

**MEDICAL ASSISTANT ADVISORY BOARD MEETING
WEDNESDAY, NOVEMBER 12, 2019 – 3:00 PM
MINNESOTA WEST – LUVERNE EDUCATIONAL CENTER
ROOM 208**

MINUTES

Members Present: Dawn Anderson, CMA – Graduate, SWMHHS; Laurie Jensen, Director of Operations, Sanford Luverne Clinic; Judy Fenske, Public Member; Britney Hoffman, CMA – Graduate, Pipestone Family Clinic; Stacey Hennen, Clinical Director, Midwest ENT; Lisa Smith, RN/BSN – MA Program Director/Instructor; Jackie Otkin, RN/MS, Dean of Allied Health Programs

Members Unable To Attend: Dr. Kathleen Savio, Pipestone Family Clinic; Scott Ault, Workforce Consultant/Avera, Laurie Ellefson, CMA – Graduate; Kylie Turner, RN/BSN – Clinical Supervisor Sanford Worthington Clinic; Gail Wokson-Kruger, CMA – Graduate, Pipestone Family Clinic; Jill Arp – Luverne Resource Specialist; Rita Miller, Ed.D., MLS(ASCP) – MnWest Lab Instructor; Elaina Nichols, MS, RHIA – HIT Program Director/Instructor; Karlie Christensen, Current Student

WELCOME/INTRODUCTIONS

Lisa Smith called the meeting to order and members were introduced. New members welcomed were Britney Hoffman and Stacey Hennen. The new medical director for the program is Dr. Kathleen Savio, Pipestone Family Clinic who was unable to attend due to a need at the clinic.

LAST YEAR'S MINUTES

Minutes from the November 2018 MA Advisory Board Meeting were reviewed. Dawn Anderson made a motion to approve the minutes. Judy Fenske seconded the motion. Motion carried.

COLLEGE & CENTER UPDATES/MARKETING

Jackie Otkin, Dean of Allied Health Programs gave college-wide updates. She spoke about the new branch of the Dental Assistant program that is now located at the Luverne Center, the edition of up-to-date equipment for the Rad. Tech program, and new programs that have been approved – OT assistant and PT assistant. Start dates for these programs will be awhile due to all of the requirements that must be met first. Jackie also informed the group that we continue to increase offerings of Intro to Health Careers & Nursing Assistant Courses for high school students. Laurie Jensen asked about x-ray operator's certification, and Jackie reported that customized training is going to be offering this. Laurie stated that smaller clinics sometimes want their MA's to have this skill and credential.

Jill Arp, Resource Specialist for the Luverne Center, was unable to attend but shared information in a handout about center events. When fall semester started, Getting Connected Week was held to welcome students. Nineteen local businesses participated, and students worked in groups on a Photo Scavenger Hunt around town. Medical Assistant Appreciation Week was celebrated the 3rd week of October with a potluck. “Scrubs Camp” was held October 22 with 125 area high school students attending to learn about allied health programs and participate in hands-on activities. Students participated in the Luverne Community Trunk or Treat event for Halloween

Marketing efforts were discussed, including the annual “Scrubs Camp”, career fairs, speaking in high school classrooms, traditional media and social media. The point was made that social media presence can be extremely important for prospective students. Discussion was held about the role of wage hindering students who may otherwise consider the MA career, and all agreed advocating for increasing wages is important. The Board also continues to agree that marketing should highlight positive aspects of the jobs available (diverse set of skills, hours, benefits, etc.). The continuing need to educate the general public about what a medical assistant is and can do was also discussed again, and the Board was reminded to submit ideas for marketing at any time.

MA PROGRAM BUDGET REVIEW

The Board reviewed the current budget for the MA Program. Beginning budget was \$3500, and the balance is \$1618. Lisa discussed fees that have been paid, indicating that there should be adequate funds to cover the remainder of this year’s needs of supplies and travel. She also reported that equipment funds to update computers in the MA lab exam rooms have been approved. Jackie gave the Board some insight on how the budgets are determined based on comparisons to other MA programs throughout the state, and how state funding is involved.

