Expected Outcome 1: Professional Health Care Administrator

Students will identify as a professional Health Care Administrator and demonstrate knowledge, skills, attitudes, and values that are consistent with expectations for the professional health care workplace environment and program graduates. This includes 3 core competency areas (communications, knowledge and skills, and professionalism) identified by the Association of University of Programs in Health Administration.

Assessment Method, Brief Description:
Internship pre and post field placement evaluation. This comprehensive evaluation is completed by the internship preceptor of the Health Services Administration program intern both at the start of the student’s internship (pre-evaluation) and again upon completion of the internship (post-evaluation).

Assessment Method, Full Description:
As part of the curriculum to complete the B.S. degree students are required to complete a 360 hour internship at a health care related facility under the direct supervision of a health care administrator who serves as the student’s preceptor. The supervising administrator completes an internship evaluation form (See Appendix A for full instrument) at the beginning of the students’ internship and then again at the completion of the students’ internship. The evaluation instrument assesses 3 core competency areas expected to be mastered and improved upon by the student during their internship process. The evaluation instrument is a 15 item instrument that measure each of the 3 core competency areas (communications, knowledge and skills, and professionalism) identified by the Association of University of Programs in Health Administration (Accrediting body for Health Administration programs). Internship supervisors are asked to rank student’s knowledge and competency level on a scale from 1 to 5 with higher scores indicating optimal performance (specifically: 1= unacceptable, 2= poor, 3= average, 4=good, and 5= excellent.

Findings:
For the academic year 2013/2014 there were a total of 28 students completing internships, all of who were evaluated utilizing the programs pre and post internship evaluation form and method. For evaluated areas of communications, knowledge and skills, and professionalism the individual pre and post evaluations are as follows:
The overall mean for the pre-internship evaluation addressing professional communications was 4. The overall mean for the post-internship evaluation in this area was 4.7; indicating that students demonstrated an above expected level of performance with regard to professional communication.

Knowledge and skills the overall mean for the pre-internship evaluation was 4, and the post-internship evaluation was 4.8; also indicating that students demonstrated an above expected level of performance with regard to knowledge and skills related to health care administration within a variety of health care settings and institutions. In terms of professionalism, the overall mean for the pre-internship evaluation was 4.2, and the post-internship evaluation mean was 5; indicating that students demonstrated the ability to act as a professional and successfully interact with administrative and managerial personnel.

A closer examination of the post-internship evaluation results revealed highest performance in the areas of the use of non-verbal communication, dependability, understanding of organizational goals, professional ethics and maturity level. Further examination of the results revealed the lowest scores for the post-internship evaluation were in the area of the productive use of time. Internship site visits and follow-up interviews also revealed an emerging lack of business skills related to the use of big data and associated analytical knowledge.

The findings of the 2013-2014 pre and post internship evaluations were used to identify areas of growth and weakness in our health services administration curriculum. This data was discussed at our faculty annual retreat and Advisory Council meeting (July 2014). Faculty and the program Advisory Council
brainstormed ways to improve upon the curriculum content and professional development of the students to better prepare them for the internship environment and experience. While evaluation content is infused throughout the health services administration curriculum, the most concentrated area for communication, skills and knowledge and professionalism fall within the program core content classes of HADM 3000, 4000, 4880 and 4950. Faculty who regularly teach in each of these identified courses will continue to refine their course curriculums and add supplemental materials designed to enhance student knowledge and experience. In addition the HADM program will pilot both an Electronic Health Record class and a Health Care Analytics class to address the issues brought forward in the internship site visits and follow-up interviews. We will monitor the impact of this curriculum enhancement by utilizing the upcoming assessment data for AY 2014/2015.

Any Additional Comments?

The HADM program is planning to move to a cohort system in Fall 2015. One of the advantages of this move will be the streamlining operationalization of course offerings and curriculum.
Expected Outcome 2: Employment

Upon the successful completion of the HADM program 70 percent of Health Services Administration students will secure active employment within the healthcare field or will be engaged in furthering their college education (i.e. graduate school). (Outcome objective identified by the Association of University of Programs in Health Administration (AUPHA) 2012 reaccreditation report).

