The health care industry is a rewarding field with great opportunities for growth and success. This health care field is thriving 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. Just as the health care industry is expanding and creating more opportunities, our Health Care Administration Department is growing even faster. Up until 2007, our department typically welcomed approximately 5 undergraduate transfer students from junior colleges each semester. I am proud to announce that this fall 2013; the HCA department is welcoming a record number of 81 new undergraduate transfer students as well as 30 traditional and 35 accelerated new graduate students. This success belongs to 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. This success is also attributed to HCA graduates and Alumni, who have been performing admirably in health care facilities and making significant improvements to the quality of health care. Sources such as LinkedIn and Online Forums give us the opportunity to hear and read about the wonderful accomplishments of our Alumni, who are making strides in the corporate world and occupying powerful administrative and managerial positions.

I am delighted 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. Please get involved in our HCA Alumni Network and contribute physically and financially to this organization. You will have the opportunity to pay it forward by providing support for the new graduates of our programs. Your experience is invaluable and this is a great network for mentoring the recent graduates and potentially hiring them to work for your organizations. 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
Chair

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The Healthcare Administration Student Forum
By Arthur Casillas

YES. There are ways to get involved that are worthwhile! The Healthcare Administration Student Forum (HCASF) is the leadership development branch of California State University Long Beach’s (CSULB) Healthcare Administration Program. To be specific, HCASF is a student-run organization that is a representation of the Healthcare Administration (HCA) students on CSULB campus.

HCASF is a long-standing tradition at CSULB. Students enjoy benefits of being members of the club by having access to networking opportunities through guest speakers that are invited to speak at monthly general meetings for the HCA student body. Among other benefits is the opportunity to become involved with the community and other organizations.

The HCA Student Forum has quickly grown into a premier place for directors, CEO’s, and healthcare professionals to reach out to students with wisdom, opportunities and advice. A few of the individuals and their organizations that have graciously participated in speaking at events this year include:
Carlos Golibart, Director of Compliance for UnitedHealthcare Medicare & Retirement
Jim Rice, Vice President of Facilities & Operations at Hoag Hospital
Arnie Bok, HR Recruiter for Molina Healthcare
Diana Hendel, CEO Long Beach Memorial Medical Center, Miller Children’s Hospital, and Community Hospital Long Beach
Stephen Abad, Workflow Consultant for Kaiser Permanente and Past Healthcare Administration Alumni Network President
Ediz Tufekcioglu, Managing Partner for Evet Solutions

Of course, reaching out to speakers is not exclusively what HCASF does. The 2012-2013 Leadership Team has adopted the mission of “Providing an environment of professional, academic, and social growth for its members.” A few events that were planned for the year were of the following:

1. The Healthcare Administration Student Debate: 3 crash-courses in debate techniques over a 2 month period. Six students participated in a debate competition based on the Affordable Care Act. Their topic: “The Affordable Care Act (ACA) will lower national GDP spending on healthcare per year.” Congratulations to students Taylor Brodie, Jasmine Wong, and Kelley Bowen for great arguments and receipt of the $1,000 scholarship.

2. Alumni/Student Mixers: Throughout the year HCASF has partnered with their sister organization HCAAN, the Healthcare Administration Alumni Network, to provide the best possible professional and social development networking opportunities for students and alumni.

3. Miller Children’s Hospital Toy Drive: In festive spirit of the holiday season, HCASF and HCAAN partnered together to take in toys to donate in kind-heart to Miller Children’s Hospital located in Long Beach, California. Over 200 toys were donated.

4. Ronald McDonald House Charities “Walk for Kids”: To give back to the community and follow along with the bylaws of HCASF as a philanthropic the HCASF participated in the Ronald McDonald House Charities “Walk for Kids”. As a team we helped raise over $3,000.
HCASF operates on a one year term for the executive board. The new HCASF executive team has already been elected. As the 2013 spring academic year comes to a close so does the term for the HCASF executive board of 2012-2013. The leadership team had this comment to close with:

“It is important the Healthcare Administration Student Forum represent the ‘Student Forum’ part of it. We are held accountable by our constituency. Ask for more, change tomorrow, be successful now. We thank all of the faculty, students, and professionals that have helped us along the way.”

