

# **2012**

## **Health Center SFAC Presentation**

Presenters: Floyd Robinson  
Assistant Vice President for Student Affairs-Health and Wellness  
Director, Health Center

Kim Barrow, Department Business Administrator

Samantha Williams-Paul, Financial Coordinator

Darryl Creeks, Statistical Analyst/Information Technology

Kathy Fire, Executive Secretary

## **SFAC 2012 Executive Summary**

What a difference a year makes. The Division of Student Affairs (DSA) has worked extensively creating and finalizing assessments and developing a strategic plan. Collectively we have been successful and all is ready for the official unveiling in the coming weeks. Each department within DSA has developed its own assessments and strategic plan in accordance with those of the division. The work took time because participation was encouraged and accepted from each individual within our respective departments. A plan this extensive had to have buy-in and it was achieved due to the method to garner input. Employees had a voice and that voice was resounding and honored.

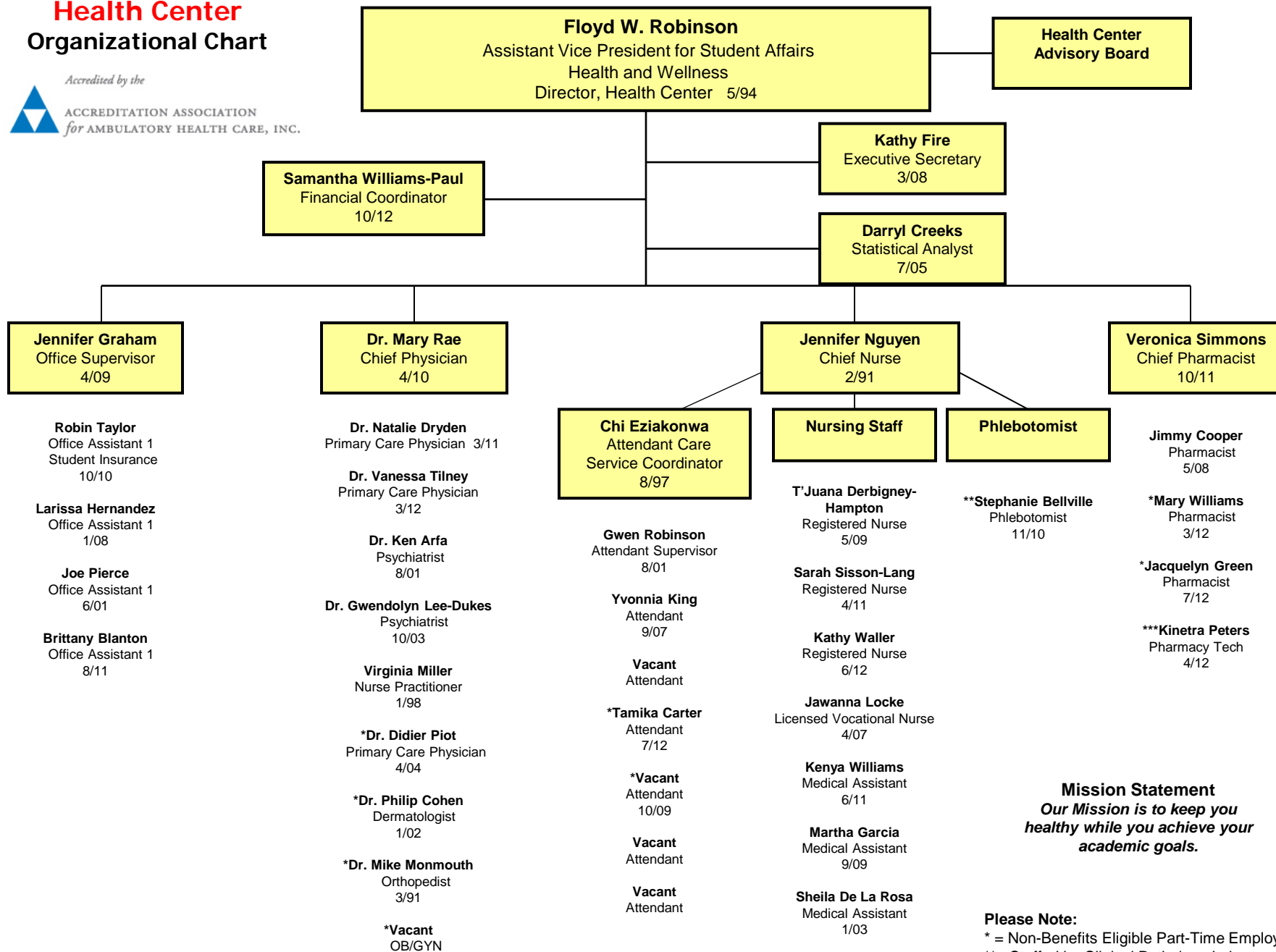
The Division of Student Affairs plan focuses on fostering student success. The Health Center has always played a vital role in this aspect of student life. The mental and physical well-being of each student is not only the focus of the Health Center but is also our major incentive. It has been proven that a healthy student, both mentally and physically, is better able to matriculate and achieve their academic goals. It is imperative that we keep our student healthy so to that end, the Health Center must always strive to deliver the ultimate in health care and service to our patients.

In an effort to contribute to student success, the Health Center has done many noteworthy things since last SFAC presentation. To name a few we have been awarded accreditation by the Accreditation Association for Ambulatory Health Care. Accreditation distinguishes our campus health facility from many other outpatient facilities by assuring that the highest quality of care is being delivered to our patients as determined by an independent, external process of evaluation. Our Health Center is now one of only thirteen university health centers in the state of Texas to be accredited. We implemented a technology upgrade to a new pharmacy management software system to enhance our pharmacy services. This system will benefit our patients and allow us as to continue to provide affordable and expert care. Quality improvement in our pharmacy was first and foremost in our minds. This system will allow us to make that a reality. Our dental service which has been operational for only one year is now offering care three days a week. The care is excellent and the student is pleased. The dental staff has extended their services to meet the needs of our patient. Extractions of wisdom teeth for example is a service frequently sought and is now offered at a savings to our patients in house.

Looking to the future of the Health Center, Vice Chancellor/Vice President for Student Affairs, Dr. Richard Walker, has appointed a feasibility committee to explore construction of a Health and Counseling Center. The need to expand for both the Health Center and CAPS is imperative so that both are able to serve the patients seeking and deserving our services. Each entity will retain their own management but combining services will facilitate care and operation. It is not yet determined rather the committee will recommend a multi-story building or a one story building for this combined care but ultimately it is the student whose best interest will be the determining factor.

