stipends. As scholarship students graduate, alternates are provided with stipends based on academic performance. LHPP students learn about health care delivery systems and the health status and access issues facing Latinos. LHPP students combine health care policy study and management training with practical fieldwork experience so they can establish career pathways in health care.

The LHPP also holds an Annual Retreat and Orientation, which is a four-day required summer retreat held on campus for new and returning LHPP students to meet and network. It provides an orientation to Health Care Administration, academic guidance, mentoring, and promotes the formation of personal and professional relationships among LHPP students, faculty, and graduates.

Benefactors and sponsors include the Sisters of St. Joseph Health Care Foundation, Kaiser Permanente, Health Net, the Health Care Foundation of Orange County, Long Beach Memorial Medical Center and AltaMed Health Services. Since its inception in 1996, LHPP has had 190 participants who have entered the project in nine separate cohorts. Over 60% of LHPP participants attend graduate school within five years following their graduation, making LHPP one of the most successful programs targeting Latinos in higher education in the country.

Because of the recent CSULB budget cuts, LHPP has been experiencing some financial difficulties these last few years. The lack of consistent donations has also made the problem much worse. Last year, only $40,000 was donated to the program, but it takes roughly $250,000 to provide this program for one cohort. Though LHPP has a savings pool, if LHPP does not receive a steady amount of financial support, it will not be able to offer this program to a new group of students or to continue some of its benefits to their students. If you would like to support the LHPP, please contact the program director.

Dr. Britt Rios-Ellis
NCLR/CSULB Center for Latino Community Health, Evaluation, and Leadership Training (562) 985-5288 LHPP Office (562) 985-5312 Center lhpp@csulb.edu

New HCA Faculty
The Health Care Administration graduate program conducted an exit survey of students having completed the Masters of Science program in 2006 and 2007. The purpose of the survey was to assess the effectiveness of the curriculum, faculty and resources as determined by the students. Descriptive statistics were utilized to prepare this report. The areas of focus for the survey were career data, education evaluation, skill development, faculty and program administration and future projections. Items on the questionnaire were evaluated on a 10 point Likert scale, 1 being of no value and 10 being of great value.

In 2006 there were 22 graduating students, 6 from the traditional program and 16 from the accelerated program, who completed the graduate exit survey. Two analyses were performed, one as an overall evaluation of the program and the second a comparing the two programs.

The career impact assessment portion of the survey reported 50% of the students took on higher level management tasks after completing the program, 73% reported more proficiency in their tasks and 94% reported being able to hold a higher position than the one they currently occupied as a result of participating in the program. 86% of the students reported that the MSHCA program helped them to develop a strategic career plan and direction.

Students rated the value of HCA course taken on a 10 point scale, with a combined mean score of 8.3. Highest rated courses were HCA 536 (Hospital Management) and HCA 530 (Strategic Planning and Marketing). The course receiving the lowest mean score was HCA 698, the final project course.

The students evaluated the skills they had developed as a part of the program with an overall mean of 8.24. The skills with the highest mean were written communication (8.82) and health care knowledge (8.82). The skills with the lowest mean scores were advocacy (7.38) and information management (7.64).

The students evaluated the faculty and administration overall with an average mean of 8.24. The academic advising and mentoring received the lowest score, 7.58 and faculty expertise (8.9) and faculty teaching proficiency (8.89) received the highest scores. 81% of the students reported that the faculty was available to discuss academic progress while 63.6% reported the faculty was available to discuss career progress. Only two students reported using the career development center.

For impact to the students’ future as a result of the HCA program, 81.8% of the students reported adequate preparation for their desired career. Nine students (40.9%) reported an increase in income as a result of receiving their degree; 86.4% of the students felt the HCA program was a worthwhile use of their time and money and would recommend the program to others.