Arthur (AJ) Casillas, HCASF President 2012-2013

**HCASF Incoming Board Members**

**Antonio Perez, President**

Antonio Perez (Tony) transferred to CSULB from LBCC fall 2012; he will be starting his senior year this coming fall and plans to graduate in the spring 2014. Tony plans to make the HCASF a place where students can gather together to learn about Health Care Administration and also have the opportunity to begin networking with professionals as well as with other students in the field.

**Jasmine Wong, Vice President**

Jasmine Wong was recently elected to the position of Vice President for the CSULB Health Care Administration Student Forum. Her goals for the organization are to establish a mentoring program where students can work with younger or new students and strengthen the relationship between the alumni CSULB Health Care administration forum.

**Taylor Nyeholt, Secretary**

**Naveen Manimaran, Treasurer**

**Shivali Chaurushia, Community Outreach Coordinator**

**Ryan Jackson, Public Relations**

**Sandra Allen, HCASF Liaison**

**Valerie Silva, Event Coordinator**

**Julius Tejero, Membership Coordinator**

**Donna Estrella Baluyot, Fundraising Coordinator**

**2013-2014 Board Members**
Alumni Association President
Deborah Ludke

Debbie Ludke, HCAAN President and Administrative Officer of Advanced Fellowships & Professional Development at the VHA Office of Academic Affiliations

“It has been a true pleasure to work with the HCA Student Forum this past academic year! One of the top priorities this year for the HCA Alumni Network (HCAAN) was for alumni to attend monthly Student Forum meetings with the intent of better understanding the needs of HCA students and building relationships between alumni and students. Due to these enhanced relationships and understanding of student needs, HCAAN actively sought ways to assist students by pairing alumni mentors with student mentees, serving as speakers for Student Forum meetings, volunteering as judges for the Student Forum debate on health care reform, and providing practical career advice on an ongoing basis. What an amazing and rewarding experience this has been! HCAAN congratulates all graduating seniors and welcomes you to our alumni family! We look forward to working with you to continue providing assistance to HCA students as well as networking with one another, re-connecting with former classmates, sharing job experiences and career opportunities, and assisting the local health care community!”

Debbie Ludke has worked tirelessly to coordinate with HCASF this year and her team is to be commended for all of the work they put into the CSULB campus from a professional standpoint as alumni. She will be stepping down as President for HCAAN as of the 2013 year and a new leadership team will take her place.

CSULB Places Second in 2013 Health Administration College Bowl Competition
By Dr. Janice Frates

Each year students from the graduate health administration programs in the Southern California area participate in an academic competition sponsored by Health Care Executives of Southern California, the regional chapter of the American College of Health Care Executives. On April 26, 2013, CSULB competed against 7 teams in a case study competition at California State University, San Bernardino. First prize went to USC, the CSULB team placed second and UCLA placed third.

All of the teams were given 2 weeks to analyze and prepare a presentation on a highly complex case involving an agreement for a management consulting firm to operate and potentially acquire a financially distressed nonprofit hospital serving a low and moderate income community. Coached by Health Care Administration Department Chair Tony Sinay and Assistant Professor Brenda Freshman, the CSULB team members, all of whom work at least part time, drew on a variety of training and experience as they worked under the tight time frame to conduct the analysis and prepare their presentation.
Members of the CSULB team were: Chris Steward and Andrea Wong, who both work for Kaiser Permanente; Philip Koovakada, who is pursuing a joint master’s degree in Health Care Administration and Nursing; and alternate Caitlin Rentler, who is working as an intern for Molina Healthcare, Inc.

Pictured from left to right: Philip Koovakada, Caitlin Rentler, Andrea Wong, Chris Steward

Accelerated Program Information

The accelerated MSHCA program will welcome our 10th cohort in the fall of 2013. This was the largest application pool to date with 70 applicants and 35 students accepted! We continue to recruit high caliber students to join this unique program. Students take two courses every ten weeks, one on-line course and one in-person Saturday class. We will begin recruiting for cohort XI, January 2014.

Each year the GPA’s of incoming students continue to climb, the average GPA is 3.22. On average students have eleven years of experience in the health care field when applying to the accelerated program. Females make up 62% of the accelerated students and the average age is thirty-five.