Campus enrollment is at 40,759, of which approximately 4,000 students live on campus. Another 2,000 live in partnership housing. The goal in a few years is to have 10,000 living on campus. Superb mental and physical health care must be available to our student population. We must be able to accommodate the anticipated patient load. We want to be prepared not only for today but for years to come. Health Care must be nationally competitive and we must be up to date in all aspects to provide the desired product. Tier One is not only a factor in the academic or athletic arenas. Keeping students healthy is our intended purpose. We have no choice but to meet the demand.

# Health Center Organizational Chart



**Mission Statement**  
*Our Mission is to keep you  
healthy while you achieve your  
academic goals.*

**Please Note:**  
\* = Non-Benefits Eligible Part-Time Employees  
\*\*= Staffed by Clinical Pathology Labs  
\*\*\*= Staffed by Soliant Healthcare  
6 part time employees  
30 full time employees  
11,789=Health Center Square Footage

Revised 10/22/2012/ksf

## **Success of 2011-2012 Objectives**

### **Create taskforce to explore construction of a new Health Center**

On October 7, 2011, Health Center Director, Floyd Robinson, announced at the Division of Student Affairs Staff Meeting plans to appoint a task force to explore a new health center. As our campus grows, we must grow to accommodate the needs of our patients.

*We have held meetings and the next step is to visit health centers to develop a wish list.*

### **Develop a marketing plan to promote Dental Clinic as well as other Health Center Services**

2011 is the year of the Dental Clinic in the Health Center. We must continue marketing it to as many students as possible. For years, the Health Center has done much to promote our services; yet, when we ask students, do you know there is a health clinic on campus, the answer is no from some. We would like to tap the resources we have in our very own UH students to develop a marketing strategy.

*The Dental Clinic has placed more advertising in the Daily Cougar and in university publications. They have had a physical presence on campus by supporting our health fairs. They have reduced the cost for many dental procedures at the request of the Health Center.*

### **Stay on target with obtaining accreditation for Health Center**

The Health Center Chief Physician and Chief Nurse have been working diligently to meet criteria for Accreditation Association for Ambulatory Health Care. They have devoted hours in an effort to obtain AAAHC Accreditation. The hope is to schedule an education survey this December followed by the formal survey in the spring of 2012.

*The Health Center was surveyed in late June and received notification of the three-year accreditation term on August 9, 2012. With this being the first time seeking this award, the Health Center is now one of only thirteen university health centers in the state of Texas to be accredited.*

### **As our campus becomes more residential, the Health Center must accommodate for this change and be creative in delivery of services**

Examine structure and productivity of staff, general clinic and specialty clinics. Assess cost effectiveness of current utilization. How can we best provide services to our campus community? Will our delivery of care change in any way?

*The discussion is underway for scheduling appointments for patients knowing that walk-ins will still be accepted.*

### **Move to a more qualitative format of reporting data**

Improve current patient satisfaction survey to obtain quantitative data. Schedule survey distribution in different Health Center service areas on monthly basis as well as target heavy UH trafficked areas to get necessary input and feedback regarding our efficacy.

*The department is doing it in accordance with the Division Assessment Program. Patient surveys are always available. However, we are scheduling surveys in specific areas to make sure all areas are assessed.*

### **Explore implementing appointment schedule for General Medicine**

Appointment schedule may increase patient satisfaction and improve quality of care. Medical staff workload can be equilibrated and would make staff scheduling much more predictable. This is a consideration as we look to provide more efficient service to our patients.

*The Health Center is striving to make the wait time less for our patient population.*

### **Electronic Medical Records**

Improve efficiency in Medical Records as well as medical staff. Eliminate need to increase space for medical charts. Interface with Pharmacy computer system. Improve reporting data. Decrease expenditure for office supplies. A national mandate has been issued and we must be in compliance by 2013.

*Now that the Health Center has been rewired, we are pursuing electronic medical records.*

### **3<sup>rd</sup> Party Billing**

3<sup>rd</sup> party billing will allow the Health Center to accept various insurance plans. This will make a visit to the Health Center even more affordable if patients can receive services and pay using an approved insurance carrier. Enhancing the student's success is our goal. The Health Center can help.

*We are presently looking at various strategic ways to implement 3<sup>rd</sup> party billing.*

### **Explore fund raising**

Explore fund raising options through University Advancement Office. Target donations from UH alumna in healthcare professions. Funds would be utilized for maintenance and operations, Health Center improvements or funding new Health Center and its furnishings.

*We are following the guidelines of the Department of Student Affairs in regard to fundraising. The Health Center is the recipient of the Houston Assembly of Delphian Chapters Scholarship Foundation Fund award in the amount of \$589. This award will allow us to purchase a flat screen television needed to help provide students with information on preventive healthcare, medical advice, and our services.*

### **Move Attendant Care Services to campus**

Attendant Care Services provides care for our physically challenged students. These students are currently housed in Cambridge Oaks. The crossing at Wheeler and Cullen is not an easy maneuver and can prove difficult and dangerous. Crossing in a wheelchair with a Metro train running through the intersection is risky at best. With the proposed construction of the 2<sup>nd</sup> phase of Cougar Village, we are once again hopeful that consideration will be given to the physically challenged students currently housed off of the main campus.

*Although this will not happen in Cougar Village II, it is still a desire to relocate the Attendant Care Services Program to the main campus for obvious reasons.*

## **2012-2013 Objectives**

### **Strive to make salaries competitive**

There is a nursing demand facing our country which needless to say affects the Health Center as well. To that end, we continue to attempt to make the salaries of our care givers competitive. We will never match the salaries of the medical center nor should we. The demands of our Health Center are unique and require trained and board certified nursing. We have augmented the salaries of our registered nursing staff as well as the attendant staff members who care for our disable students on campus 24/7. The hope always is that we can attract quality care givers and retain them.

### **Assessment outcomes**

With the development and approval of the division's strategic plan as well as our own departmental strategic plan, we can now not only focus on goals but measure them. Assessment is somewhat new to student affairs but it is so very necessary not only to measure ourselves but also to let others know how well we are doing. In areas wherein we are not working up to par, we will know immediately and can make immediate changes. Assessment is essential for growth. We welcome it.

### **Increase marketing of Health Center**

The daily challenge of the Health Center is too market what we do best for assuring student success. It pains us when we encounter students who know nothing about our existence. We want each and every student on this campus to know that they have a health center open to them with or without health insurance. They pay the fee of \$21.50 per semester. The Health Center exists because of them. It belongs to them and we want each to know we welcome them to seek their care with us. With increased marketing and the help of a divisional staff employee, we look forward to getting the word out that we do exist and are here to serve our students. The weekly newsletter CoogNews distributed to all students will help get the word out.

