

*Towson University Health Sciences
Department*

Health Care Management Program Newsletter



Greetings TU-HCMN Community

Welcome back to campus for the Fall 2021 semester! We are in a new, on-ground-and-in-the-classroom school year. The faculty and I are excited to be here with you, face-to-face (albeit masked), smiling eyes, and friendly voices (sometimes a bit muffled) as you are the key players in our Health Care Management (HCMN) family. Our enrollment numbers remain strong, with many promising opportunities that await you upon graduation. I urge you to take this time to think about your academic and career goals. Consider the clubs and other opportunities that the HCMN program offers. These include the Health Care Leadership Academy, the IHI Open School initiative, the American College of Health Care Administrators

(ACHCA) for future long-term care leaders, and the Upsilon Phi Delta National Honor Society for eligible students. Involvement in these organizations' activities are good resume boosters and solid investments as you launch the early phase of your career and professional development. Work hard and think big! That's what college is all about.

- Dr. H. Wayne Nelson, Interim HCMN Program Coordinator and Chair, Department of Health Sciences



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Featured Faculty

Susan Casciani



When did you join the HCMN team?

I was the TU HCMN Program Director from 2007-2012 and recently returned as a Lecturer for the program - I am thrilled to be back!

Where are you from? Where have you studied?

I am originally from Spencerport, NY, a suburb of Rochester and moved to Baltimore in 2003 as Director of Corporate Strategy at GBMC. I have almost 20 years of experience as a hospital administrator, specializing in planning and marketing. I have two graduate degrees, and worked on my doctorate in strategic management through the University at Buffalo.

Can you talk about the classes you teach?

Among my classes, HCMN 305 and HCMN 495 are my favorites. In 305, students are generally just joining the major and I love being able to see them start their journey and help them think about career paths. In 495, they are ready to make the move to the workforce and I enjoy being able to mentor them through the transition.

What do you want students to know about you?

I want students to know that professors are here to do more than just teach classes; we are here to help you on your path to success in whatever way possible. I want my students to share their experiences and challenges with me and know that I'll do my best to guide them.

Dr. Bo Yang



When did you join the HCMN team?

I joined the HCMN team in August 2021, but have been at Towson University since 2017.

Where are you from? Where have you studied?

I am originally from Seoul, South Korea. About 10 years ago, I came to Maryland to pursue the graduate degree in Nursing, starting with the Master's program at Towson University and then the PhD program at University of Maryland School of Nursing.

Can you talk about the classes you teach?

I teach HLTH 311: Chronic and Communicable Diseases and Allied HLTH 445: Research Methods in Interprofessional Health Studies. Health 311 is my favorite class given my clinical background as a nurse. In the class, basic epidemiologic principles, chronic and communicable disease preventions and management, and population at

risk are addressed using various theoretical frameworks. In AHLT 445, students learn about basic research methods, understand research articles, and analyze and synthesize the articles to find the evidence to be used to answer a formulated question. I enjoy helping students gain research knowledge and foster their critical thinking skills during class!

What do you want students to know about you?

I am an RN specialized in psychiatric mental health and also am a researcher addressing healthcare workforce issues in various healthcare settings. I like to help undergraduate students conduct their own research during summer or as an independent study. Feel free to contact me if you are interested! I can be easily reached by email, zoom, or face-to-face meeting and am open to any ideas or suggestions.

Two Views on Quality Management: TU Alum

Hope Fost, BS, MPH



What year did you graduate? What site did you complete your internship at?

I graduated Towson University in the Spring of 2016. My internship was at Gilchrist with their hospice compliance team.

Did you continue your education after you left Towson University, and if so, what type of degree did you get and why did you choose that type of training?

I earned my Master's in Public Health from the University of New England. I was interested in learning more about health from a sociological perspective. Working towards my MPH helped me to focus on the bigger societal picture of health and healthcare worldwide.

What is your current position title and what are your job responsibilities?

I am the Quality Project Manager Specialist at the National Hospice and Palliative Care Organization (NHPCO). My job is to build and manage projects related to NHPCO's quality initiatives and related projects. I support hospice and palliative care organizations in achieving and sustaining continuous quality improvement. I also manage NHPCO's pediatric initiatives and resources.

Where do you see yourself in the next 5 years?

I'm really excited about where I've been able to get in the past five years. In the next five years, I'd like to be seen as someone with expertise in healthcare quality improvement, and I know that's something that I'll have an opportunity to do thanks to my education and experience in the field. I'm also really excited to take on more managerial responsibilities in the next few years and even take the lead on some upcoming national projects. I've been lucky enough to work with some amazing managers, and so developing into a great manager myself is something I'm really excited about.

What advice do you have for current Towson University health care management students?

The best advice that I ever received and now I share with you is, "If you don't ask, the answer is no." If you have a dream, idea, suggestion, or even just an outlandish thought, you should always try your hardest to make something happen with it. You have to put yourself out there to find the resources you need to make your ideas come to life and become a success. You'll find champions and supporters along the way, but you have to be the one to put in the work. Make it happen!

