

STUDENT FEES ADVISORY COMMITTEE (SFAC)

FY2020 PROGRAM QUESTIONNAIRE

INSTRUCTIONS: *Please respond to all questions. Restate the question before providing your response. An electronic copy of your responses in PDF format should be sent to: SFAC Chair, in care of the Dean of Students Office, at wmunson@uh.edu by 1:00 p.m., Thursday, October 18, 2018. It should be noted that only electronic submissions will be considered. Only those requests submitted by 1:00 p.m., October 18, 2018 will be guaranteed full consideration.*

- 1. Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

Our mission is to provide cost-effective, comprehensive, compassionate and quality primary medical care to all UH students so they can learn best health practices and maintain their focus on successful academic outcomes. Often though as it turns out, our mission goes beyond just what these words can capture. We play a vital role in prevention, treatment and support of the UH students who can and have benefitted from our services over time. Visits with medical providers at the Student Health Center (SHC) allow us the opportunity to review health risks, make assessments, promote awareness to best inform patients and deliver evidence-based appropriate care. It is always satisfying to see someone get well from our intervention knowing he/she can move onto his/her studies and accomplishments again.

We take any and all opportunities to bridge any gaps, when working with affiliated departments and student groups to get our message out. These include:

- a. The fact that medical, laboratory, travel, immunization and pharmaceutical services are available.
- b. You're getting services rendered by Board Certified Physicians, Pharmacists and Providers who deliver exceptional care.
- c. The services provided include General Medicine as well as Women's (Gyn), Men's, Orthopedics and Psychiatric care.
- d. Our onsite Campus Pharmacy maintains competitive pricing, accepts most insurances and carries or can quickly access as broad a selection of medications as a commercial competitor could for their customers.
- e. Point of Care tests are available to rule in or out strep, mono, flu, pregnancy, vaginitis or urinary tract infection on same day so that treatment can start immediately. Labs sent out are typically back within 24 hours, interfaced with the electronic health record, acknowledged by the provider and shared with the patient in < 24 - 48 hours.