### **Search for Director of Health Center**

Reporting directly to the Assistant Vice President of Student Affairs - Health and Wellness, The Director of the Health Center provides executive level leadership, vision and direction for all phases of the health center's programs and services designed to maintain and improve student health and wellness. Ensuring compliance of policies and practices of the Student Health Center with all ethical, legal and regulatory requirements is an essential responsibility of the Director. Additionally, the Director is responsible for developing a strategic plan for the center that incorporates the attainment and ongoing maintenance of AAAHC accreditation and ensures the services and resources of the center are widely and effectively communicated to the student community. Filling this position is ongoing and is a priority within the Division of Student Affairs.

### **Increase alternative medicine services**

There continues to be an interest in various and sundry forms of alternative medicine for inclusion in the Student Health Center. Presently, the two most vocal requests center around massage therapy and acupuncture. Some years ago there was a request from a neighboring college of acupuncture to open a clinic within our health center and again this year an offer has been made from The American College of Acupuncture and Oriental Medicine. Investigate talks will begin to determine specifics and value of offering such a program to our patient population. Being an alternative form of medicine, there will be a need to educate many as to the intrinsic value of such a service.

## **Collaboration with counterparts**

Now that the Student Health Center is under the umbrella of Health and Wellness, all efforts are being made to work collaboratively with our counterparts. CAPS, Campus Wellness and the Campus Recreation Center are the other components of Health and Wellness. It is indeed a natural combination of departments when you think that all four focus on the health and wellness of our students. The silos of the four are disappearing and the sharing of information is taking place very naturally. Combining our efforts will only enhance the health and wellness of our student which in turn enhances the student's success. Imagine a physician telling a student to lose weight and having a full service program that incorporates all four components of Health and Wellness. The ultimate goal is to make it better for the student to be a success.

## 2012-2013 Assessment Plan

**Department Vision Statement:** Health Center services will be recognized by students as an exemplary provider of comprehensive, cost-effective, and compassionate medical care and health education through an array of health services and programs which embrace diversity and inclusion.

**Department Mission Statement:** Our mission is to keep students healthy while they achieve their academic goals.

**Department Goals:** To provide health promotion, disease prevention, early intervention of illness and healing services.

Provide a summary of assessment initiatives for this plan. For each program/service to be assessed, please provide the following:

**Name of Program: Free Screening Events**

*Goal:* To serve as an advocate for health promotion, disease prevention and early intervention of illness.

*Learning/Program Outcome:* The program objective is to increase overall attendance at health screening opportunities.

**Name of Program: Free Screening Health Awareness**

*Goal:* To provide information that can help students to better understand the methods of detection and risk for specific diseases and establish goals and strategies for better health.

*Learning/Program Outcome:* Participating students who take part in the free screening events will be able to understand methods of prevention and early detection of diseases as a result of their participation. They will know that embracing the learned information could bring behavioral changes that lead to better self-care, improvement in mental or physical health, and prevention of diseases.







**Name of Program: Health Care Services**







*Goal:* To be in compliance with accreditation standards and patient safety so as to provide a timely health assessments and treatment.







*Learning/Program Outcome:* Students who utilize the Health Center will receive professional service.



**Department Name**  
**Assessment Report for Academic Year**

<b>Program or Service Being Assessed:</b>					
Learning Outcome(s) and /or Program Objective(s) 	Method 	Frequency 	Timeline 	Purpose 	Status 

<b>Program or Service Being Assessed:</b>					
Learning Outcome(s) and /or Program Objective(s) 	Method 	Frequency 	Timeline 	Purpose 	Status 

<b>Program or Service Being Assessed:</b>					
Learning Outcome(s) and /or Program Objective(s) 	Method 	Frequency 	Timeline 	Purpose 	Status 

# Strategic Initiatives

## Partnerships, Strategy, Positive Impact

The Health Center is committed to providing evidence based medical care to our patients with the hope that by keeping students healthy, they will have a better chance of graduating in 4-5 years and thus contribute to Tier One status.

Several new collaborations have been forged. As participants and leaders in the Tobacco Task Force, the Health Center is committed to provide a healthy, tobacco free campus for our students. The Health Center staff has been educated on smoking cessation strategies. Campus and off campus resources have been compiled to maximize the chances of quitting for our campus community. The Tobacco Task Force represents collaboration between the Division of Student Affairs and Academics.

1. The Emergency Health Advisory Board is chaired by the Health Center chief physician and facilitated by the UH Emergency Management Department. It was established to provide expertise and communication between stakeholders in the event of a health related emergency. It represents collaboration between the Division of Student Affairs, Emergency Management, Texas Medical Center and the City of Houston Health Department.

## Communication, Brand, Initiative

The Health Center partnered with an advertising class in the College of Communications to learn more about the image and profile of the Health Center among students. The goal was for the students in this class to create marketing plans for the Health Center. Much of the information gathered has gone into new marketing strategies for the Health Center. These include frequent distribution of flyers to the residence halls, refrigerator magnets, signage, a revised website and exploration into the best use of social media. The Health Center's presence at orientations has been continued and revised.

Outreach -

- Free screenings
- Flu shot event with giveaways during Fall Family Weekend

## Innovation, Accountability, Transparency

The physician staff is in favor of implementing an electronic health record and office management system. Our patients can access a secure portal to manage their appointments and view their results from lab or x-ray studies and have the opportunity to become involved and responsible for their health.

Assessment -

- The patient satisfaction survey, its use and analysis has been thoroughly revised. Information obtained is used to solve problems, and improve our processes.
- By regular analysis of census and utilization of various Health Center service, we can develop future staffing needs. Information recently gathered indicates there is a need for expanding women's services. All providers agree that the services of a registered dietician would enhance student health and success.

## **Resource Management, Leadership Facilities**

The Accreditation Association of Ambulatory Health Care (AAAHC) accreditation was a culmination of a 2 year effort to meet the criteria set by this national association. Many of the accomplishments below were a direct or indirect result of this effort.

- The medical staff is formerly credentialed and privileged. Maintenance of privileges requires a reappointment process every 2 years in order to assure that required licensing, continuing medical education and health requirements are met.
- A Quality Program was developed. It encompasses physician and nurse Peer Review, Safety (error and near miss analysis), and a Quality Improvement program. The last has completed multiple studies looking at clinical and patient flow issues. Studies follow a ten point analysis which provides uniformity in our approach. Additionally, eternal benchmarking is used to continually maintain our goal of providing evidence based care.
- The governance of the Health Center has been organized and revised. All the Health Center Policies and Procedures have been revised and new ones created to meet the requirements of AAAHC and fit the needs of our Health Center and student body.
- The facility was renovated to assure sanitary conditions and provide privacy in an inviting, up to date clinic setting.