Comparing the overall surveys of 2005 and 2006, the skill that received the highest mean score each year was health care knowledge and information management was an area where students reported the lowest score each year. The course that is highly valued each year is HCA 530 while the courses reporting lower scores were significantly different from year to year. Faculty expertise consistently receives high scores and the lower scores in this section varied from year to year. Over 86% of the students each year reported that the program was worth their time and money however, a slightly lower percentage would recommend the program to others.

Comparing the 2006 traditional program to the accelerated program overall, there were few differences between the two groups with regard to development of skills related to their career, faculty and administration access and quality, future projections regarding their careers and the overall courses and is consistent with the general findings outlined above. Where they did differ was in the development of skills that the program offers such as presentation skills. Those in the accelerated program were more likely to report higher degree of satisfaction, mostly 8’s and 9’s, versus the traditional program students.

In 2007 there were 16 graduating students who completed the survey, 14 of whom began the program in 2005 and completed it in two years. Many of the respondents are currently employed in the health care sector with 25% having been in their current position for four years or more and 12.5% ten years or longer. Only 2 students changed employers while in the program with the rest maintaining their current employer.

The career impact assessment portion of the survey reported 43.8% of the students took on higher level management tasks after completing the program, 75% reported more proficiency in their tasks and 100% reported being able to hold a higher position than the one they currently occupied as a result of participating in the program. All of these areas dramatically increased over previous years. When asked if the MSHCA program helped them to develop a strategic career plan and direction, 75% reported that it had.

The education evaluation portion of the survey asked students to rate each of the courses they took related to their major. The overall mean of all the courses combined was 7.76. There were 3 courses that were felt to be of lower value, HCA 698 Project (5.36), HCA 685 Internship (5.4) and HCA 530 Strategic Planning and Marketing (5.47). The three courses with the highest mean value were HCA 550 Quality Assurance in Health Care (9.07), HCA 524 Advanced Ethical and Legal Aspects of Health Care Administration (8.75), and HCA 505 Organization and Systems Health Care (8.63).

The HCA program used the information from these surveys to make several changes to the graduate curriculum. The Project course has been redesigned so that it is now a two semester course, to offer time for a review of research methods and allow more time for students to conduct their research.

In 2007 a graduate program coordinator was hired to provide additional support to graduate students in both the accelerated and traditional programs. Daniel Tourn is working with HCA faculty to strengthen academic advising and mentoring and career planning.
Stephen P. Abad (BS, 2000) is a Program Analyst, Clinical Strategic Goals, for Kaiser Permanente.

Gisselle Quintana Amini (BS, 2003) is working as paralegal and office manager for the Law Offices of Michael A. Peters. She will graduate from Trinity Law School in May 2008.

Martha H. Alpough-Marshall (MS, 1993) is currently a Senior Care Consultant at Kaiser Permanente.

Monique Rivera Beeson (BS, 2002) is a Regulatory Communications Manager for United Healthcare.

Maria Lourdes S. Cabuang (BS, 1999) obtained an MBA in 2004. Currently employed with Sharp HealthCare in San Diego. She recently received a promotion to Quality Improvement Specialist. Sharp Healthcare is a 2007 Malcolm Baldrige National Quality Award Recipient, which is the nation’s highest Presidential honor for quality and organizational performance excellence.

Silvia Castro (BS, 2004) is a Therapist at Cedars Sinai Medical Centers in the Rehabilitation Unit.

Julissa Centeno (BS, 2004) is a Senior Business Analyst for Washington Mutual and a student in the Accelerated MBA Program, University of Phoenix.

Michael Fanselau (MS, 2000) is the Area Director of Human Resources within the territory of Northern California (Sacramento, Modesto, San Leandro), Seattle, and Denver. He works for Kindred Healthcare-in the Long Term Acute Division and he also recently received his Senior Professional in Human Resources Certificate.

Sandra Franklin (BS, 2005) is a Compliance Analyst at Metlife Investors and is currently a graduate student in MBA/HRM at the University of Phoenix. She will be graduating in this upcoming August.

