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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.

JHAWK Speakers Share Insights with Students

By Marty Baumbach and Dorothy Hughes

In December of 2007, JHAWK heard from Jeremy Armstrong, CEO of St. Luke Hospital in Marion, Kansas, and in February of 2008, KU Hospital CEO Bob Page shared his insights with students. Commentary on each presentation follows.

What do you suppose the odds are that you will become a CEO of a hospital within the first two years of graduation from KUMC? Jeremy Armstrong, 2003 Graduate of KUMC’s MHA program and CEO of St. Luke Hospital in Marion, KS says if you play your cards right they are pretty darn good!

Mr Armstrong agreed to participate in the third installment of the JHAWK Lecture Series and spoke to MHA program students and faculty on Thursday, December 6th, 2007. A cytotechnologist for eight years before obtaining his MHA, he shared some unique insights into just how to make the transition to executive manager as smoothly, and quickly, as possible.

His journey to executive management began with an effort to find a fellowship that would provide him with the experience he needed. He warned students not to be discouraged if fellowship coordinators indicate they are looking for “Ivy League only” or like to recruit from “USC and nowhere else.” Jeremy reminded us that these folks are simply looking for people that can do the job well. The health care management and lead-

ership skills you learn at KUMC are on par with any administration program in the world. It is simply up to you to convince any naysayers that you are capable of doing the job. In fact, your greatest asset soon becomes your experiences rather than the letters after your name. But how can one get their foot in the door? First, remember that your resume doesn’t get you a job, just an interview. Tailor each resume, you should have several, to showcase the knowledge, skills and abilities required by the job you are after and provide examples of outcomes that you played a part in. Second, you guessed it, the interview gets you the job! Be prepared to talk about those specific outcomes. If interviewers hear about your past accomplishments as they relate to actually getting things done, they are much more likely to assume you will continue to get things done! Warning: Don’t tout your experiences on a resume in an area that you aren’t prepared to specifically address in an interview!

Using these simple guidelines, Jeremy was selected for a one-year fellowship with Avera Health (www.avera.org). There he was able to immerse himself in various invaluable experiences that complimented his education and gave him the confidence to know he was more than capable of succeeding in this career field.

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JHAWK Speakers, continued

The fellowship culminated in his acceptance of a position as CEO at a small, critical access hospital in South Dakota. Soon he was experienced enough to begin looking for an opportunity closer to home.

Now Jeremy has been with St Luke Hospital in rural Kansas for almost two years. "Leadership is action, not position", says this rising star. His tip for remaining an effective leader? "Always ask yourself what you can accomplish for the organization."

Visit www.slhmarion.com to learn more about the \$1,000,000 in new equipment and the new strategic plan that has been implemented since Jeremy's arrival. Be sure to read the next issue of the *JHAWK Forecast* to view Mr. Armstrong's Top Ten List of important facts for future executives.

On Monday, February 18, Bob Page, CEO of KU Hospital, spoke to HP&M students about his management background, as well as the recent history of the hospital and affiliation agreements among the hospital, the KU School of Medicine, and KU Physicians, Inc.

Prior to his role as CEO, Page was the COO at KU Hospital, and before that, he was in management at BJC HealthCare in St. Louis, Missouri. He discussed briefly that he was involved in bringing BJC HealthCare together as an integrated health system.

Page shared with students that since the 1990s, KU Hospital has seen an amazing turn-around. Prior to 1998, the

hospital had been under the governance of the Kansas Board of Regents, which governs the state higher education system. In order to conduct daily business, hospital officials would have to confer with state bureaucrats, which was a slower process than what other hospitals—who report to a Board of Directors—experience.

After 1998, KU Hospital became a state authority and as such, became governed by a Board of Directors, similarly to the structure found in non-profit, community hospitals. At the time, the hospital only had ten days cash on hand. Over the next few years, then-CEO Irene Cumming led an impressive turn-around. Bob Page took over as CEO last year, in 2007, when Ms. Cumming stepped down and took a position with the University HealthSystem Consortium in Chicago.

Over the last approximately two years, KU Hospital has been engaged in affiliation negotiations with the KU School of Medicine and KU Physicians, Inc. The goal was to renegotiate the way funds flow among the entities—regarding the training of medical students and residents and also medical center research—and also align the three entities' strategic plans and physician recruiting efforts.