## **Please describe any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap**

### Animal Care Operations Department

1. We do labs, immunizations and TB testing for Animal Care personnel
2. Serve as medical resource

### Athletics

1. We provide diagnostic testing, physicals and treatment for illness
2. We educate athletes in areas such as drug and alcohol use and abuse
3. Serve as a medical resource

### Center for Students with Disabilities

1. Attendant Care Coordinator serves as resource
2. Work with CSD for student accommodations

### Counseling and Psychological Services (CAPS)

1. Health Center Psychiatrists and psychiatric nurse serve as medical consultants and co-managers of total psychiatric care with Psychologists
2. Anxiety Screening, Eating Disorders Day National Depression Screening Day
3. Hospitalization for students

### Dean of Students Office

1. Speak at orientations for freshman, transfer students and parents to familiarize them of the services available at the health center and to provide information on student health insurance
2. Service as a medical resource

### Distance Education

1. Representative present at orientation to provide information on Health Center services and student insurance

### Environmental Health & Risk Management

1. Provide Hepatitis B Vaccine to all staff and students that come in contact with blood borne pathogens per Environmental Health & Risk Management Hep B program

### International Students Office

1. Speak at orientations for international students to assist in making a smooth transition into our country regarding health issues and health insurance
2. Conduct tours of Health Center to help international students familiarize themselves with health services available to them
3. Serve as information resource on health crisis
4. Develop policies and procedures to address health related crisis situations

### Language and Culture Center

1. Conduct tours of Health Center to help international students familiarize themselves with health services available to them
2. Assist in specifically designing health insurance plan for students
3. Serve as information resource on health crisis

### Law School

1. Speak at orientation to assist with student insurance enrollment and to market our facility
2. Psychiatrist speaks to incoming class regarding stress, depression and alcohol

### Nutrition and Foods Program

1. We utilize the students to provide a free Nutritionist Clinic to UH students while providing the program a learning ground for NFP student
2. Drug testing

#### Optometry

1. Optometry student volunteers assist at our Diabetes screening
2. TB screening
3. Required immunizations
4. Speak at orientation to assist with student insurance enrollment and to market our facility

#### Police Department

1. Medical resource for the department
2. Develop policies and procedures to address health related crisis situations
3. Police Review Board
4. National Night Out

#### Residential Life and Housing

1. Provide in-service to students in residential halls as requested
2. Serve as medical resource
3. Preparation and implementation of Immunization Requirement for H.B. 4189 mandate
4. Develop policies and procedures to address health related crisis situations
5. Breast cancer awareness

#### School of Pharmacy

1. Required immunizations
2. TB screenings
3. School of Pharmacy student volunteers assist at our Diabetes screening

#### Special Events

1. Cougar First Impression
2. Fall Family Week-end (Administer Flu Vaccine)
3. Well Woman Extravaganza

#### Students' Association

1. First Aid station at Frontier Fiesta
2. Talks on various health topics for students associations

#### Wellness Center

1. Health Fairs
2. National HIV Testing
3. World AIDS Day
4. National Depression Day
5. Resource
6. Referral Service
7. Take Back The Night
8. Women's Health Day

#### Women's Resource Center

1. Provide speaker for Women's Health issues
2. Red Flag Campaign
3. Breast Cancer Awareness
4. Take Back the Night

## Health Center Outreach – FY12

**Faculty/Staff New Hire Orientation FY11: 617**

Weekly presentation of Health Center services available to Faculty and Staff. This presentation also ensures that newly hired Faculty and Staff know about the Health Center services so that they can assist a student in need of locating campus health care.

**Student Orientations/Events: 81**

**Free Screenings FY11:**

Breast Exam: 10/12/11 & 10/20/11	88
Diabetes: 11/11/11	158
HIV: 12/01/11	297
Cholesterol: 02/17/11	139
Diabetes: 03/23/12	104
HIV: 06/23/12	79

### General Information FY12

**Flu Vaccine Administered:**

359	Students	
<u>181</u>	<u>Faculty/Staff</u>	
<b>540</b>	<b>Total</b>	

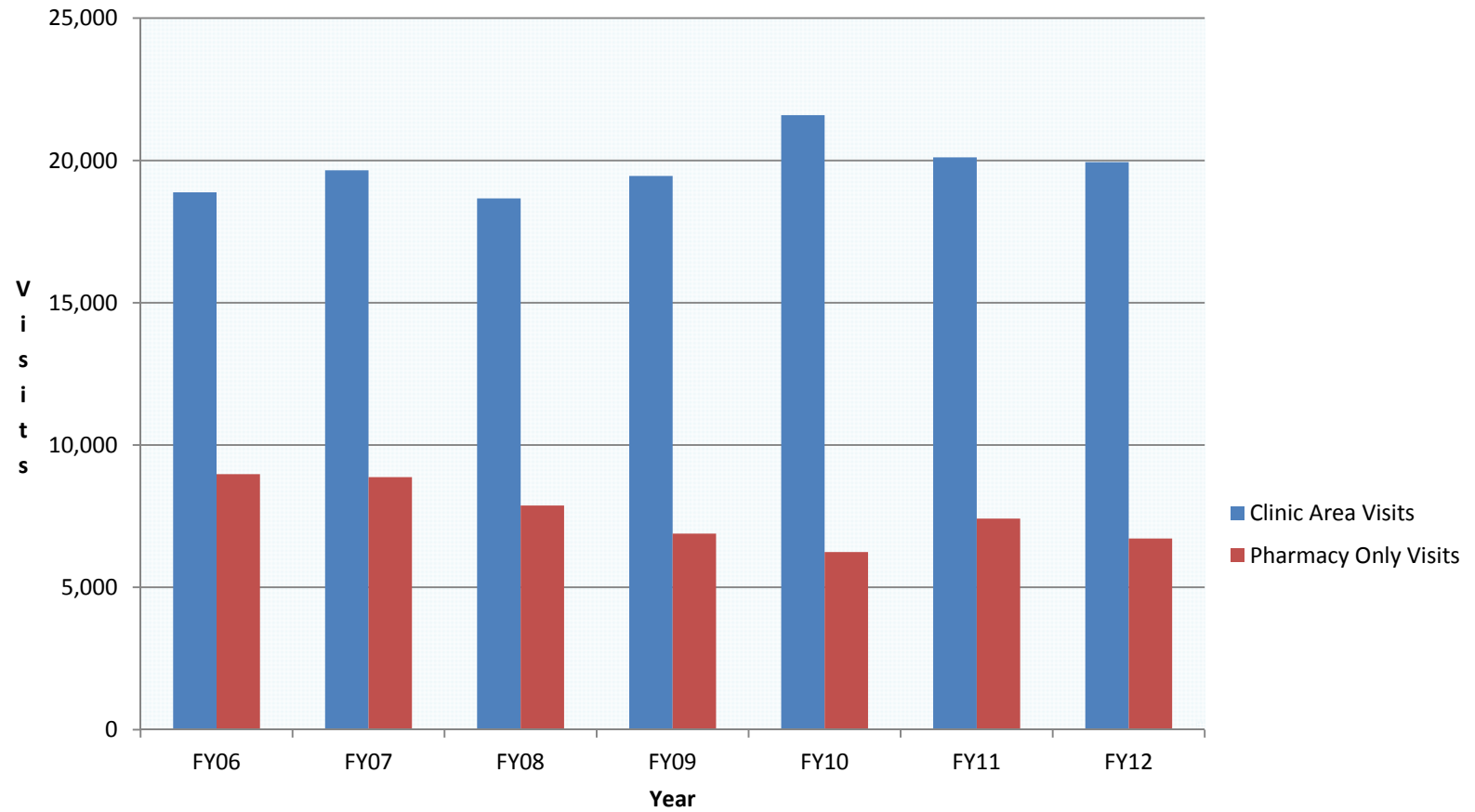
**Bacterial Meningitis Vaccine Administered: 1,288**

