

Health Care Management Newsletter



**TOWSON
UNIVERSITY**

In This Issue:

- Message from the program director
- Luncheon with Harbor Hospital's President
- Healthcare Law Dinner Meeting
- Long-Term Care Outlook in the Eyes of the Experts
- Interview with an Intern
- Summer course offerings
- Important dates to remember
- Faculty spotlight
- Helpful resources



Summer is around the corner, and both faculty and students are excited about our graduates entering the workforce. This year, 45% of our graduates received job offers before they graduated. Our program was also recertified by AUPHA for a full six years, and we continue to see strong enrollment growth. This has been a banner year for student extracurricular engagement. Students were challenged by

Greetings Health Care Management Students!

playing the Friday Night at the ER simulation game, which fully exposed them to the complexities of managing departments and the implications of their decisions. Field trips and the Microsoft Excel Skills workshops boosted student confidence and enhanced skill sets. The program has grown significantly in the last three years and we continue to work on maintaining quality in our curriculum to keep pace with the constant changes in the health care environment.

As the program grows,

so does the challenge of matching students to optimally rewarding internship sites. This process is very complex and requires significant pre-work from both the prospective interns and involved faculty. However, this would also not have been possible without the constant support of our preceptors in accepting our interns and true dedication from our internship coordinator and faculty supervisors.

I want to thank members of our advisory board in helping us enhance the quality of the program. I also

thank our faculty members – tenured, clinical and adjunct who went above and beyond – in and outside the class room. In addition, I would like to thank our students who have provided us with several inputs to enhance their experience and learning. We would like to hear from you – whether you move to another city, get a new job or get promoted. Please join the Towson Alumni LinkedIn group (details later in this newsletter) and stay connected with us and your peers!

Stay Connected!

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Visit our webpage
<http://bit.ly/1SEgs0l>



Upcoming Events

- ◆ LinkedIn Photo Booth—Free Professional Portraits
June 29, 2016 10:00AM-1:00PM 7800 York Rd, Career Center, Suite 206
- ◆ OTS Training—Office 365: OneDrive
July 13, 2016 10:00AM-12:00PM Administration Building, Admin 113A
- ◆ OTS Training—WordPress for Organizations
July 28, 2016 10:00AM-12:00PM Cook Library, Rm 404A
- ◆ 2016 Part-Time & On-Campus Job Fair
August 30, 2016 11:00AM-2:00PM, University Union, Potomac Lounge

See all events like this at



Luncheon with Harbor Hospital's President



On April 22, 2016, seventeen (17) Towson health care management students had a luncheon meeting with Mr. Dennis Pullin, President of Medstar Harbor Hospital and Regent of the Maryland American College of Healthcare Executives Association chapter. During the luncheon, Mr. Pullin shared challenges and opportunities to transform healthcare after passage of the Affordable Care Act and Maryland's waiver program. He discussed the paradigm shift from volume to value based care and how health care organizations such as his are dealing with this shift. Mr. Pullin stressed the need for leadership and in his talk focused on the theme of being a servant leader.

Mr. Pullin has two administrative interns: a masters level intern and an undergraduate intern. Harris Akwo is the undergraduate administrative intern from our HCMN program. Harris shared his learning and experience with the students. He shared his routine and indicated that while each day was different, his priority was to contribute toward maintaining high patient care while trying to meet the pressures at work.

Student Reflections about Dennis Pullin's speech

"As a senior, I really appreciated this visit, as it helped put things into perspective for me. It also made me realize how much an opportunity like this would have helped me at the beginning of my college career". What I took away from the luncheon and from Mr. Pullin was that the journey to be an effective leader is not going to be easy, but definitely worth it. I was reassured that I am in the right field."

Tierra Cromwell

"It was a very enriching experience. I learned quite a lot about the realities of managing a hospital in such a complex field. Mr. Pullin was able to answer all my questions I had planned to ask him and much more. I also enjoyed the tour of the hospital. Experiences like this make me want to enter the field even more and I'd love to see more of them!"

Imani Burgess

"My experience at Medstar Harbor Hospital was wonderful. The tour and explanation of what goes down in the hospital was interesting."

Helen Zere

"The encouragement and firm words of Mr. Pullin gave me a better understanding of what I need to do to get where I want to get. Aside from Mr. Pullin's address, I thought the most valuable part of the visit was the advice given by the current Towson University intern at the hospital. Before going to Medstar, I was filled with trepidation because I did not know if I was on the right career track or if I even knew what I was doing."

