

## **Advisory Board Healthcare Management May 4, 2021**

The advisory meeting was attended by:

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Those members viewing the meeting via the recorded ZOOM at a later date:

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Report was given on the changes to the program and the method of presentation over the past year. The committee met via ZOOM that exemplified the biggest change to the program. The students are now served using a combination of internet classes, ZOOM meetings and site visits. The ZOOM portion has been extremely popular and very efficient for both the instructor and the student. The students get better access to the instructor and the road time has been greatly reduced.

### **Highlights of 2020-2021**

- Increased Use of ZOOM into the online field
- MNSCU remains at total credits of the program 60.

### **Program Changes**

- Currently no new classes have been added
- Revisions, material added or changed
  - Corporate Compliance  
Emphasize the Red Flags Rule regarding identity theft.  
*Addition of the Test Essentials of Health Care Compliance* by Shelly C. Safian. The reason for the addition of this text is to cover issues that might be missed with the old class material that was strictly from my research. I am still using that material but adding the text.
  - Healthcare Industry Trends  
This class represents the rapid changes in the healthcare industry.  
Additions to this course this year was the expansion on the Affordable Care Act and Infectious Disease.

Past Information that was addressed in Trends.

- There is a strong emphasis on coding and appropriate coding in the healthcare industry. The program is to emphasize the need for accuracy in all aspects of healthcare documentation.
- Some policy changes regard the use of cell phones from the risk management perspective. Social media sites can be both beneficial to the organizations and a risk to security and viral infections. The

challenge is how to integrate the opportunities social media brings into the marketing mix of the facilities.

### **Marketing the Program**

The college has increased the marketing of this program through their recruiters and new college website.

### **Enrollment**

The number of students enrolling in the program has increased significantly over the years. New students coming into the field have been from areas within and outside of Minnesota. A large number of students waiting to enter the nursing or radiology technology program have taken this program to increase their marketability. The Healthcare Management field is one of the fastest growing markets in the United States. With the aging population the need for managers within the healthcare industry has increased.

### **New Information**

SMSU in Marshall Minnesota will be starting a new BS Degree in Healthcare Management. Minnesota West's A.S. will articulate into that degree.

Recommendations from the Committee:

In the Trends course: new issues hospitals of high priority include: Meaningful Use/EMRs and Patient Safety Initiatives. These two suggestions will be added to the course.

Dr. Debra L. Munsterman  
Professor of Healthcare Management

Minutes Respectfully Submitted by,

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Computerized Small Business Management Instructor  
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