**Dental: 728**

**Students Enrolled in Student Health Insurance:**

	Fall 2011	Spring/Summer 2012	Summer Only 2012
<b>International:</b>	2834	2925	80
<b>Domestic:</b>	894	1137	38
<b>Language and Cultural Center Students:</b>	288	357	237
<b>Total:</b>	<b>4016</b>	<b>4419</b>	<b>355</b>

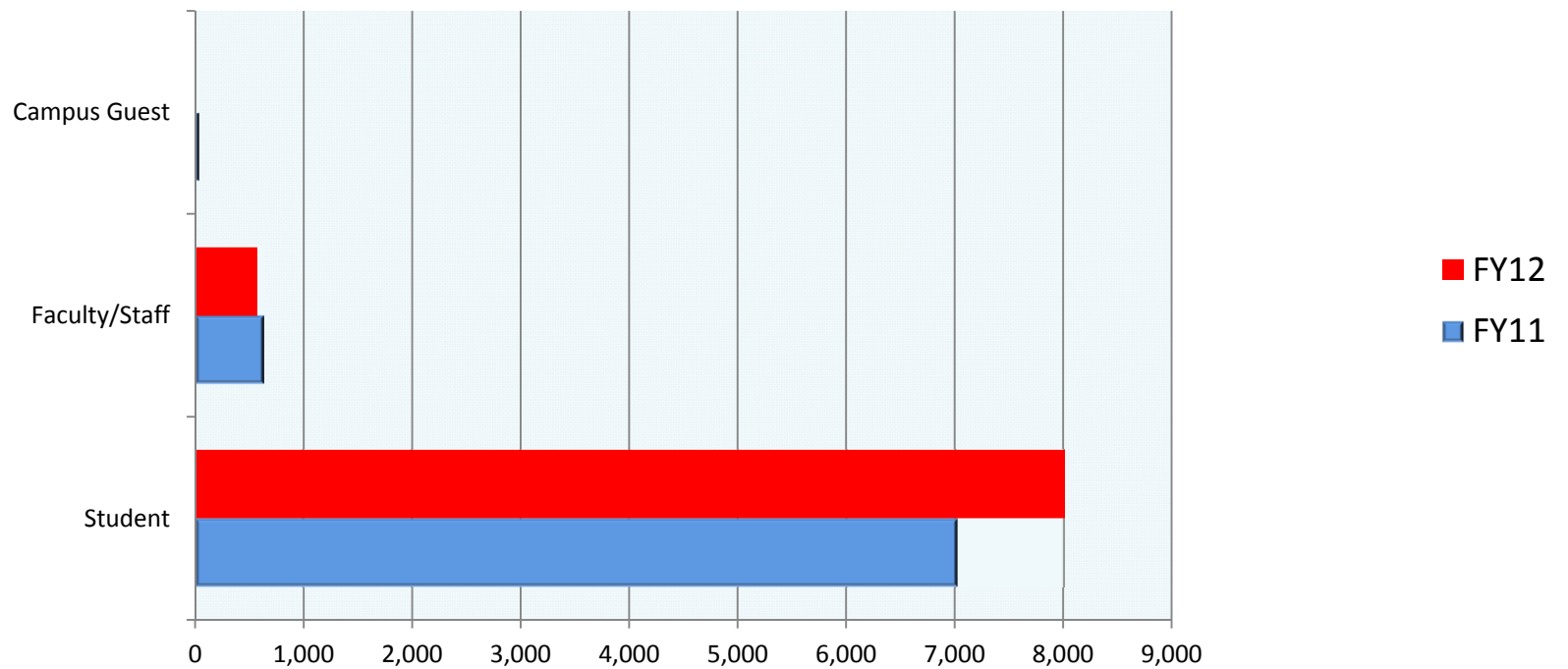
### 7 Year Trend of Health Center Visits



Source: Health Center Medical Manager Practice Management System Activity Data



### Health Center Unique Patient Mix

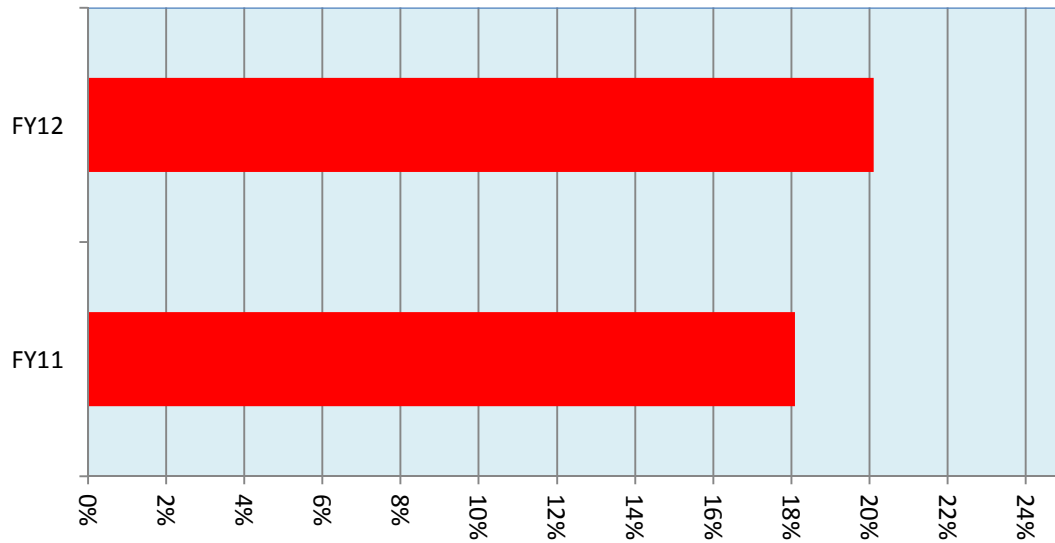


Data Source: Health Center Medical Manager Practice Management System Activity Data





