

HAPPY HALLOWEEN!!

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JHAWK *forecast*

The Jayhawk Healthcare Administrators Working for Kansas student organization promotes leadership, marketability, relationships, and knowledge for students pursuing a career in health services administration through personal and professional development activities.

HP&M Students Finish Among Nation's Best

Three students representing the Health Policy & Management (HP&M) program made a strong showing at the 11th Annual Everett V. Fox Student Case Competition held in Baltimore, MD from October 10—13, 2006.

This competition, hosted by the National Association of Health Services Executives (NAHSE) conference, charges first and second-year minority graduate students with applying their creativity, knowledge, and experience in analyzing the real and diverse issues facing a health care organization.

Three weeks prior to the competition, each team was given the same task: As analysts for a major hospital system in a highly competitive market, create a strategic, operating, financial, and marketing plan for a new facility in a growing section of the market.

Fifteen teams, representing the finest schools in the country, furiously prepared their recommendations and arrived in Baltimore with equal amounts of anxiety, curiosity, and determination.

Each team presented their recommendations to a collection of judges, all of whom were practicing administrators across a variety of health care organizations. Scores were based on presentation style, appearance of slides/handouts, depth of recommendations, and the ability to defend the recommendations.

The HP&M team, consisting of Suma Gaddam, Margaret Smith, and Nicholas Tejada, battled their way to the finals of the competition. Although not able to finish in the top three, the team was

able to make a statement regarding the quality of the HP&M program and its students.

Perhaps more importantly, each student was able to use knowledge from the classroom and apply it in a practical, demanding environment.

Said Margaret Smith, "Preparing for the case competition was a lot of work but the experience was worth the effort. I learned a tremendous amount and was able to integrate much of the information I learned throughout the program into one case analysis and presentation.

Nicholas Tejada added, "I cannot begin to express the learning process that occurred during the last three weeks. Moreover, it was a wonderful opportunity to meet many of the brightest and most promising students in the country."

Students in the HP&M program are highly encouraged to participate in this challenging and rewarding competition. Suma, Margaret, and Nicholas are committed to mentor and assist HP&M teams as they prepare for future

competitions.

Special thanks goes to individuals who provided guidance to the HP&M team including Dr. Michael Grasso, Dr. Robert Lee, Dr. Mary Zimmerman, Jerry Rutherford, Bob Page, Robert Olm-Shipman '02, Doug Smith '96, Kwaja Floyd '06, Paula Roychaudhuri '05, and many, many others.



Suma Gaddam, Nicholas Tejada, and Margaret Smith relaxed and posed for a picture at the closing reception of the conference.

JHAWK Gives Back to the Community

by T. Paul Rohrer, Jr.

Braving near freezing temperatures members of JHAWK collaborated with Physical Therapy students to help a disadvantaged family in the Rosedale neighborhood in Kansas City, Kansas. Fortunately, however, the volunteers were rewarded with a warm, sunny day in the afternoon.

In association with the Christmas in October event held throughout Kansas City, this effort was coordinated through the Department of Alumni and Community Relations at the University of Kansas Medical Center (KUMC). Teams from KUMC assisted a total of twelve families throughout the Rosedale community. The JHAWK group was responsible for helping a family whose primary earner has battled kidney disease for quite some time and requires frequent dialysis.



JHAWK volunteers take a break from their hard

The JHAWK team quickly found out that yard work equaled hard work. Volunteers trimmed hedges, reclaimed the entire yard, removed large tree stumps, and cleared debris from a decrepit aboveground pool. Not the least of which included battling ferocious grape vines, which claimed their heritage as a part of the old vineyards at Sauer Castle.

When finished, the homeowners and the neighbors could not believe it was the same house. Needless to say, they were extremely grateful.

Even though the work was physically exerting, everyone came away with a euphoric feeling. Despite mid-term exams on the horizon and a Saturday morning being sacrificed, all involved walked away knowing that they touched someone's life in a very positive way. Said Paul Rohrer '08, JHAWK Team Captain, "Such volunteer work provides a perspective how fortunate we really are and how trivial our problems actually are."