We have a 54% acceptance rate of qualified applicants meeting the GPA, work experience and overall criteria. This resulted in a matriculation rate greater than 97% for those offered admission to the program. Below is a glimpse of the make-up of the accelerated students.

<table>
<thead>
<tr>
<th>Degree Progress Cohorts 1 -9</th>
<th>Undergraduate Degree</th>
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<tbody>
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<td>Completed the program</td>
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<tr>
<td>Dropped out</td>
<td>Business Administration</td>
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<td>Liberal Arts</td>
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<td>Currently Enrolled</td>
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Gisselle Quintana Amini (BSHCA 2003) drew on her HCA and pre-nursing studies at CSULB and her bilingual skills when she established a legal practice specializing in working with Spanish speaking families of children with disabilities to obtain needed care, benefits and educational services.

Amini Legal Service is a “pro se” clinic that offers legal document preparation services for the California courts to clients who represent themselves without a lawyer in a court proceeding in such matters as conservatorships, adoptions, and guardianships. During law school and while studying for the California Bar Exam, Gisselle obtained extensive experience preparing court documents at various firms. She learned to understand the complexity of the legal process, the need for efficient document preparation, and the need for integrity, truth and justice within the legal profession.

Gisselle is a fully licensed California Attorney, fluent in both Spanish and English, and even offers services to the Farsi-speaking (Iranian) community. All documents, albeit done for the purpose of assisting “in pro per” individuals and families, are thus at all times supervised by a California licensed attorney. If clients subsequently decide they prefer to be represented by an attorney, Gisselle can quickly step in to satisfy such request.

After graduating from CSULB, Gisselle worked as an interpreter at Long Beach Memorial Medical Center and Children’s Hospital of Orange County’s Neurology and Epilepsy Center with Spanish speaking families whose children had serious and life threatening illnesses and disabilities. These conditions included leukemia, spina bifida, autism, epilepsy, cerebral palsy, muscular dystrophy, mental retardation, developmental delays and other types of neurological disorders.

These experiences made Gisselle extremely passionate about disabled children’s rights and services, which led to a career transition from health care to legal advocate. To realize that passion, Gisselle obtained her J.D. degree from Trinity Law School in 2008 and completed internships with the Justice in Education project and the Health Care Advocacy Center, Legal Aid of Orange County.

Gisselle believes that the purpose of a law degree is to use it to advocate for those who have difficulty expressing their needs - whether due to limited English proficiency, limited financial resources, or the complex and potentially overwhelming challenges of a family member with a severe disability. By focusing her practice on special needs children, Gisselle has not only applied lessons learned in her undergraduate marketing course - 1) find a need and fill it; and 2) offer a unique value proposition; but she is also making her living helping people for whom she cares deeply.
Alumni and Professor Collaborate on Long-Term Care Textbook

One of the most rewarding things about university teaching is working with former students as colleagues. Dr. Janice Frates is enjoying such an opportunity as the co-author of a chapter on marketing long term care facilities and services with Susie Akoubian Mix (BSHCA 2000, MBA 2006) for a textbook on long term care facility management written by Rebecca Perley (MSHCA, 2002). Both are licensed California Nursing Home Administrators with experience in skilled nursing facility (SNF) management who now operate their own businesses and serve or have served on the HCA Executive Faculty.

In 2008, Dr. Frates asked both Rebecca and Susie to revise and update the course HCA 439/539 Management Challenges in Long Term Care to emphasize long term care facility management, and Susie taught the course in 2009. Rebecca has taught the course since 2010, as well as other HCA courses in management and human resources. As the resident faculty expert on long term care, Rebecca frequently guest lectures on topics such as the history of long term care, current state and national trends and the positive impact of culture change on the quality of life of nursing home residents. Susie hopes to teach again when her children (ages 5, 3 and 18 months) are a little older. Meantime, she enjoys serving as an intern preceptor and resource for students interested in careers in long term care and occasionally guest lecturing at her alma mater.

Rebecca Perley is owner and CEO of AIT Exam Prep, a nationwide company that prepares Administrators-in-Training to take the California and national nursing home administrator licensure exams. The company uses in-person and distance learning classes and instructive materials to facilitate the educational process. AIT Exam Prep students learn every aspect of nursing home practice including the California/federal regulatory requirements. The students also learn how the actions of staff, physicians and family members can enhance the quality of life of residents.