Assessment Method, Brief Description:

Twelve month post graduation job placement survey. This survey is designed to assess the job placement rate of Health Services Administration program graduates and is a seminal assessment measure and tool in meeting AUPHA program reaccreditation criteria.

Assessment Method, Full Description:

As part of program reaccreditation requirements following the successful completion of the HADM curriculum and graduation from Auburn University, all program graduates are surveyed 12 months after the date of their graduation (i.e. January 2013 graduates were surveyed in January 2014, May 2013 graduates were surveyed in May 2014 etc.). Graduates surveyed are sent an email (See Appendix B) 3 months after they successfully complete the Health Services Administration program along with an attached survey form (See Appendix C). The survey recipients are asked to complete the attached survey and email it back to the HADM program. Surveyed program graduates are given 14 days to respond to the first email. After 14 days, if the new program graduate fails to respond to the first email request, a second email is sent to the graduate containing the exact same information as the first email survey request. The surveyed graduate is then given another 14 days to respond to the second email survey. If the second email to the program graduate fails to solicit a response, the HADM program Director conducts a telephone survey of all email survey non-respondents to collect the information requested in the attached survey that was originally emailed to the program graduate. Time and dates of the telephone survey can vary, but the majority of the telephone surveys are conducted on Sunday evenings from 6:00 pm CST to 8:00 pm CST within 5-6 weeks of the first emailed survey to the HADM program graduate.

Survey respondents are asked to provide information across four basic areas. The first area consist of general contact and demographic information (address, non-AU email, gender, etc.). The second area asks for graduate school or additional degree information. The third area related to current employment. The fourth area asks respondents what areas they feel the program did a good job in preparing them for their careers/graduate school and areas in the program that they feel need improvement.

Findings:

A total of 43 graduates of the HADM program successfully completed the HADM curriculum and graduated from Auburn University during the following semesters: May 2013; August 2013; December 2013. All of the students who graduated from the HADM program during the aforementioned semesters were emailed a job placement survey. Of the 43 people surveyed 37 completed either completed the email survey or the telephone survey; providing a 86 percent response rate:
Of the 37 completed surveys, 5 (15%) of the new program graduated indicated that they were attending or had been accepted into graduate school and/or were furthering their education. Thirty (81%) of the survey respondents indicated that they were gainfully employed and had secured jobs within the health care field. Two of the survey respondents indicated that they were unemployed. Final results of the completed surveys for AY 2013 indicated that the HADM program had a 94 percent job placement/graduate school acceptance rate for program graduates within 12 months of graduating from the Health Services Administration program. Indicating an HADM job placement level which exceeded program and accrediting body expectations.

A closer examination of the survey results continues to reveal an increased rate of employment for program graduates in the areas of health care information technology, long term care, and non-clinical facilities such as insurance companies, medical consulting, and sales. Survey results also pointed toward a downward trend in employment within the hospital sector among program survey respondents and a consistent rate of around (20%) of new program graduates entering graduate school within 12 months of graduation; a trend which has roughly remained unchanged since 2008. Further analysis and discussion in regards to the 2 employed individuals seem to indicate a lack of interest in employment within the healthcare sector and inadequate/inappropriate advising in regards to the HADM major.

Assessment Method, Use of Findings for Improvement:

The findings of the 2013/2014 job placement surveys were used to identify areas of employment growth within the health care job sector and to assess the overall HADM program performance and curriculum in adequately preparing program graduates to enter into the health administration workforce and/or graduate school. This data was discussed at the faculty strategic planning retreat in May 2014. HADM faculty examined the emerging trends within the health care sector job market and solicited additional input from the program’s Advisory Council at the annual meeting in July 2014.

Advisory Council members indicated at the 2014 annual meeting that the HADM program continues to do an outstanding job in preparing graduates for the current health care job market. The Council also suggested that the program add additional classes in big data management and health care analytics to keep abreast of emerging trends.