JHAWK volunteers included Paul Rohrer, Jessica Hagen, Chase Finnell, Jennifer Winsky, Margaret Dyck, Amanda Knight, Nicole Ladesich, as well as the students from the Physical Therapy program. Please contact Mary Anne Booth, mbooth@kumc.edu, at the Alumni/Community Relations Department with KUMC for more information on Christmas in October events.

ALUMNI HAPPY HOUR

The Health Policy & Management Alumni Association is planning a KU Watch Party/Alumni happy hour on November 2, 2006. All alumni, faculty, and students are invited to attend.

What: KU Watch Party / HP&M Alumni Association Happy Hour

When: Thursday, November 2, 2006 at 6:30 p.m. until ???

Where: Tanner's Downtown, 10th and Broadway

Who: Alumni, faculty, students, friends of the program

Why: 'Cause it's a lot more fun than standing around at 75th Street Brewery having forced conversation about the state of healthcare.

HFMA Conference Provides Students with Networking Opportunities

by Amanda Knight

On September 17, 2006 the Healthcare Financial Management Association (HFMA) hosted a Healthcare Finance Fall Conference in Kansas City. Among the speakers was Dr. William O. Cleverly, author of the textbook used in HP&M 825, Financial Concepts in Health Services Management.

Dr. Cleverly's presentation focused on ways to improve Medicare profitability in acute-care hospitals. Other speaker-topics during the three day conference included the current legislative and regulatory environment, payment management, and strategic capital planning, just to name a few.

The conference and trade-show offered students a great opportunity for real-world knowledge and networking. For example, Jim Bloom, a first year student in the program, said he greatly enjoyed talking 'golf' with Dr.

Cleverly. Also present at the event was Katie Welter '04, an MHSA alumnus of the KUMC HP&M program. Katie is currently an Associate Vice President at B.E. Smith, a healthcare executive search firm. In this role, she uses her understanding of health systems, finance, and marketing to recruit management professionals for large medical systems, mid-size acute-care settings, and critical access hospitals.



From left to right — Margaret Dyck, Dr. William O. Cleverly, Dr. Michael Grasso, Paul Rohrer, Amanda Knight

Katie's advice to current students is to network and to be open to new opportunities, "It is a small world and connections with anyone can have an impact on you further down the road. Any employer will look for someone who can not only motivate and lead others, but who can also accept changes that impact their role in an organization."

Kansas Hospital Association Conference Update

by Jennifer Winsky, JHAWK Outreach Officer

The Kansas Hospital Association's annual conference and trade show in November, *Orchestrating a Culture of Care*, will play host to an exciting array of guest speakers, hospital and health services administrators from all over Kansas, and YOU!

By volunteering your time during the conference, November 14-16, in Topeka, HP&M students will have the opportunity to hear from exciting and informative speakers on a range of topics from quality to customer service to digital medicine.

In addition to volunteering during the conference, students will also have a booth in the trade show showcasing the MHSA program at KUMC. This conference presents an excellent opportunity to meet and network with leaders of healthcare organizations from all over the state of Kansas. At the 2005 KHA conference, for example, HP&M students had personal meetings with more than 20 healthcare executives within the state of Kansas. These included



CEO's, COO's, CPO's, CFO's, and Director's from a variety of health care settings.

For students whom are nurses, CE's are available for two of the speakers on Wednesday, November 15th. Please see the KHA site for more information.

If interested in volunteering, please email, Jennifer Winsky, at jwinsky@kumc.edu. In addition, please plan on attending the JHAWK open meeting on November 6 for additional information.

Volunteers can work in partial shifts, so availability for the entire conference is not necessary. If you have questions about the conference, please visit the KHA website, <http://www.kha-net.org>, or contact Jennifer.

Please consider taking advantage of this great opportunity the Kansas Hospital Association has offered to our program!