Two Views on Quality Management: TU Alum

Erin Hudson, BS, MHA



What year did you graduate? What site did you complete your internship at?

I graduated in the Spring of 2015. I completed my internship at CareFirst BlueCross BlueShield in the Strategic Marketing department.

Did you continue your education after you left Towson University, and if so, what type of degree did you get and why did you choose that type of training.

Yes, I have received my Master's in Health Care Management from Stevenson University. I graduated in 2019 with the project management track. After working in the health care field for several years I knew I wanted to further my education in this area. There are so many opportunities, health care is constantly changing, and there is a wide array of opportunities in the administration arena. I had a love for detail and organization and figured the project management track would provide me with the tools and knowledge to be able to apply those skills in many aspects of my career. No matter what department one works in, there are always projects to be managed!

What is your current position title, and what are job responsibilities?

I am the Performance Improvement and Innovation Manager at GBMC. In my role, I help to onboard areas to our improvement approach, serve as a mentor for improvement throughout the entire organization, analyze data and outcomes, and assist in strategic planning for improvement initiatives. I have been in my current role for about 2 ½ years. I love my job because I get to interact with people in all 3 of the GBMC work systems (the hospital, physician practices, and Gilchrist). It has allowed me to network with people at all levels of the organization and I learn new things every day.

Where do you see yourself in the next 5 years?

Within the next 5 years I hope to attain my Project Management Professional certification and my Change Management certification. These are two marketable skillsets which are in high demand in health care. I hope to be overseeing some higher level projects. I also have an interest in the Population Health world, so perhaps working in a position that would allow me to be more exposed to that.

What advice do you have for current Towson University health care management students?

Remember that you are always working to make an impression. One should display professionalism at every moment. I also would say don't box yourself in to "what you think" you want to do in health care. During my time at Towson, I would have never thought I would end up doing Performance Improvement. There are so many opportunities in this field, be open to all of them! And network, network, network.

Upsilon Phi Delta Honor Society – Join Now!

Upsilon Phi Delta is the health administration honor society that is part of the Association of University Programs in Health Administration, a global network of colleges, universities, faculty, individuals and organizations dedicated to the improvement of health and healthcare delivery through excellence in healthcare management and policy education.

AUPHA's mission is to foster excellence and drive innovation in health management and policy education. It also promotes the value of university-based management education for leadership roles in the health sector. It is the only not-for-profit entity of its kind that works to improve the delivery of health services – and thus the health of citizens – throughout the world by educating professional managers.

The purpose of the Upsilon Phi Delta Honor Society is to further the professional competence and dedication of the individual members in the profession of health care management.

Members are selected on the basis of academic achievements, service to the community and/or contributions to the health care management profession. Members must have a minimum overall GPA of 3.25, with a minimum major GPA of 3.5 and 18 credits completed within the HCMN program.

If you meet these qualifications and are interested in becoming a member, please email a completed UPD application, which can be found on the HCMN program website, to Dr. Nelson at wnelson@towson.edu



Student Club Highlight: IHI Open School

It has been an exciting fall semester for the Towson University chapter of IHI Open School! On September 1, the chapter hosted a meet and greet. Isabella Drolet, who currently serves as the Undergraduate Lead, welcomed IHI Open School members, both new and old, to the event. The faculty advisors (Drs. Wendy Whitner, Marsha Davenport, and Randy Cochran) discussed the background of IHI and the history of the TU chapter; introduced the theme for the semester ("Quality Improvement during a Pandemic") and planned activities; and provided an overview of the quality improvement project. A small group of students began working with the faculty advisors on the project over the summer and are in the process of finalizing the storyboard, which will be submitted to the IHI Forum.

On Saturday, September 18, 2021, the chapter hosted a mini-retreat. At this event, the students and faculty advisors worked on the quality improvement project. They reviewed the case study, identified the key issues, and developed an aim statement. The students learned to use driver diagrams to identify primary and secondary drivers that contribute to achieving the project aim. Since the September 18th mini-retreat, the project team has held several Saturday work sessions to ensure project completion.

On Wednesday, October 13, 2021, the chapter invited speakers from the field of healthcare management to discuss career opportunities for students in the HCMN major. Brad Ensor (pictured), an alum of the Health Care Management Program at

Towson, shared information about his experiences in the internship and how they have prepared him for his career as an analyst at Mercy Medical Center. In addition to his work experiences, Brad is currently pursuing a master's degree in health administration at Johns Hopkins University.

The next IHI Open School event will be held on Saturday, November 6, 2021, from 10 am to 1 pm. All are welcome to attend.

For further information, please contact Dr. Wendy Whitner (wwhitner@towson.edu) or Dr. Randy Cochran (rcochran@towson.edu).



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