We will continue to monitor employment trends within the field of health care administration.

Any Additional Comments?
Performance Pre-and Post Evaluation Form  
Appendix A

**Instructions:**  
Evaluate interns on a scale of 1 to 5 based on their level of performance in the following areas. Preceptors are encouraged to complete this pre-evaluation form within the first two weeks of the internship.

**Rating Scale:**  
5 - Excellent, Above Expectations  
4 - Good, Above Average, but at Expected Level  
3 - Average, Meets Minimum Level of Competency, but Below Expected Level  
2 - Poor, Does Not Meet Required Competency and Is Below Expected Level  
1 - Unacceptable, No Level of Competency, or No Desire to Improve  

**At the beginning of the internship, how well did the intern:**

<table>
<thead>
<tr>
<th>At the beginning of the internship, how well did the intern:</th>
<th>1</th>
<th>2</th>
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<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Exhibit professional values and ethics</td>
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<td>Work effectively with others</td>
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<td>Learn from mistakes</td>
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<tr>
<td>Develop, organize, synthesize, and articulate ideas and information</td>
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<td>Listen, comprehend, and respond to the ideas and thoughts of others</td>
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<td>Speak clearly before individuals and groups in formal and informal settings</td>
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<td>Write clearly and effectively</td>
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<td>Recognize and use non-verbal forms of communication</td>
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<td>Show willingness to accept criticism</td>
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<td>Work independently</td>
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<td>Show reliability</td>
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<td>Act in a resourceful and thorough manner</td>
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<td>Manage his or her time productively</td>
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<td>Understand the organizational goals and mission</td>
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<td>Display his or her maturity level</td>
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</table>

**Additional Comments or Clarification:**

Name of Intern: ________________________________________________________  
Name of Preceptor: _____________________________________________________  
Signature: ______________________________________________________________  
Date: __________________________________________________________________

Thank you for your time and support of the Health Services Administration Program at Auburn University. Please fax to 334.844.5348 (Attention: Jenny Bynum).
Appendix B
Alumni Survey Email

Greetings Alums!

It’s time to complete the One-Year Alumni Survey for the Health Services Administration Program. As you may already know, we survey our alums 90 days and one year after graduation. This information helps the HA Program gauge the current job market as well as provides valuable information utilized during reaccreditation of the program. Please take a few minutes to complete and return the attached survey by May 10, 2014. You are welcome to email the completed survey or fax it to 334-844-5348, Attention: Jenny Bynum, HADM Administrative Assistant.

We look forward to hearing from each of you. Thank you for your time and attention to this important matter.

War Eagle!

Rene McEldowney, PhD
Program Director
Health Services Administration
Nuffield Research Fellow
Auburn University
(334)844-6199
mceldrp@auburn.edu
Appendix C
Auburn University
Health Services Administration
Alumni Survey

Date: ____________________________________________________________

Name: ____________________________________________________________

(Last) (Middle/Maiden) (First)

Gender: ____________________________________________________________

Ethnicity: __________________________________________________________

Current Home Address____________________________________________________

City: ______________________ State: ______________________ Zip Code: __________

Current Email: ______________________________________________________

Phone: _____________________________________________________________

Month/Year of Graduation: ______________________________________________

Are you currently pursuing an additional degree?  Yes______  No_______

If yes, what degree are you pursuing? ______________________________________

Where are you attending school? _____________________________________________

Since graduation have you obtained a graduate degree?  Yes _____  No ______

If yes, what degree did you earn? ____________________________________________

Where did you attend graduate school? _________________________________________

Current Employer: _______________________________________________________

Current Job Title/Position: _________________________________________________

Previous Employers and Positions Held:
________________________________________________________________________
________________________________________________________________________

What area of the program do you feel helped to prepare you for your current position?

What areas of the program do you feel are in need of improvement, updating, or enhancement?

*I am aware and agree to allow my information to be shared with The Auburn University Health Administration Alumni Organization for the purposes of maintaining current information and to allow the alumni organization to contact me via email or postal.

*I agree ☐ YES ☐ NO