Leanne Gassaway (MS, 2006) is currently the Western Region State Affairs Director for America’s Health Insurance Plan. Prior to coming to AHIP, she was the Government Affairs Director for CIGNA Corporation. She also served as Vice President of Legal and Regulatory Affairs for the California Association of Health Plans.

Rosalia Gonzalez (BS, 2005) is a Patient Liaison for Long Beach Memorial Emergency Department and enrolled at CSULB MSCHA Accelerated Program.

Carissa Reyes Green (BS, 2002) is Director of Health and Wellness Strategies, Pacific Region, for United Healthcare.

Eric Haden (B.S. 1998) is the Chief Network and Compliance Officer for Inland Empire Health Plan.

Memi Ham (BS, 1998) is an I.S. Manager at HealthSmart MSO.

Antonio K. Labuasas, Jr (BS, 1999) is a Regional Corporate Compliance Officer, based at West Anaheim Medical Center, serving Prime Healthcare Services’ Orange County Market Hospitals, West Anaheim Medical Center, La Palma Intercommunity Hospital, and Huntington Beach Hospital.

David T. Le (BS, 2006) is a Deployment Analyst, HealthConnect, for Kaiser Permanente.

Joe Miller (MS, 2000) was promoted to Administrator of a 128 bed Skilled Nursing Facility in Phoenix, Arizona. He is currently a member of the board of directors for the Arizona Association of Homes and Housing for the Aging.

Diana Ngo (BS, 2007) is a Marketing Coordinator for Greater Newport Physicians Group.

Veronica Orrick (MS, 2000) is a Contract Manager at United HealthCare and she is also a board member of Speech and Language Development Center in Buena Park.

Diana Patterson (formerly Diana Porral) (BS, 2003) is a Senior Administrative Analyst in the Patient Relations Department at UC Irvine Medical Center. She is also a graduate student in the Master of Public Health Program at UCLA. She will be graduating this upcoming June.


La’Keisha T. Phillips (MS, 2005) is a Chief Operating Officer/Director of Client Services for EmpowerCare a non-medical homecare and Geriatric Care Management Company.

Bruce Plannette (MS, 2001) was recently promoted to the position of Senior Project Manager for the continental US, Hawaii and Australia for TriTech Software Systems, in San Diego, CA.

Leslie Soriano (BS, 2002) is Marketing Manager, West Coast Clinical Trials.

Anne Tamayo (BS, 2007) is Human Resources Coordinator at Anaheim General Hospital.

Chandra Marie Winslow (BS, 2001) is a Junior High School Educator and is currently pursuing a Master’s Degree in Public Policy and Administration from CSULB.
The Beginnings of Healthcare Administration at CSULB

Robert E. Tumelty, professor emeritus of health care administration and Founding Director, HCA Program

On April 28, 2000, the Health Care Administration Program celebrated its 25th anniversary with more than 100 alumni, students, faculty and friends attending an evening program at The Pointe. The 25th anniversary count-down was derived from the fact that during the period 1970-1973, the School of Business Administration offered a certificate program in health care management, which was discontinued by administration action (1973). I forget just exactly the means by which we added another five years, but it was done in a positive spirit. I was the keynote speaker, at the celebration and gave a history of founding of the program.

The beginnings I cite here began when I joined the campus in 1974, coming from the University of California, San Francisco. My initial assignment was to coordinate the various health-related academic programs and clinics of the university, and, in part to resurrect the health care management function of the campus. I am a World War II combat medic, graduate of the University of the Pacific (1949), and University of California, Berkeley, School of Public Health, (MPH 1952) and (DrPH 1969) in medical care organization. I had been a commissioned officer in the United States Public Health Service (1952-1958), and had worked on the development of dental service corporations with the organization which later became Delta Dental plans, prior to my doctoral work at Berkeley.

In 1974, I found that the campus was rich in course work relevant for a HCA program but needed a “center of effort.” With other tasks at hand, it was 1977 before I revived a certificate program in HCA, whose current requirements are as nearly alike as in the original.