**Percentage of Unique Enrolled Students Serviced**

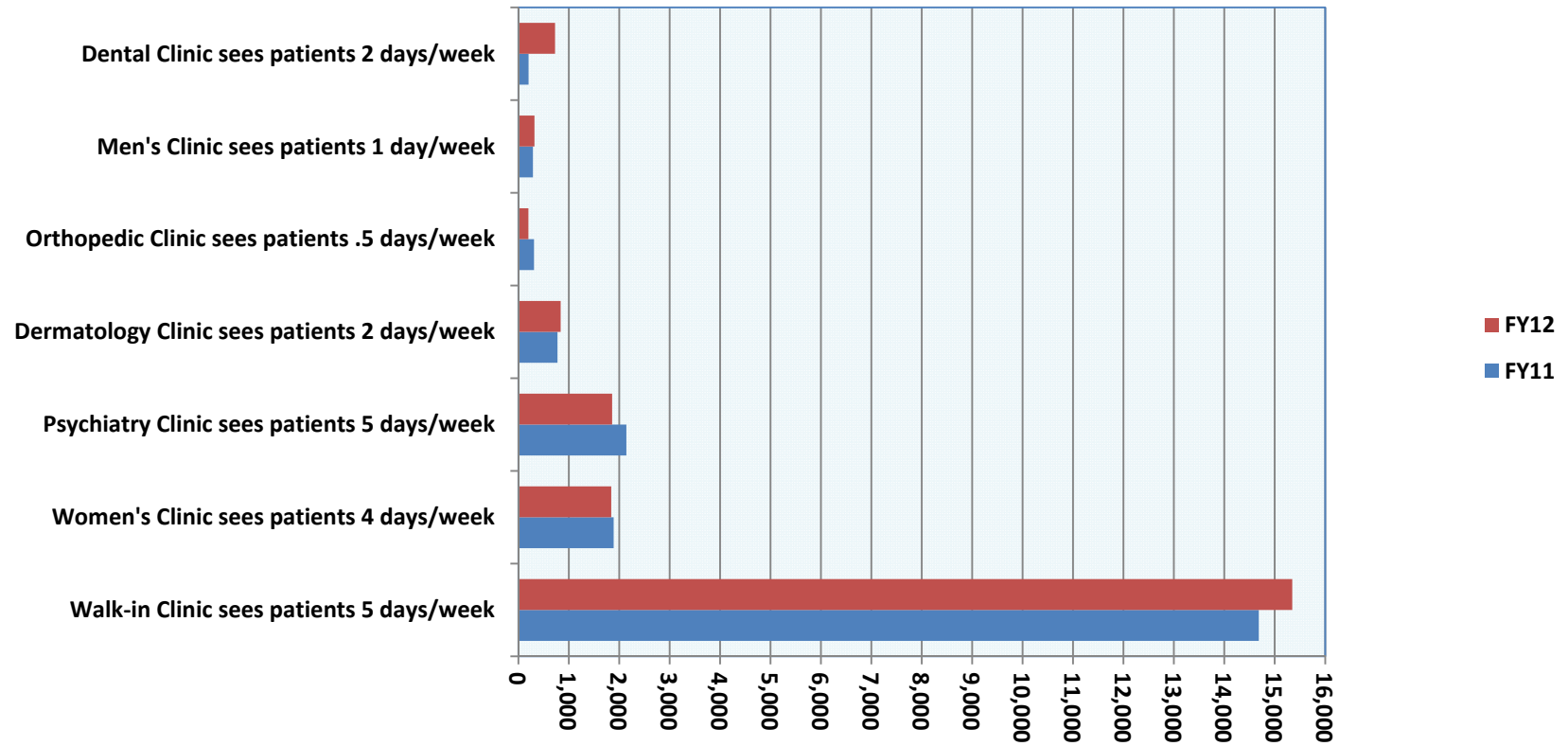


	<b>FY 11</b>	<b>FY12</b>
<b>Enrollment</b>	38,750	39,820
<b>Unique Student Patients</b>	7,014	8,007

**Visit Data Source:** Health Center Medical Manager Practice Management System Activity Data  
**Enrollment Source:** University of Houston Institutional Research Statistical Handbooks