John Adeye

"If you have chosen to be in the healthcare business, you must be committed to working for the well-being of a community. You must be committed to understanding that patients come from diverse backgrounds and the job of a Healthcare Organization is to be able to adapt to those cultures in order to provide the best quality care possible."

Ella Soto

"I liked that he said a leader needs to be empathetic showing he is a servant leader."

Nichole Wachtel

Healthcare Law Dinner Meeting

On April 12, 2016, nine (9) Towson Health care management students attended the North Capital American College of Healthcare Executives Healthcare Law Dinner Meeting in Arlington, VA to hear Douglas A. Grimm, LLM, JD, FACHE, speak about key laws and their impact on individuals, communities and health care organizations. A former Chief Operations Officer, Mr. Grimm is currently a healthcare attorney specializing in health care compliance. He is also a Fellow of the American College of Healthcare Executives. (FACHE). Grimm's talk focused on Starks Laws, Anti-kickback Statute, Fraud and Abuse and how the Affordable Care Act impacts key stakeholders within healthcare.

Student Reflections about the Mr. Grimm's talk

"In all honesty, I had no interest in the subject of healthcare law at all. However, this event made me realize that laws, rules and regulations are critical in the healthcare field."

Kafil Patwary

"I was originally intimidated by all of the faces I saw, but after Douglas Grimm started speaking, I became very interested in the subject and noticed everyone was there for the same reason: to learn more about healthcare law and what Mr. Grimm had to say, not to mention the food was amazing! After listening to Mr. Grimm I am very interested in healthcare law and want to know more about it. Now, I believe that I could possibly follow in his footsteps and get a masters in both Health administration and Healthcare Law."

Antonio Phillips

"I really enjoyed going to the healthcare law summit last Tuesday. It was very beneficial for me because I am working in the non-profit/public health side of healthcare, and I don't know all the in's and out's of requirements for compliance. I would strongly advise any person studying healthcare management to go in the future, even if the person is not interested in hospitals or the law side of healthcare. These are rules and regulations that everyone should know about."

Haley Newe

Health Care Management Newsletter

HCMN Honors Society



Upsilon Phi Delta is an Honor Society whose mission is to recognize, reward, and encourage academic excellence in the study of healthcare management and policy.

Congratulations to the new members of Upsilon Phi Delta Honor Society!

- Sarafina Apollos
- Mary King
- Julius Mbeboh
- Shannon McLaughlin
- Lakayanah Makaure
- Brittany Nguyen
- Zebe Jacobson
- Paige Holmes
- Nicole Baehr
- Samantha Klingerman

Student Membership Scholarships Awards

The HCMN Program offered scholarships to majors within the program to join professional organizations such as the American College of Healthcare Executives (ACHE), Healthcare Financial Management Association (HFMA), and the American College of Health Care Administrators (ACHCA).

Congratulations to the Student Membership Scholarships Winners!

- Imani Burgess
- Sierra Marty
- Megan Amend
- Shelby Frye

Long-Term Care Outlook in the Eyes of the Experts

Long-term care has evolved over the course of the last century from institutional care in nursing homes to the era of home and community-based services, technology use and integration with health care systems. The era of healthcare reform has placed person-centered care as a priority for consumers of long term services and supports, creating new business and job opportunities for individuals interested in working with older adults and people with disabilities.

We interviewed Lori Hamilton, Administrator of Continuing Care at Erickson Riderwood, preceptor and advisory board member for Health Care Management program at Towson University, and Dr. Mary Helen McSweeney-Feld, Associate Professor in the Health Care Management program at Towson University, to discover their perspectives about the present and future trends of long-term care industry.

What kind of work do you do in long-term care?

Hamilton: I am a licensed nursing home administrator at Erickson Riderwood and my current role is Director of Continuing Care. I oversee the operations of our Assisted Living, Skilled Nursing, Memory Care and Rehab departments.

McSweeney-Feld: I am an Associate Professor in Towson University's healthcare management program and focus on teaching long-term care track courses. I am a licensed nursing home administrator and am very proud to say that I have trained young administrators who are still in practice in three states.

What inspired/ motivated you to professionally pursue long-term care?

Hamilton: I had all four of my grandparents into my young adult years. I have always had a soft

spot for the geriatric population and realize that at some point in my life I will transition into that group.