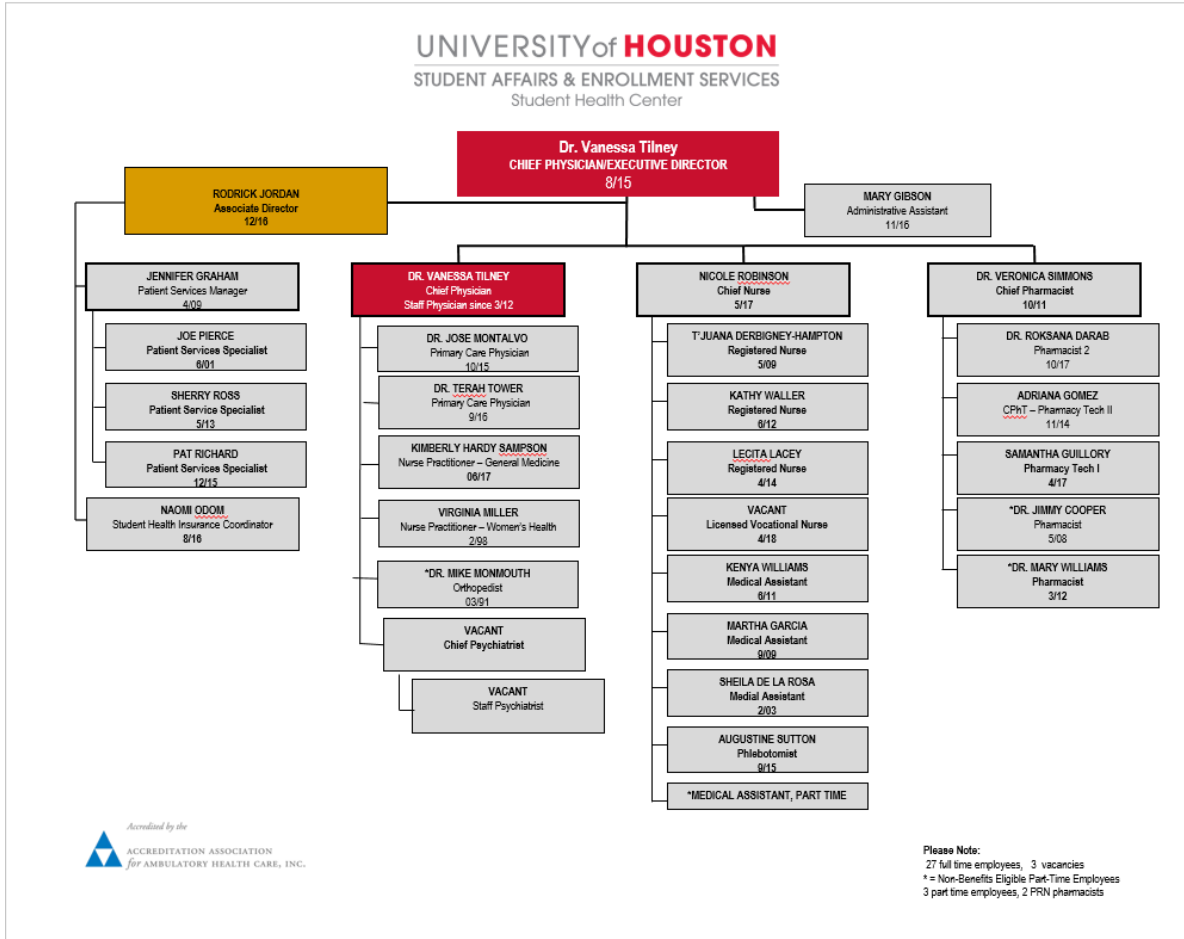
When a health related event occurs on campus, we also are often the first in line to not only educate our student body population but work with various other stakeholders here on campus and/or within the surrounding Houston area. We collaborate with the other health and wellness entities and are becoming more strategic with these liaisons. We continue to work hard to position ourselves better and become to more effective in tackling public health issues which can impact this population. We are aware of the

trends and healthcare challenges within the U.S. that are related to the current opioid crisis, rise in sexually transmissible illnesses, mental health illnesses, chronic diseases related to high blood pressure and diabetes, impact of influenza and/or other infectious diseases that need to be addressed within our own microcosm. Our administrative team as well as medical providers are eager to make a difference and reduce the burden on our students.

Although our provider to student ratio is well below the national average, we find ways to maximize our providers' schedules, so that we can accommodate and treat as many students as possible.

In summary, here at the Student Health Center, we approach how we provide care to our students' mental, physical and emotional well-being very seriously and are constantly looking for ways to be good stewards of the student fee fund.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.



New part-time marketing student reports to associate director.
Temp physicians, who cover when needed, report to the chief physician for any issues.

3. **List your unit's strategic initiatives and action steps identified for the 2017-2018 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.**

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

1. Initiate a student internship program to enhance the education of a student(s) that are interested in not only Medical but the Public Health field. The goal would be to expose the student to the administrative/policy & procedures aspect of how healthcare works in an outpatient ambulatory setting. (Empowerment, Collaboration).

The pre and post- test that was administered showed a marked increase in the intern's knowledge of the insider verbiage that is used in the clinic setting and a better understanding of how everything connects. The student gained so much information and understanding that she took it upon herself to recruit the next intern student to replace her.

In the future all subsequent students must be in a healthcare related discipline to better aid the student's understanding of the verbiage and topics that are used daily by the Student Health Center staff.

2. Improve collaboration between various stakeholders in the health and wellness entities on campus in order to attain a more cohesive and visible presence on campus. (Collaboration, Diversity, Innovation)

A marked increase was noticed between the two fiscal years. In FY 17 the Student Health Center participated in 29 sponsored events versus, in FY 18 the Student Health Center participated in 34 sponsored events. An increase in FY 18 utilization was welcomed but we feel that there are portions of the student population that we aren't reaching. We arrived to the conclusion that we needed to hire a student worker to help in our marketing efforts. Fortunately, a marketing student has joined us in August 2018 and has helped us improve our overall communications and marketing effort. We have added other social media apps to share our story and deliver more up to date information.