Page indicated he is pleased with how the negotiations have turned out. The process is essentially complete. The papers have been signed, he said, but now they've been "turned over to the lawyers." Once each entity's lawyers have given approval, negotiations will be officially complete.

Option for Student Business Cards

By Adam Keener

Thanks to superb investigatory skills of HP&M student Erica Kloehn, we have discovered an easy and painless way for HP&M students to get student business cards.

Rather than attempting to order cards through Printing Services here on the KUMC campus, I would instead suggest that you order your business cards online, through the University Career Center (UCC) on the Lawrence campus.

If you're interested, click on over to their website: <http://www2.ku.edu/~ucc/cgi-bin/studentcards.php>.

You can order and proofread your card design online. It's inexpensive and customizable with your degree program, anticipated graduation date,

e-mail address and up to two phone numbers. All card ordering is done online with a credit/debit card.

If you choose to order cards through UCC, be aware that it will take about two weeks for them to be printed and shipped, which is not unreasonable.

All HP&M student business cards will be sent from the Lawrence campus to me via intercampus mail. I will then send individual e-mails to let students know that their cards have arrived.

Attached is the proof of Erica's card, so you can see one sample de-

sign. The UCC information in the lower left-hand corner of the card is mandatory on all student business cards and can't be changed.

Let me know if you have questions about the process. And thanks Erica for investigating this!



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HP&M Departmental Updates

Study Abroad Experience Enters 18th Year

Mary K. Zimmerman, Professor of Health Policy and Management, shared her expertise of health care systems in other countries by again offering the Study Abroad course, "Health Care and Social Policies in Sweden and Finland," which is offered on-site in Stockholm, Sweden and surrounding areas and in Helsinki, Finland.

This course, which has been offered yearly since 1991, features site visits and lectures at key government agencies, medical clinics, health care and long-term care facilities, and social services organizations in both countries. Students meet with the officials and professionals who plan, monitor and deliver services, and develop an informed understanding of these two versions of the Nordic model of health and social care. More than 200 students have participated in this unique course since its inception.

New book authored

Mary K. Zimmerman, Professor of Health Policy and Management, has co-authored *Global Dimensions of Gender and Carework*, published by Stanford University Press in 2006. The book focuses on 4 crises in carework resulting from the increasing migration of careworkers such as nurses, nursing assistants and day care workers.

Placed in the context of the global economy, the book discusses and provides research examples to illustrate the impact of social policies and the changing race, class and gender relations as well as between paid and unpaid, public and private carework.

New Faculty Members Announced

The Department of Health Policy and Management at the University of Kansas Medical Center is proud to announce the addition of several new faculty members to our program:

Robert S. Bonney, MBA, MHA, JD, FACHE; Assistant Professor

Mr. Bonney is currently senior vice president for business development for the Saint Luke's Health System in Kansas City, Missouri. He has over 30 years of health care experience including serving simultaneously as a senior vice president of a multi-hospital system and the chief operating officer of the system's two largest hospitals and as the executive director of a 170,000-member managed care company.

Mr. Bonney holds masters' degrees in both business administration and health ser-

vices management from the University of Missouri – Columbia and a law degree, *summa cum laude*, from the Michigan State Law School (formerly Detroit College of Law). He is a prolific author and has held faculty positions at several universities including the University of Missouri – Columbia and the University of Kansas.

Mr. Bonney is board certified in health-care management and a Fellow of the American College of Healthcare Executives. He has been an American College of Healthcare Executives faculty member for 23 years, most recently teaching the ACHE course "Pay for Performance and Consumer-driven Health Care: Implications for Providers."

David E. Kingsley, PhD; Assistant Professor

Dr. Kingsley is President of GRI Research & Training and serves as a part time member of the HP&M faculty. Prior to forming his own research firm, Dr. Kingsley served as the Vice President for Research at the Partnership for Children in Kansas City, Missouri. In his capacity as a consultant to health-care organizations, he advises clients in the quantitative aspects of research, evaluation, and evidence-based practices.