CAREER TRENDS/CURRENT HEALTH CARE ISSUES

Lisa reminded the Board about the value of the AAMA website for information and verifying the credential of employees or prospective employees. Certification continues to be essential for many aspects of practice. Members from industry reported they continue to need MA’s and have difficulty finding them. Lisa shared current wage information from the MN Department of Employment & Economic Development and the 2018 CMA (AAAMA) Compensation and Benefits Report.

ENROLLMENT

Lisa reported there are a total of 12 students in the MA major, with 5 new applicants so far starting in January. Seven are on track to graduate in 2020, and 10 could potentially graduate in 2021.

CURRICULUM

There have been no curriculum changes in the program since the last meeting (Nov. 2018). Scores on the 2019 graduate's CMA exam will come in the Spring, and we will then analyze them to see if the curriculum changes made to the office portion of the program helped to improve scores in that area. 100% of the 2019 graduates did pass the exam.

Board members reviewed the current curriculum and compared it to the Content Outline for the CMA (AAMA) Exam, and to the Medical Assisting Education Review Board's (MAERB) required cognitive, psychomotor and affective competencies. Additional topics the Board suggested be included and stressed within the current curriculum included "medical home and quality indicators" and "computer security". There were no other suggestions or recommendations from the board.

MEDICAL ASSISTANT EDUCATION REVIEW BOARD (MAERB)/ACCREDITATION

Lisa reported that the Annual Report had been completed by the 10/120/19 deadline, and all 5-year outcome thresholds continue to be met.

Lisa also reminded the Board that MAERB has changed the way students will be grouped to track outcomes. Instead of tracking job placement, graduate satisfaction & employer satisfaction by cohort (date of entry into the program), they now require tracking those outcomes by graduating class. Retention is now the only outcome tracked by cohort. This year's Annual Report reflects that.

PRACTICUM SITES

Practicum sites used summer 2019 were: Avera Dawley Farm Clinic – Sioux Falls, Sanford Luverne Clinic, Sanford Brandon Clinic, Sanford Endocrinology Clinic – Sioux Falls, Dakota Dermatology and Mayo Clinic of Mankato.

Lisa shared that she expects to need approximately 7 practicum sites for summer 2020. Students are located in the Luverne, Sioux Falls, Rock Rapids, Franklin & Montevideo areas.

ASSESSMENT

Each year, outcomes assessment data must be provided to both the college and MAERB (Medical Assistant Education Review Board). Certain thresholds are required by CAAHEP (The Commission on Accreditation of Allied Health Education Programs) to maintain accreditation status, and at least one outcome must be published where the

general public can see it. Lisa continues to publish all outcomes on the Faculty Page of the MA Program listing on the Minnesota West website.

Minnesota West currently meets all required thresholds over the 5 yr. average. Some of the values below (Job Placement, Grad Survey, Employer Survey) are only for 2018 grads due to the changes in the way these are now being tracked.

A copy of the Annual Report Form was provided to the Board, and the outcomes are as follows:

Retention/Graduation – 64% (MAERB threshold – 60%) – 5 yr.

Job Placement – 100% 2019 grads (MAERB threshold – 60%)

Graduate Survey Results - 40% participation 2018 grads (MAERB threshold –30%)

100% satisfaction 2018 grads (MAERB threshold – 80%)

Employer Survey Results–66.7% participation 2018 grads (MAERB threshold30%)

100% satisfaction 2018 grads (MAERB threshold – 80%)

CMA Exam Participation – 95.7% (MAERB threshold – 30%)

CMA Exam Pass – 84.1% (MAERB threshold – 60%)

Lisa addressed the low retention rate for the 2018 cohort (50%) and the very low exam pass rate for the 2018 graduates (40% for 5 students), highlighting some possible factors. This will be monitored, and efforts have already been targeted to these areas. The exam pass rate for the 2019 graduates is back to 100%, as was 2017.

SUPPLY/EQUIPMENT NEEDS

The group was given the opportunity to view the MA labs and current supplies and equipment.

ADVISORY BOARD SURVEY

The Board members completed the confidential Advisory Board Survey. The survey will also be sent to those members who were unable to attend the meeting.

NEXT MEETING

Committee members were thanked for their participation and encouraged to provide input and feedback throughout the year. The meeting was adjourned with the next meeting planned for fall 2020.