Since 2007, Susie Mix has provided managed care contract consulting and negotiations for a variety of long term care facilities as well as physician practices, home health agencies and other ancillary service organizations. She also serves as a consultant for the California Association of Health Facilities (CAHF), the statewide trade association for long term care facilities. Her firm, Mix Solutions, Inc. has grown to 5 employees and is positioned for significant future growth with the transition of over a million dually eligible Medicare and Medi-Cal beneficiaries to managed care health plans.
Faculty Accomplishments

Dr. Henry O’Lawrence was named the Most Valuable Professor by Van Nguyen, the 2013 Outstanding graduate for the College of Health and Human Services. Dr. O’Lawrence also has a new book coming out soon, “The Historical Critique of Career & Technical Education in California from 1900-2000 and the Status of California Community Colleges in the 21st Century”. The book explores issues related to the postsecondary system in creating a stable workforce and preparing our students to be competitive in a global economy.

The Greater Long Beach Community Needs Assessment Survey

Dr. Tony Sinay, Dr. Veronica Acosta-Deprez, Natalie Whitehouse-Capuano and graduate student Caitlin Rentler, along with four major non-profit hospitals in the city of Long Beach; Community Hospital of Long Beach, Long Beach Memorial Medical Center including Miller Children’s Hospital and St. Mary Medical Center came together in a community partnership to address the health needs of greater Long Beach and conducted the greater Long Beach Community Needs Assessment (LBCNA) survey along with key informant survey for 2012.

The study found asthma, obesity, mental health, diabetes and arthritis to be top five health priorities in greater Long Beach. About 14% of the survey respondents needed medical care but did not receive it. Further investigation showed that lack of health, dental and vision coverage are major barriers to care along with lack of information about where to get care and transportation to services. Most needed health care services are family physician/primary care and behavioral health, specialty care, along with dental care and prescription drugs. Major social issues identified in the study are: lack of exercise, poor nutrition, lack of insurance and affordable health care, air pollution and drug and alcohol programs. Lastly, the study revealed the top five most needed health related services are: transportation, CalFresh (food stamp), before and after school program, counseling and assisted living.
In Memoriam - Christopher Ung

Christopher Ung, who received dual Bachelor’s degrees in Health Care Administration and Communication Studies from CSULB in 2012, died suddenly of cardiac arrest on January 19, 2013; he was just 23-years-old.

Chris worked on campus in the copier center and the Isabel Patterson Child Care Center. He was a member of the HCA Student Forum and a very active member of the Cambodian community both on campus and in Long Beach - serving as President of the Cambodian Student Society and a member of the Khmer Student Coalition, Cambodian Coordinating Council and Cambodia Town Inc.

Dr. Tony Sinay, the Chair of Health Care Administration (HCA) Department, said that Christopher Ung was one of many young HCA majors in this Department, but he stood out with his energy, dedication and his kind manners. Chris was very dedicated to the HCA Student Forum and served as an officer. Dr. Sinay said that Chris completed his internship at St. Mary Medical Center in Long Beach spring 2012 and began to work at Easy Choice Health Plan in September. His internship preceptor and supervisor both had high praise for him.

Chris had worked Easy Choice Health Plan since Sept 2012 as a QI data analyst. Chief Information Officer, Koh Kerdsi stated, “Chris was a bright and fast learner. He always tried to find a way to improve the process for better performance and quality. I am so sorry to hear about Chris’s death. He was so young and was just beginning his career. We will definitely miss him. Chris and his family will always be in our prayers and thoughts”.

Ardel Guillams Avelino, Administrative Director of Quality at St. Mary Medical Center stated, “Chris was an outstanding and promising young man who exemplified himself as a mature and sophisticated individual. He presented to the hospital site prepared to execute his internship duties with great enthusiasm, pride and professional integrity. His contribution to St. Mary’s quality department was insurmountable. He created and directed a patient satisfaction video which we use to train nursing staff and is now shared by the corporation. Chris was a quick learner, an innovator and a kind spirit. He was very well liked by staff, peers and physicians. I am saddened by his loss, but proud of the legacy he leaves behind. To my great mentee-you will be missed”.

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