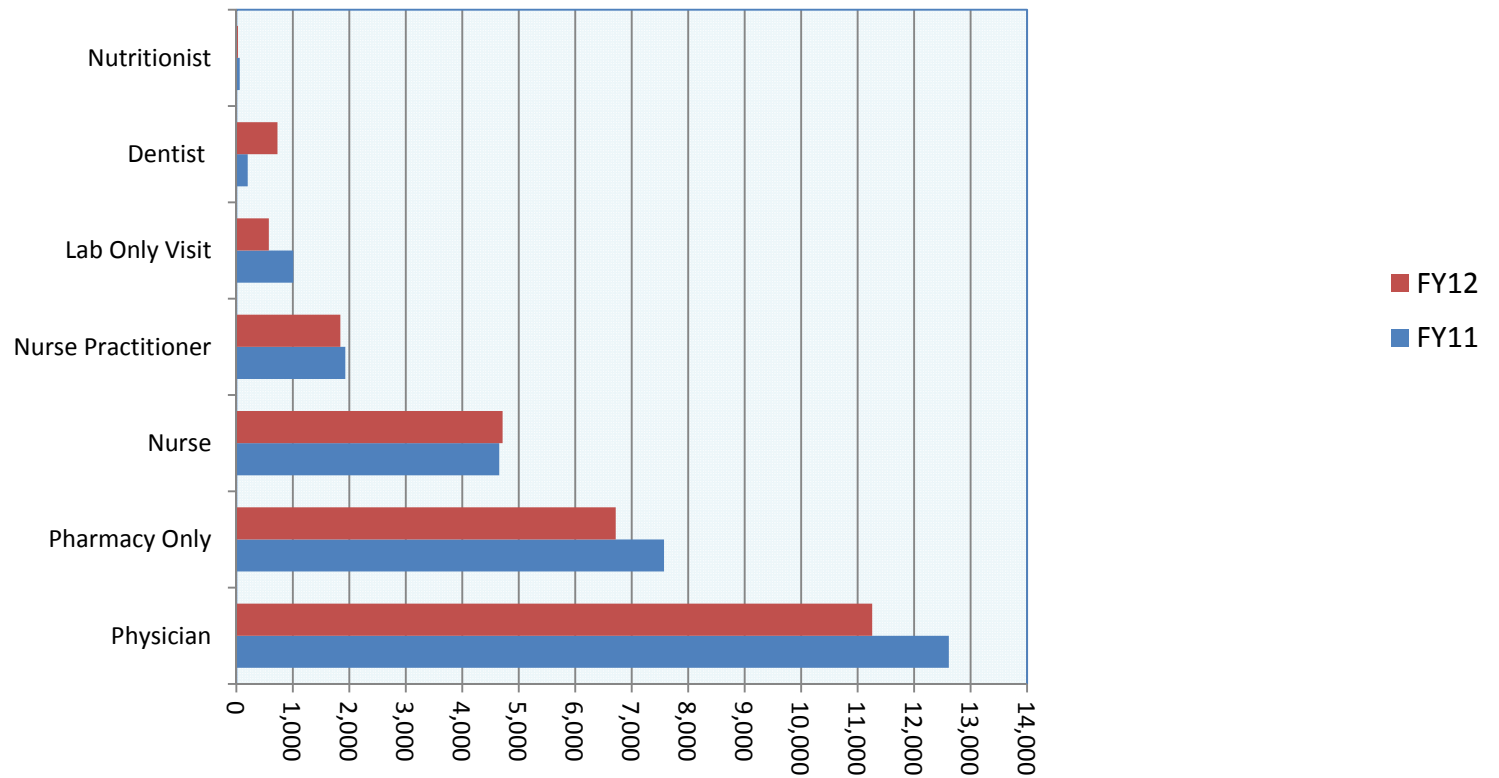
### Health Center Clinic Utilization



Source: Health Center Medical Manager Practice Management System Activity Data



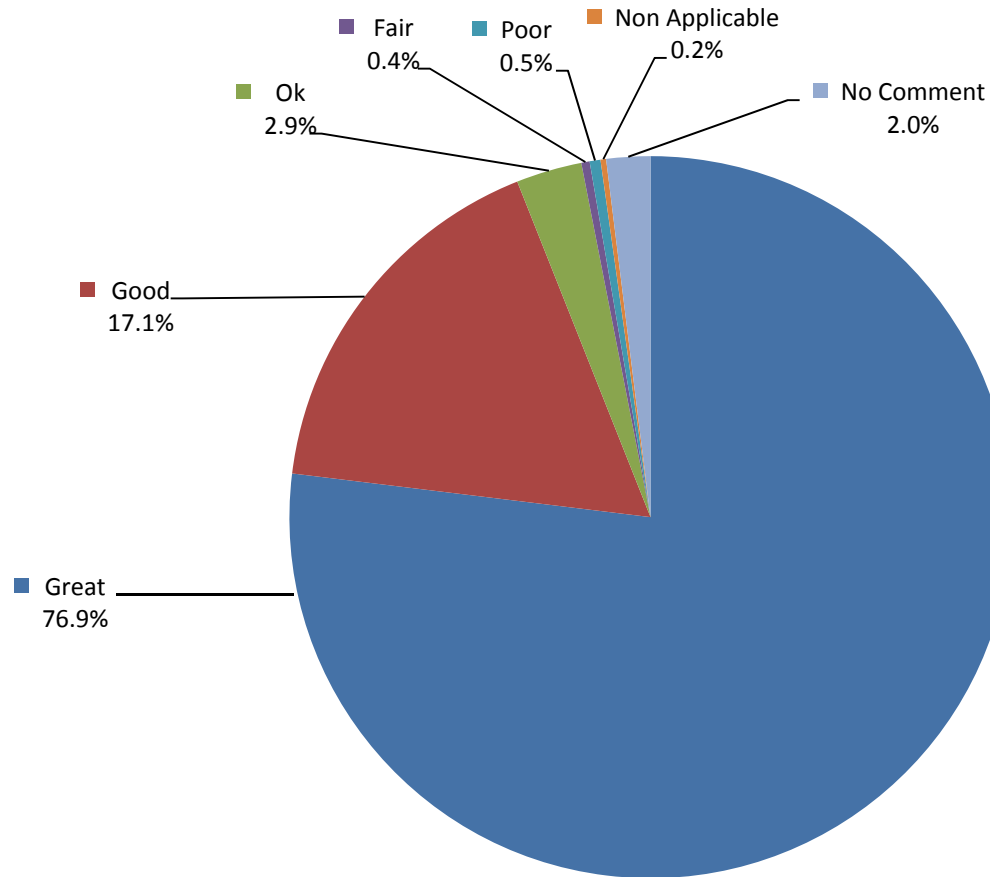
### Health Center Provider Usage



**Note:** Nurse Practitioner sees only patients in women's clinic  
**Source:** Health Center Medical Manager Practice Management System Activity Data