By chance alone, a related development emerged which accelerated our campus effort in program development. A system-wide entity came into being, the now defunct Consortium of the California State University, a system-wide effort based in the system’s Chancellor’s office and designed to help campuses “fast track” badly needed programs that lacked conceptual and fiscal support. I was appointed as Chairman of the CSU Consortium Program Committee in Health Care Administration, and operated a statewide academic department in that field. I had a broad vantage point, and had access to resources from both the CSU Chancellor’s office and cooperating campuses. Quickly, my statewide committee overhauled the undergraduate program in HCA, and subsequently developed a graduate program for statewide dissemination, as the then 20 campuses elected. The Consortium support was a most crucial aspect, for we had both resources, and technical know-how, and could start programs without using campus resources, in fact, we could “prove-out” demand for a program, and actually return funds to the campus, for their unrestricted use.

Acknowledgment
We would like to offer our special thanks to Dinah Tomas for her contribution to this newsletter.
The Beginnings of Healthcare Administration at CSULB (Cont.)

A number of events quickly came into being. 1980: CSU Fullerton discontinued its Consortium BS in HCA and asked CSU Long Beach to accept its enrolled students. By using a blend of Consortium and CSULB on-campus courses, a BS program was offered. This put us in the undergraduate game. 1984: The Consortium Master of Science in HCA was approved, and CSULB elected to offer the degree. We were in the graduate game. 1984-1986: appropriate committees at CSULB programmed both an undergraduate and graduate HCA program on the academic calendar to “serve the management needs of the health care industry,” essentially, a campus master plan for HCA. 1987-1990: This was period of integration and expansion. The undergraduate program was integrated onto campus from the Consortium, then the graduate program, and in the interim, three faculty members were recruited making a total of four. Both degree offerings were favorably reviewed by external review and accrediting bodies. 1990-1991. Harold R. Hunter ably took over program direction, and I retired the following year, in 1992. I continue to serve on the Advisory Board to the Program, and delight in the progress I observe.

A great number of most positive things have strengthened and lent maturity to the HCA Program subsequent to my retirement in 1992. These vital actions will be addressed by those who have contributed to these developments. I must remark, that from the very beginning, the things that were abiding motivation was the support from our health care organizations. Coupled with this was the profound interest of the students in furthering their careers in order to better serve their organizations, let alone their professional development. Community and student support were consistent forces which took me through the challenging days of program development.

International Exchange 2007

From October 8-10, 2007 the College of Business Administration hosted a visiting delegation of Chinese pharmaceutical agency regulatory executives to the campus and surrounding community. The Health Care Administration Program hosted part of the campus visit to inform the visitors about health management training in the United States, for which HCA Student Michael Ma and Dr. Victor Wang of the Professional Studies Department provided translation. Dean Ron Vogel of the College of Health and Human Services spoke to the officials at lunch about various CHHS programs and extended an invitation to consider developing future collaborative educational experiences. The delegation also visited the Veterans Administration Long Beach Health System, where HCA alum and Advisory Board member Amy Canter (MSHCA, 2005), Business Manager for Pharmacy Services, facilitated a meeting and discussion with VA hospital and pharmacy service leaders. (L-R) Dr. Janice Frates, Dean Ron Vogel, and Dr. Tony Sinay, Program Director during the gift exchange.

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Health care administration is one of the most important and exciting areas of business and public policy. California State University Long Beach is one of just nine universities in the nation with both fully accredited graduate and undergraduate health administration programs. The graduate program is accredited by the Commission on Accreditation for Health Management Education (CAHME) and the undergraduate program is a fully certified member of the Association of University Programs in Health Administration (AUPHA).

The CSULB Health Care Administration Program faculty includes both academic scholars and industry executives from leading Southern California organizations. We also have an active student chapter of the American College of Health Care Executives, and a dynamic and involved advisory board whose members represent many of the leading health care organizations in Southern California.