JHAWK 1ST YEAR LIAISON

Ryan Schauer has been appointed by the JHAWK Executive Board as the liaison to the first-year students in the Health Policy & Management program.

In this role, it will be Ryan's duty to provide the JHAWK Executive Board with updates regarding the issues, concerns, or questions that may exist among first-year students.

As many of you are most likely aware, the JHAWK Executive Board will host an open forum meeting on November 6, 2006 at 7 p.m. in the Calkins Student Center Conference Room.

We would greatly appreciate it if you would inform Ryan in advance of any items that you would like discussed or addressed during the meeting.

-The JHAWK Executive Board

Winning Healthcare Essay = \$3,100 + Free Trip to ACHE Congress + Fame



American College of Healthcare Executives
for leaders who care®

Each year, the American College of Healthcare Executives (ACHE) conducts a national essay contest that invites all

ACHE Student Associates (<http://www.ache.org/APPS/StuMem.cfm>) to discuss and analyze relevant topics in the health care environment. This may include health management topics as strategic planning and policy; accountability of and/or relationships among board, medical staff and executive management; financial management; human resources management; systems management; plant and facility management; comprehensive systems of services; quality assessment and assurance; professional, public, community or interorganization relations; governmental relations or regulation; marketing; education; research; or law and ethics.

Each program can submit only one student essay to ACHE to compete nationally. As a result, a panel of judges, led by Dr. Lee, will review all HP&M student essays and select a winner whose essay will be submitted to ACHE.

Nationally, there is a \$3,000 prize for the winner, \$2,000 for 2nd

place, and \$1,000 for third place. The winning school also receives \$1,000. In addition, all six national finalists will be invited to attend the ACHE Congress on Healthcare Leadership in New Orleans as guests of ACHE with transportation and accommodation expenses for two nights paid by ACHE.

The JHAWK student organization is pleased to offer an additional incentive. In partnership with the HP&M department, JHAWK is offering a \$100 prize for the HP&M student whose essay is selected to represent our program.

Please contact Nicholas Tejada, ntejeda@kumc.edu, if you have any questions regarding the competition or ACHE Student Associate membership. All essays should be submitted to Dr. Lee, lee2@kumc.edu, no later than November 28, 2006.

More details on the competition can be found at http://www.ache.org/Faculty_Students/student_essay.cfm.

HP&M Introduces New CHC Executive Fellowship Program

by Michael Grasso, Ph.D., Assistant Professor

Community Health Centers play an important role in our health care delivery system. They meet the medical needs for individuals who often times have no other place to turn for medical care. Federally Qualified Health Centers (FQHC's) are eligible to receive federal funds and act as safety-net clinics. The Federal government's plan to fund the expansion of these centers is a key part of their solution to meet the needs of the medically indigent patient. This also suggests a growing need to prepare individuals to manage these facilities. Currently, there are no cohesive programs available in the U.S. to do this.

HP&M was approached by the Greater Midwest Association of Primary Health Care (GMAPHC), and the Kansas Association for the Medically Underserved (KAMU) to develop a regional program for individuals aspiring to positions of executive directors and senior managers of Community Health Centers in Midwest regions five and seven. The states included in these two regions are Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin.

HP&M's new Community Health Center Executive Fellowship Program will provide education and skill development in key areas of management competency and executive leadership to individuals currently working in CHCs. In addition to assisting

existing health centers with succession planning, the fellowship also provides management resources for new centers.

The CHC Executive Fellowship is a year-long, online program. The 19- student cohort began the program with a two day Kick-off session at the new conference center on the KU Edwards Campus in Overland Park, KS on Oct 11 – 13. The Kick-off session included guest speaker presentations; faculty presentations, fellowship group activities, and training in the online Angel course management system.

After the Kick-off session, the students will participate in six, 5-week online learning modules over the next year. The students will reassemble back on campus in September, 2007 to present their Capstone projects and participate in a graduation ceremony. At that time, they will receive their certificate as Health Center Executive Fellows.