3. To totally revamp the Health Center's website, that allows the Health Center to educate students in the most comprehensive way. The goals being to strategically market, website enhance, educate students on the pricing and services of the Health Center. (Innovation, Transparency, accountability)

"The website analytics demonstrates that we had a slight drop in web traffic (see attachment) from the period of 2016 to 2017. However, from January 1 to August 31, 2018 we saw a significant increase in our web traffic. Counts below cover all [www.uh.edu/health center/](http://www.uh.edu/health_center/)... Websites and include percentage change from year prior.

January 1, 2016 - January 1, 2017 total page views: 135,488

January 1, 2017 - January 1, 2018 total page views: 127,111 (5.42% decrease from prior)

January 1, 2018 - August 31, 2018 total page views: 89,167

January 1, 2018 - January 1, 2019 PROJECTED total page views: 133,751 (4.41% increase from prior)*

January 1, 2016 - January 1, 2017 unique page views: 101,586

January 1, 2017 - January 1, 2018 unique page views: 97,855 (3.67% decrease from prior)

January 1, 2018 - August 31, 2018 unique page views: 67,016

January 1, 2018 - January 1, 2019 PROJECTED unique page views: 100,524 (2.73% increase from prior)*

*Projected numbers calculated by multiplying the current YTD by 1.5 to estimate the remaining 4 months of the year"

The increase that was noticed was due to the marketing work study student that we hired. We will continue to utilize her services to maintain the gains that have occurred so far.

The clinic supervisors along with patient services have turned toward making the student health services' appearance more transparent. Effort to offer commonly requested or needed labs in an affordable and "package deal" manner has been initiated by senior staff and should be accessible via our website by Spring 2019.

4. **Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data. If available, please provide program benchmarking data from comparable institutions.**

Our electronic medical record (EMR) Point & Click allows us to generate operating and productivity reports when needed. The unique patient numbers for periods 9/1/17 thru 8/31/18 show that we saw a total of 6053 patients which was a slight increase from the previous year.

The screenshot shows a software interface for a report titled "Service Summary - Total Distinct Patients". The report covers the period from 9/1/2017 to 8/31/2018. A table at the bottom shows a total of 6053 distinct patients.

Population	Patient Count
Total Distinct Patients	6053

The same previous period 9/1/16 thru 8/31/17 we saw a total of 6016 patients.

The screenshot shows a software interface for a report titled "Service Summary - Total Distinct Patients". The report covers the period from 9/1/2016 to 8/31/2017. A table at the bottom shows a total of 6016 distinct patients.

Population	Patient Count
Total Distinct Patients	6016

Total clinic visits for FY18 = 19,895

Total clinic visits for FY17 = 18,165

Utilization is trending up (steady increase) after stability in employed general medicine and women's medical professionals over the past year and a half.

*The above utilization numbers do not encompass pharmacy, lab, nurse or immunization visits.

5. **Please discuss any budget or organizational changes experienced since your last (FY2019) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections.**

During the past years, we have had turnover in personnel. Most recently, one staff psychiatrist retired and our second staff psychiatrist accepted a position outside of UH. As a result, we've had to utilize temporary agency personnel to continue to provide psychiatric services to the students. Long term, this may present a challenge from a fiscal perspective, as we won't be able to sustain the long term usage of agency personnel at the industry rate at such a high dollar amount per hour.

- 6. If your unit concluded FY2018 with a Fund 3 addition to Fund Equity in excess of \$5,000, please describe the conditions which caused the addition and provide a line- item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).**

N/A, but if there were any leftover funds, it would have been due to lapses in salaries (i.e., two psychiatrists no longer salaried since early summer).

