

University of Wyoming
Board of Trustees' Academic and Student Affairs Committee

Notice of Intent

Date: 9/17/20

Bachelors of Applied Sciences, BAS
With a Concentration in Health Services Administration

Context and Rationale:

For over a decade, the University of Wyoming has had the Bachelors of Applied Sciences with a concentration in Organizational Leadership. That program has grown significantly and is now one of UW's largest online degree programs with more than 100 majors. Given that the program is only open to students who already have an associate's degree (since it is designed to stack on top of applied two-year degrees), and thus only has juniors and seniors in it, the student numbers are especially strong. The core idea behind the BAS degree is to help persons who already have an associate's degree build on that and advance further in their chosen field. In May of 2020, the UW Board of Trustees voted to move the administrative home of the BAS with a concentration in Organizational Leadership to UW-Casper. In exploring additional possible areas of concentration for the BAS, the dean of UW-Casper met with the dean of the College of Health Sciences and formed a small working group with the dean of the School of Pharmacy and the director of the Master's in Science in Health Services Administration. That group, also drawing on the expertise of the Interim Director of the BAS, developed a draft curriculum and gathered data as to likely student and employment demand. With that as background, UW-Casper, in collaboration with the School of Pharmacy and the College of Health Sciences, presents the following Notice of Intent that outlines the design, curriculum, delivery, and rationale for a BAS with a concentration in Health Services Administration.

The proposed program is designed to build on an associate's degree in a healthcare field by, first, incorporating a suite of five courses drawn from the School of Pharmacy's Master of Science in Health Services Administration. Those courses, amounting to 14 credit hours, will go through the course change process so they can be cross-listed at the 4000/5000 levels. Second, the core components of the BAS in Organizational Leadership are retained so that students become better prepared to assume supervisory and other leadership roles in an organization. By having the

program as a BAS, community college coursework in a more applied setting can still be accepted for credit.

According to the Bureau of Labor Statistics (BLS), “Employment of medical and health services managers is projected to grow 32 percent from 2019 to 2029, much faster than the average for all occupations.” Pay in the field is also significant, with the BLS reporting median pay as \$100,980 per year (2019 data). Bachelor’s degrees are the typical entry-level education in the field.

Curricular Description

A subset of courses in the currently existing Health Service Administration master’s program will be made available for listing at the 4000 course level. An initial course focuses on the evolution of the American healthcare system in order to provide an historical background for the other materials. There is a course on leadership in healthcare settings, one on regulatory issues, an overview of healthcare quality and performance measurement along with a review of quality improvement strategies used in health service settings, and a course that helps students understand the economic constructs of health and illness and how those are used in assessing treatment modalities. The courses thus cumulatively provide a broad yet sophisticated introduction to the history, economics, regulation, use of quality and performance measures and analysis, and leadership, in healthcare settings. It is expected that some graduates from this program will continue on to the master’s program the coursework is drawn from. Since the courses in the proposed BAS concentration span the various areas of focus in the master’s degree, students would enter with two courses already completed.

Student Demand and Projected Enrollment

UW-Casper staff gathered and analyzed data about the number of Wyoming community college graduates in the health services field. Unsurprisingly, the numbers are significant. In 2018, 88 persons earned an associates in health (or allied health) sciences, another 214 earned an associate’s in nursing, and 49 earned a degree in radiologic science. There are other health areas, such as medical laboratory technician and respiratory care that, when added together, contribute dozens more graduates. These are strong numbers to build on, since a likely trajectory for students entering this proposed concentration in the BAS are those who earn a two year degree in a clinical setting and who want to further their career, yet are uninterested in further clinical study. Gray Associates data also was gathered and analyzed. The student demand numbers are strong, although it also showed that this is a competitive market, since a number of regional institutions offer a bachelor’s in healthcare administration. The flexibility of a BAS degree, however, will help make this proposed concentration stand out in the marketplace.

UW-Casper and the School of Pharmacy estimate that the program will begin with only 10-15 students in its first year, but will grow quickly after that. The Western Governors University recently began a bachelor’s in healthcare administration. In 2017, the first year it graduated students, 23 earned a degree. The next year it graduated 170 students. While we do not expect a

similar growth profile, we expect the program will soon grow to over 40 students in that concentration.

Timeline

All of the coursework in the program already exists. The one curricular piece to be addressed is, as mentioned above, moving five courses in the Health Service Administration master's program through the Curriculum Committee for authorization to cross-list at the 4000 and 5000 levels. Upon receiving the necessary approvals within UW, the director of the Health Services Administration Program will oversee those change requests.

In the spring 2021 term, advising check sheets will need to be finalized, and marketing efforts will commence once final approval is received.

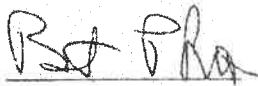
Other Necessary Approvals

Beyond UW approvals, there are no additional pieces, such as specialized accreditation or licensure considerations.

Alignment with University Mission

The proposed Bachelors of Applied Science with a concentration in Health Services Administration aligns closely with the University's mission. Healthcare services are an important part of Wyoming's economy, especially in the Casper community. By helping to train the next generation of health service administrators, the program fits UW's mission to promote economic and community development. The program will be online and largely asynchronous, and thus is readily accessible to people across the state (and beyond). The core health service administration courses are based on rigorous scholarship and the application of knowledge, which are also parts of the University's mission.

Sincerely,



Brent Pickett

Dean, UW-Casper



Kem Krueger

Dean, School of Pharmacy

Proposed New Concentration in Health Services Administration
For the Bachelors in Applied Sciences

The following four courses, amounting to 14 credit hours, are all required in the proposed new concentration.

PHCY 4050, Evolution of the American Healthcare System (2 credit hours)

Course Description: This course explores the predictable response to a crisis in health care that has led to a paradigm change in the way health services are delivered. The professionalization of health care over the past century, and the development of the modern hospital over the past half century. The implications of computerized health information, and the trend toward empowerment of patients through the democratization of health services.

PHCY 4141, Introduction to Health Economics and Outcomes (3 credit hours)

Course Description: This course considers the role of the range of outcomes used by clinicians and health care systems in assessing treatment modalities. The framework for conducting and assessing outcomes research will be emphasized.

PHCY 4241, Biopharmaceutical Regulation (3 credit hours)

This course considers the role of regulatory agencies that prescribe conduct in the healthcare industries and professions, focusing on the Food and Drug Administration. The functioning of other agencies, such as the federal Drug Enforcement Administration, state boards of pharmacy and state departments of health are also considered. *Prerequisite:* Completion or concurrent enrollment in PHCY 5040.

PHCY 4341, Introduction to Healthcare Quality (3 credit hours)

This course will provide an overview of healthcare quality and performance measurement. It will also provide a review of quality improvement strategies used in various healthcare settings.

PHCY 4441, Introduction to Health Institution Leadership (3 credit hours)

Introduction to Health Institution Leadership is a three-semester hour course designed to provide development of the health institution leader through analysis of theory and application to practice by extensive use of case studies and models. Organizational, team and individual dimensions of leadership are examined. Leadership for optimization of human and other resources as well as effective use of data analytics are explored.