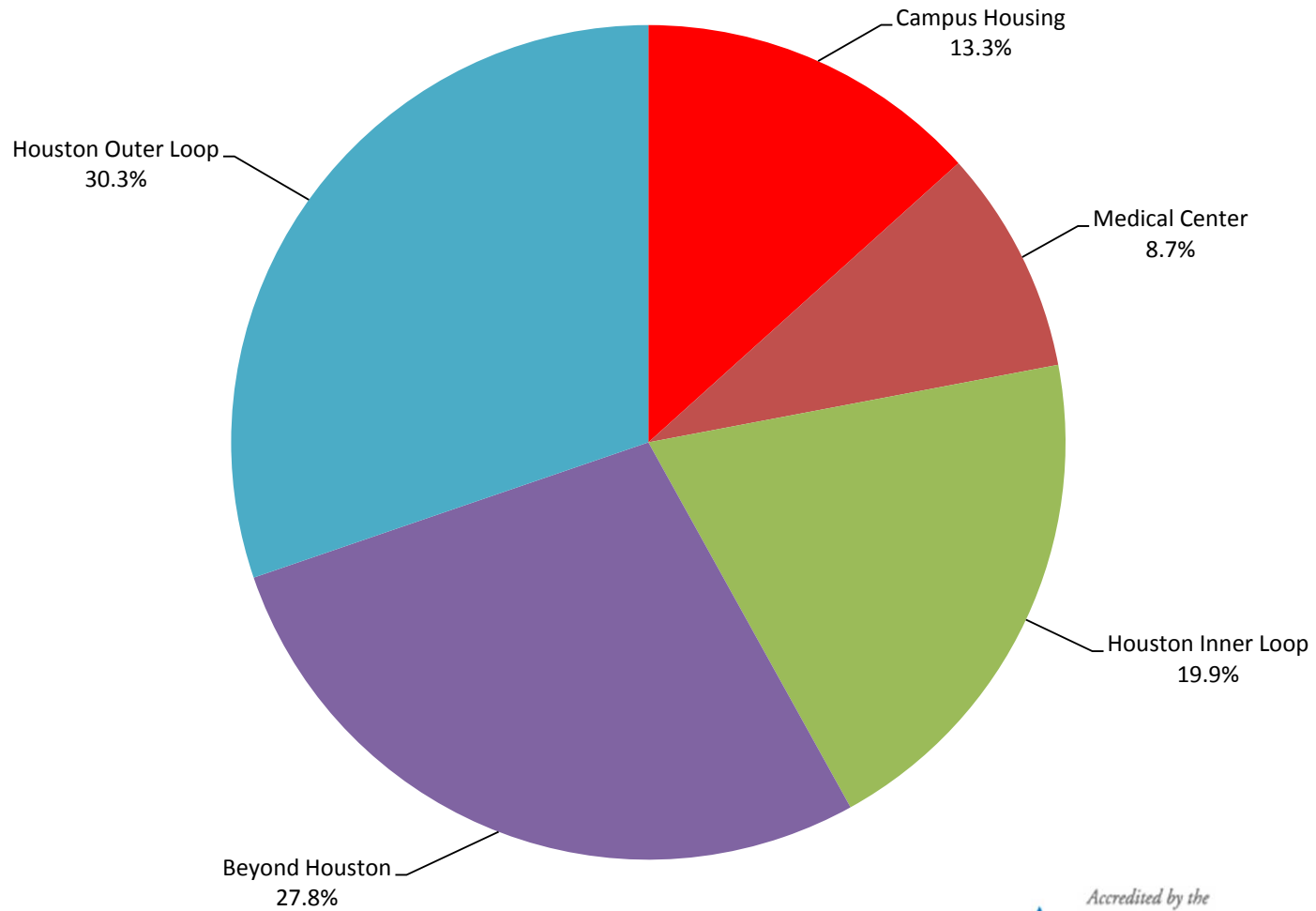
**FY 2012**  
**Patient Questionnaire Survey Responses**  
**for**  
**Overall Satisfaction with Clinic Visit**



Source: 815 Patient Responses to the FY 2012 Health Center Patient Questionnaire Surveys

FY2012

Health Center Patients by Residential Location



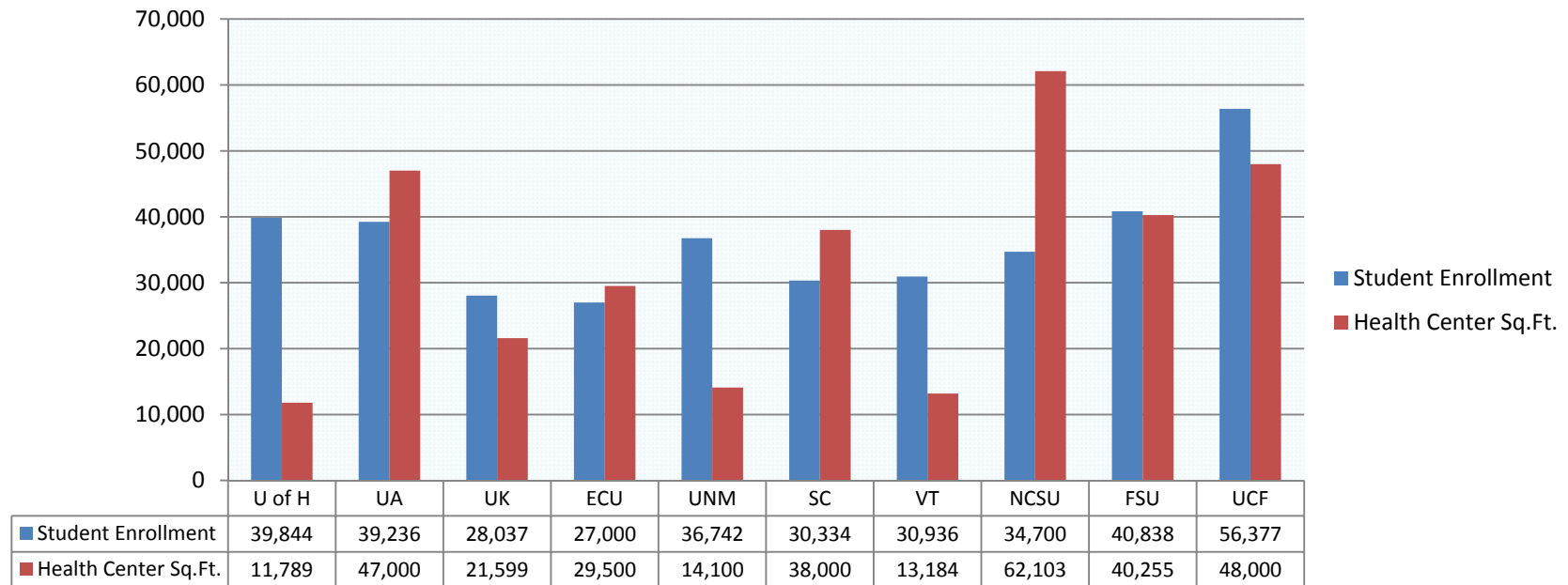
Source: Medical Manager Demographic and Visit Data



# UNIVERSITY of HOUSTON

DIVISION OF STUDENT AFFAIRS  
Health Center

## University Enrollment vs Health Center Sq.Ft.



<b>Abbrev</b>	<b>University</b>
U of H	University of Houston
UA	University of Arizona
UK	University of Kentucky
ECU	East Carolina University
UNM	University of New Mexico
SC	University of South Carolina-Columbia
VT	Virginia Tech University
NCSU	North Carolina State University
FSU	Florida State University
UCF	University of Central Florida

Source: FALL 11 Sunbelt Survey