The inaugural CHC Executive Fellowship Program participants

The program modules cover the spectrum of community health center management. The modules include: The Health Care System; Health Center Management and Leadership; Finance and Reimbursement for Community Health Centers; Human Resource Management; Planning and Outcomes Analysis; and Clinic-based Information Systems. Visit the program web site at <http://www.chcexecfellow.com>.

HP&M Celebrates 2nd Annual Alumni Education Conference

by Michael Grasso, Ph.D., Assistant Professor

The Second Annual Fall Alumni Education Conference was held on Friday, October 13 in the Clendening Auditorium at KUMC. A mixed audience of HP&M alumni and students, as well as university and hospital professionals, enjoyed three presentations on various health care issues.

Rex Walk, President and CEO of Memorial Hospital in McPherson, KS, addressed rural health care leadership and the benefits of having a career in a rural location. Rex is also the ACHE regent for Kansas and he discussed some of the plans and changes in ACHE's approach to regional activities.

The second speaker was John Grace, President of The Aging Research Institute in Topeka, KS. John spoke about the aging population and health care policy in the United States.

Megan Ingmire, Director of Communications for the Kansas Health Policy Authority, completed the presentations. Megan spoke on recent initiatives of the Health Policy Authority chaired by former HP&M faculty member Dr. Marci Nielsen.

Following the conference, the a large group of conference attendees enjoyed a social hour at a local establishment. Similar to the conference as a whole, this social hour proved to be a success as students and alumni were able to meet each other in a relaxed and fun environment.

Please contact Dr. Michael Grasso, mgrasso@kumc.edu, if you would like to more information on future Alumni events or if you would like to become an active member of the HP&M Alumni Association.

Odds and Ends from Recent JHAWK Events

- Clockwise from top:
- 1) Night out at Jay-Walkers
 - 2) Kauffman Stadium scoreboard welcomes the HP&M students
 - 3) Preparing for the Christmas in October event
 - 4) Joel Worthington celebrates a Relish victory in the Ketchup/Mustard/Relish race
 - 5) Posing for a picture at a Royals Tailgate



QUICK FACTS: Healthcare Trivia

- 1) Who has replaced David Brailer as the National Healthcare Information Technology Coordinator?
- 2) What is the fastest-growing medical specialty in the country? (Boston Globe)
- 3) Spending for biopharmaceuticals accounts for what % of health insurers current costs? (Health Affairs)
- 4) Adverse drug reactions cause how many ER visits each year? (JAMA)

Answers: 1. Robert M. Kolodner, M.D.
2. Hospitalist, 3. 1%, 4. 700,000

Upcoming Events

JHAWK Open Forum: November 6

Starting this November, and every quarter thereafter, the JHAWK executive board will host a meeting open to all students in the HP&M program, including non-JHAWK members.

This meeting is designed to provide an opportunity to learn more about planned and potential JHAWK activities. In addition, it is an open forum for students to discuss any ideas, questions, or concerns that may exist regarding our organization or program. To our recollection, this will be the first time that such a meeting is held. As such, we believe it is a chance to truly improve our student organization as well as our graduate school experience.

The meeting will be held Monday, November 6, 2006 at 7 p.m. in the Calkins Student Center Conference Room. This is the conference room on the ground floor of Orr-Major. Food will be provided.

Please RSVP by November 3, 2006 to info@jayhawkhealth.com to ensure that enough food is ordered. We hope to see you there!

Accreditation Visit: November 1-3

From November 1 - 3, the Health Policy and Management (HP&M) program will be going through its accreditation visit. The accrediting body is the Commission on Accreditation of Healthcare Management Education (CAHME).

The three-person accrediting team will perform a thorough review of all aspects of the HP&M program: its administration, funding, curriculum, and students. One month ago, the faculty submitted a three-volume report to the accrediting body.

A formal written report will be provided to the department within two months and the faculty will have two weeks to respond to any questions, comments, or concerns. After this, a determination is made as to the accreditation status of the program. The CAHME board will set forth any conditions that need to be met, such as a progress report, or any specific other activity that needs development.