McSweeney-Feld: I have been a caregiver for over 30 years for three different family members. I first saw the field at a time when long-term care facilities and services were extremely limited, and the focus of care was not on the person. I felt that if I refocused my study of economics into the healthcare field, I might be able to do something to change this process. I'm very happy to say that the field has evolved considerably, and is headed in a direction where quality of care and the needs of individuals are priorities.

What skill sets do you believe are most valuable in this industry?

Hamilton: Competence in the regulatory arena, process analysis, problem solving, working within a team frame-

work; critical thinking and active listening.

McSweeney-Feld: People skills, ability to manage a budget effectively, a good work ethic, resilience in light of evolving regulatory requirements, and a positive attitude.

Where do you believe the future of long-term care is heading?

Hamilton: I believe that the field of long-term care (healthcare) will continue to expand and will continue to do so, considering that fact that people are living longer.

McSweeney-Feld: Long-term services and supports will continue to expand in the community, but there will continue to be challenges in finding supportive housing that will allow individuals to live independently for life in their homes. Communities offering a wide array of living and service options for older adults and people with disabilities will continue have

appeal to individuals who need assistance.

What advice would you give students interested in pursuing the long-term care field?

Hamilton: To remember that the field is not a 9-5 job. Healthcare is 24/7, 7 days a week 365 days a year. Flexibility and agility would be two good action words that I would use for those who want to pursue a career in healthcare.

McSweeney-Feld: Long-term care is a people-oriented profession. You have to enjoy interactions with people with multiple chronic conditions, and their families who care about them and want the highest quality of services for them. There is a real possibility of making an impact in the quality of life for a person, and bringing a smile to their face in a long-term care setting.

Health Care Management Newsletter



Intern

Haley Newe

Site of Internship

Meals on Wheels, MD

How do you like working at Meals on Wheels? What does your day look like?

I really love working at Meals on Wheels of Central Maryland. I love the mission based work and seeing the clients receive the help they need first hand. I am in the Client Services department, and I am a Case Manager specific to low-income clients who would benefit from housing upgrades. An average day for me starts with actually meeting with the client in their homes

Interview With an Intern

to discuss what housing upgrades they need, filling out the application with them and collecting the supplemental paperwork, then going back to the office and sending in the application. I also assist clients with outside referrals if there is another program they would benefit from receiving.

What made you decide to choose that internship?

I was really interested in public health and nutrition after learning about Meals on Wheels and Older Adult care in HCMN 413. Dr. McSweeney had talked to my class about Meals on Wheels and all of the other services they provide for older adults and I thought that this was a mission I could get behind. My grandparents volunteer for a Meals on Wheels as drivers in Seattle, Washington so I

thought it would be interesting to do my internship at a site that I know people dear to me volunteer for.

What helpful information would you pass on to aspiring interns you have learned thus far?

My advice is communicate as much as you can with your preceptor and be as professional as possible. My preceptor Kim is amazing. She saw the potential in me to be a full-time Case Manager because, as an intern, I put everything I had into my work. I also never had an issue asking for help when I wasn't 100% sure about something. Important thing to remember as an intern is that you are able to ask employees questions. Interns have that "fresh eye" since they are an outsider coming into the company. Professionalism is important because

you never know when you're going to run into donors, last minute meetings with top hospital executives, or even someone with a job you are interested in.

Is it difficult balancing the 40 hour weeks with HCMN projects?

No, I don't find it difficult to balance the 40 hour weeks and the projects. Since I am so busy at Meals on Wheels, the projects are easy to write about, and since I am working for a non-profit, the projects have to be reviewed by our legal department monthly leaving a little room for procrastinating. I also have a planner with all of the dates written down when everything is due, and I made my own deadlines of when I want to be done with certain parts of the project.

Graduating Soon?

Deadlines to apply:

Spring: January 20th

Summer: July 4th

Fall: August 20th

How to apply:

First-time applicants may apply online through [Towson Online Services](#). If you were "denied" graduation in a previous term, you must reapply for the term in which you will complete all requirements (follow the steps below):

- Click on Self Service > Student Center
- Using the drop-down menu in the Academics section, select Apply for Graduation. Press the "Go" button to the right of the menu
- Select the desired degree or certificate
- Select the desired graduation term from the drop-down menu
- Press the "Continue" button, and proofread the application information. If the information is correct, press "Submit Application"
- If your academic program listing is incorrect, or if you are listed as a non-degree-seeking student, contact the University Admissions Office immediately at 410-704-2501.