- 7. Please list your 2019-2020 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.**

1. To increase the Student Health Center marketing efforts by making changes to how the Student Health Center disseminates related information. (Innovation, Transparency, Accountability)

Review monthly analytics reports to better understand website activity. Develop and implement updated web pages based on the needs of the UH community and verify changes in the analytics reports.

2. To increase participation in the Student Health Insurance Program (SHIP) by 25% over the previous reporting year. (Innovation, Empowerment)

Set up a permanent icon on UH Go app which will link to information about insurance questions, general health topics, SHIP info, SHC services, hours and location which will enhance our outreach. Continue to show visibility of our student health insurance coordinator who offers information re: our SHIP via consultations. Hire and continue to maintain, a dedicated marketing student that guides us in our focused marketing efforts.

- 8. Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2020 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.**

If the Student Health Center had to reduce our SFAC budget by 5%, that would lead to a direct reduction in services offered. As student fees fund a large portion of the staff salaries here at the Student Health Center, layoffs would have to occur, access to services would become more limited and wait times would increase.

- 9. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

We have an additional cost center that is a self-generating fund. It captures reasonable

flat fees patients are charged for an encounter with any of our providers. These fees have not changed for many, many years and beat outside co-pays one would typically owe when utilizing their private insurance at other clinics. The purpose of a low cost visit fee is to partially subsidize and help sustain our operations. The student health center, like any health center, needs to offset costs of maintaining and ordering durable medical equipment, medications, immunizations, procedural equipment, wound supplies, lab related items, telecommunications, required professional development, liability insurance and electronic health records required to keep adequate documentation and tracking of patients records (to name a few).

We offer full-time customer and health care services so research grants are not part of our funding. Funding/reimbursement in healthcare is extremely complicated, so much so that larger clinics, hospitals have entire departments that are tasked with proper coding, claims and billing.

We have maintained a strong and hopefully long-lasting partnership with a leading administrator in SHIP. Academic Health Plans (AHP) understands student health best and has effectively negotiated on our behalf to provide better benefits at lower rates than outside insurances. AHP partners with major carriers of health insurance like Blue Cross/Blue Shield (BC/BS) and United HealthCare (UHC). We have recently changed to the latter (UHC) to maintain palatable premiums for UH students. They reimburse medical services rendered by providers to UH students carrying student health insurance at 100% when utilizing our SHC services.

10. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.

Here on campus there are several departments that have an indirect/direct impact on a student's mental and physical health. They provide another venue for students to access in the event that we can't get a student on the schedule or don't have the capacity.

The departments are:

CAPS Counseling and Psychological Services

1. They also provide **mental health services**, but they do so under a different treatment model that is complimentary to the medical model that our Psychiatry offers.
2. We have Psychiatrists that are MD's which allows them to prescribe medications both controlled and regular prescriptions.
3. Reason for the overlap: Here on the main campus we have a ratio of (1) Psychiatrist to 23,000 students. That ratio doesn't allow for an adequate safety net, in dealing with mental health issues. CAPS offers an opportunity for students to have walk-in access to counseling and counseling groups whereas we are appointment based only. They can help determine if a person will likely need in depth evaluation for medication treatment and refer such students to us.

Wellness

1. The Wellness department does provide HIV screening via SMART Cougars (A non-profit entity that is housed in the Wellness department) on a regular basis, versus the Student Health Center offering the testing during special events and routinely via our lab (CPL).
2. Reason for the overlap: The Wellness department **educates students** on the value of

being in balance with your environment and your personal health (i.e. dealing effectively with stressors, lifestyle choices, etc.). They can provide preventive tips as well as the follow through on advice provided by providers at the student health center. Our goals are intertwined in that respect.

NOTE: *The totality of your responses to these questions should give the members of the Committee a comprehensive understanding of the role and function of your unit(s). To the extent that your responses do not accomplish this, please revise them accordingly.*

Please send electronic responses (PDF format) to:

Chair, SFAC
% Dean of Students Office
wmunson@uh.edu

10/2018