Dr. Kingsley's primary research and evaluation focus is on programs designed to improve the health and well-being of adolescents. He is a statistical consultant to the staff at the National Research Institute at Girls & Boys Town, Nebraska. In that capacity, he has assisted the NRI with implementation of evidence based practices through application of a variety of statistical tools such as Cox Proportional Hazards Analysis. Articles reporting results of this research have been accepted in peer reviewed publications as well as for presentation at national conferences.

In addition to his other current projects, Dr. Kingsley is leading the evaluation component of a federally funded sex education program targeting adolescents in Kansas City, Kansas. He has also been a consultant on large survey projects for the University of Oklahoma, the Kauffman Foundation, and the Kansas City, Missouri Metropolitan Community Colleges.

Dr. Kingsley received his BA degree from San Diego State University, his MS degree from California State University at Los Angeles, and his PhD from Kansas State University. He received his training in survey research and psychometrics at the MESA Psychometric Lab at the University of Chicago.

In 1999, Kingsley was appointed to the Kansas State Board of Education, Math Standards Committee. From 1999 to 2003, he served as a member of the Connecting Services & Research advisory group, which was comprised of addiction program managers and researchers charged with assisting the State of Kansas Addiction & Prevention Services with implementation of the SAM-SHA-CSAT National Treatment Plan Initiative. He currently serves on the board of directors of several non-profit organizations.

Marilyn Kettering Murray, PhD, RN; Assistant Professor

Marilyn Kettering Murray is the founder and owner of SMBF, LLC, a healthcare consulting firm that specializes in management strategic planning, human resource management, organizational design/change, systems' analysis, and employee/labor relations.

Dr. Murray, a Chicago native, has a Bachelor of Science degree in Nursing from Loretto Heights College in Denver, Colorado and a Masters and Doctorate in Nursing Administration from the University of Kansas, with a minor in Human Resource Management from the School of Business. Her dissertation was on the impact of the image of nursing on adolescent career choices. Dr. Murray's research interests are: healthcare shortages and effective solutions for recruitment and retention, employee satisfaction analysis, and trends in healthcare unionization.

Dr. Murray has over 25 years of healthcare experience, both in academia and healthcare management, and is a past adjunct faculty member at the University of Missouri, Kansas City, Avila College and Webster University. Presently Murray is on the faculty at the University of Kansas School of Medicine in Health Policy and Management. Additionally, Dr. Murray is a well-known national speaker and author on employee relations and contemporary healthcare issues. Dr. Murray has contributed articles to *Nursing Management*, *Journal of Staff Development*, *Nursing Spectrum*, *MSA National Nursing Compensation Surveys*, and *The Journal of Nursing Administration*. In 2004 Murray was appointed to the review board for the *Voice of Nursing Leadership* and is a reviewer for AONE publications.

Dr. Murray is a member of the American Organization of Nurse Executives and American Society for Healthcare Human Resource Administration (ASHHRA).

What we've been up to! (Clockwise from top left.) Mike Wall, Vice President for Medical Development with KU Endowment, speaks to students about fundraising efforts for the Department of Health Policy and Management; Students gather for an end-of semester dinner at Rudy's (picture 1); Rudy's (picture 2); student Ayesha Mehdi in traditional dress on her winter break trip to Pakistan; Ayesha's daughter, Zaahra, riding a camel in Pakistan; Rudy's (picture 3).



Upcoming Events



March 10-13
2008 American College of Healthcare Executives Congress
(Chicago, Illinois)

March 17-23
Spring Break



April 1
Phil Buttell
Vice President of Business Development
Creighton University Medical Center



April 9
Kansas Insurance Commissioner
Sandy Praeger

April 27-May 4
Cover the Uninsured Week

May 2
Donna Bergeson, JD (more information to come)

May 8
Last Day of Classes

Praeger Speech

On April 9, Kansas Insurance Commissioner Sandy Praeger will speak to JHAWK members, MSA students, and other members of the KUMC community.

A special thanks goes to JHAWK board member Susan Brown for her hard work arranging this speaking engagement. Susan has been tireless in her efforts to coordinate the schedules of all involved.

Don't forget to vote in the 2008 JHAWK Board elections

Nominations to the Board will close on **Friday, February 29**

Voting by email ballot will close on **Friday, March 14**

Alumni:

Don't forget to check out the HP&M website from time to time. You can even update your own information through this website:

<http://www.kumc.edu/hpm/alumni.html>

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www.jayhawkhealth.com