Questions? Call the Graduation Office at 410-704-2095.

SUMMER 2016 Course Offerings:



Health Care Management Newsletter

Get Writing Help with polishing Your Work!

The Writing Center
 Liberal Arts Building, Room 5330
 Hours: Monday - Thursday,
 9a.m.-7p.m., Friday, 9a.m.-4p.m.

Phone: 410-704-3426
 E-mail:
towsonwritingcenter@gmail.com

Need Help with resume and cover letter writing?

Visit The Career Center
 7800 York Road Building, Suite
 206

Hours: Monday - Friday, 8a.m.-
 5p.m.

Call to schedule an appointment.
 Express Hours Fall and Spring
 Semester: Monday – Thursday,
 1p.m.-4 p.m.

(No appointment needed for 15
 minute consultation)

Phone: 410-704-2233
 Fax: 410-704-3459
 E-mail: careercenter@towson.edu

Get more information and useful
 resources by visiting

[http://www.towson.edu/
 careercenter/](http://www.towson.edu/careercenter/)



Newsletter credit:
 Ksenia Venevtseva
 Alec Rau



Dr. Mary Helen McSweeney-Feld has over 25 years in the field of aging and health care administration. Because of her background as a care giver for older family members for over 30 years, and work training students to become long-term care administrators, Dr. McSweeney-Feld brings a unique perspective to her instruction in

Faculty Spotlight:

the long-term care administrations.

Dr. McSweeney-Feld is currently a resident of Baltimore County and is a caregiver for her 90 year old mother; where much of her passion for the long-term care industry derived. She earned a BA in Wellesley College, an M.phil in Economics from Columbia University, and a Ph.D. in Health Economics from the Graduate Center at the City University of New York. Mary Helen went on to publish numerous articles and monographs in the field of long-term insurance and aging services management,

and is the lead editor for a nationally recognized long-term care administration textbook, *Dimensions of Long-Term Care Management: An Introduction*, published by Health Administration Press in Chicago, Illinois that will be released in its second edition in 2016. Also, she is a member of the Education Committee of the National Association of Long-Term Care Administrator Boards in Washington, DC, Long-Term Care Faculty Forum of the Association of University Programs in Health Administration, the American College of

Long-Term Care Administrators, the Southern Gerontological Society and the Gerontological Society of America.

In 2015, Mary Helen was awarded grants from the Maryland Office of Health Care Quality and Baltimore Gas and Electric (BGE) that provided funding for emergency preparedness trainings for nursing home and assisted living administrators in the state of Maryland. She plans on continue her research and training in the area of emergency preparedness for long-term care administrators.



Dr. Cassandra R. Henson is the newest Assistant Professor in the Department of Interprofessional Health Studies, currently teaching Professional Ethics (HCMN441) and Healthcare Financial Management (HCMN415). Dr. Henson is a native of Baltimore, Maryland and a loving mother of two daughters, Laurn and Leah. Since earning her Bachelor's Degree from West Virginia University in 1992, she has earned an MBA in Finance from Morgan State University

Faculty Spotlight:

and a Doctorate in Public Administration from the University of Baltimore. Her dissertation research focused on the performance measurement practices of local-level and state-level Offices of Inspectors General.

Prior to starting her career in academia, Dr. Henson has held leadership positions in the Corporate Finance, Local Government, Healthcare and Defense Contracting industries. Areas of specialization were financial analysis, budgeting, project management, contract pricing, auditing, compliance and strategic planning. She discovered her love for teaching while instructing clinical and other non-financial managers how to properly

prepare budgets and financial reports. Now she conducts and presents in-depth research, as well as teaches students the practical applications of these techniques as they apply to healthcare policy and the industries impacted.

Dr. Henson began by teaching Accounting and Macroeconomics for Harford Community College while also conducting an online seminar in Health Services Finance and Public Health Policy for DeVry University. She later returned to the University of Baltimore to teach Statistical Data Analysis for the Merrick School of Business. Dr. Henson has published a presentation titled "American Society for Public Administration" and the

journal article, "Professional Conduct and Behavior-the Business and Public Administration Schools Ethics Collaborative". Currently, she is finalizing yet another publication as well as an Excel workshop for Towson's Healthcare Management students.

Dr. Henson is an active member of numerous community service, academic and professional associations. Included on this list of organizations are: Sigma Gamma Rho Sorority Incorporated, the Healthcare Financial Management Association, the American Society for Public Administration and the American Economic Association.