

PROPOSED PROGRAM SUMMARY

Institution: Northern Kentucky University
Program Name: Health Administration
Degree Designation: MASTER OF SCIENCE (MS)
Degree Level : Master's

Program Description

The School of Allied Health proposes a 33 credit hour Masters of Science in Health Administration (MSHA) to replace our current Masters of Science in Health Sciences (MSHS). The proposed program would be targeting early and mid-careerists in medical and health services management. Our proposed MSHA features an integrated curriculum based on core competencies that drive success in the contemporary health care industry and aligns with accreditation standards for the Commission on Accreditation of Healthcare Management Education (CAHME).

Will this program replace or enhance any existing programs(s) or tracks, concentrations, or specializations within an existing program? If yes, please specify
YES

The Masters of Science in Health Administration (MSHA) will replace our current Masters of Science in Health Sciences (MSHS).

CIP Code: 51.0701
Credit Hours: 33
Institutional Board Approval Date: 9/15/2020
Implementation Date: 1/15/2021

Student Demand

Year 1 - 30
Year 2 - 80
Year 3 - 110
Year 4 - 150
Year 5 - 150

Market Demand

The proposed program would be targeting early and mid-careerists in medical and health services management. Our proposed MSHA features an integrated curriculum based on core competencies that drive success in the contemporary health care industry and aligns with accreditation standards for the Commission on Accreditation of Healthcare Management Education (CAHME).

The MSHA provides students with skills for employment in a variety of health services settings including hospitals, pharmaceutical companies, community health

organizations, multispecialty services, insurance companies, biomedical research organizations, long-term care facilities, and emergency preparedness organizations in both the public and private domains. The median annual salary for medical and health managers is about \$100, 000 nationally and the US Bureau of Labor Statistics projects a job growth of 18% between 2018 to 2028. The level of employment in Kentucky is 5,000 with a median salary of \$83, 550 and a range of \$53,360 to \$135,000. In the state of Ohio, the average salary is \$101,390 with an employment level of \$14,760.

Our proposed program is very competitive in terms of affordability, ease of access, completion time, and job prospects for graduates. The proposed program would also be the only completely online graduate health administration program in the state of Kentucky and would be the program with the lowest credit requirements in Kentucky and the greater Cincinnati region. Almost all the other comparable programs require GRE or GMAT for admission.

We project annual enrollments of 30 to 50 students. At the end of five years, we expect a student population of 90 to 150 students at any given time. These enrollment numbers could be significantly higher since we are collaborating with Academic Partners who bring significant marketing capacity to the table.

Employment Demand

	Regional	State	National
Type Of Job	Medical and Health Services Managers		
Avg. Wage	\$101,390	\$91,820	\$113,730
# Jobs (Postings)	14760	5000	406100
Expected Growth	18%	18%	18%

Indicate source of market demand information

SOURCE: US DEPT. OF LABOR, BLS. (2018)
<https://www.bls.gov/ooh/management/medical-and-health-services-managers.htm>

18% (Much faster than average)

2018-2028

Academic Demand

Not Applicable. This is a Professional Degree

Unnecessary Duplication

Similar Program(s):

Program Id	Inst code	Inst Description	Degree Designation	Program Title	Report year
3199	00198900	University of Kentucky	MHA	Health Administration	2015
3267	00198900	University of Kentucky	MHA		2015
5058	00200200	Western Kentucky University	MHA	Health Administration	2015

Comparison of Objectives/Focus/Curriculum to Similar Programs:

This is a summary of characteristics for similar programs in Kentucky and the Greater Cincinnati region.

1. Western Kentucky University: Hybrid, 42 credits
2. UK: F2F, 42 credits
3. UOL: 57 credits
4. UC: Online, 40 credits
5. Xavier: 64 credits.

Our program distinguishes itself from other national, regional and state programs in terms of affordability, ease of access, completion time, and job prospects for our non-traditional students.

An analysis of Health Administration programs in the US by Academic Partners reveals that the most competitive Health Administration programs have a 30 to 36 credit hour requirement. We propose a 33-credit hour program, which makes it very competitive. Program credits nationwide range from 30 credits to slightly above 60 credits.

Western Kentucky University has a 42 credit Hybrid program which is offered both online and face to face. GRE or GMAT Exam scores are required.

The UK program is a 42 credit face to face traditional program. It requires a GPA of 3.00 or above GRE or GMAT scores.

The Xavier University Program is a 64 credit traditional face to face program. It requires GMAT or GRE and a full third year Residency requirement.

Comparison of Student Populations:

Most of our students are non-traditional students who are challenged by commuting cost, work schedules, and family obligations. Our program is open to early to mid career focus program which is between traditional early careerist and Executives. Most of our students are non-traditional students who are challenged by commuting cost, work schedules, and family obligations. One hundred percent online offering provides flexibility of attendance and eliminates other barriers.

Western Kentucky University has both traditional and Executive Programs. Most of their students are traditional and residential. GRE is required. Geographically our service areas hardly intersect.

The student population in the UK program is more traditional than ours. Many see the MHA as a path to the PhD program.

Xavier's student population is mostly urban and traditional students.

We have a mixture of urban and rural population. Most of our students are non-traditional students who are challenged by commuting cost, work schedules, and family obligations.

Access to Existing Programs:

Our program is 100% online and we almost have open enrollment admission requirements. We do not require standardized test such as GRE or GMAT and students can be admitted with a GPA of 2.5. Besides, the competitive number of credits required to complete the program makes our proposed program more affordable for both in state and out-of-state applicants.

Besides the advantage of online delivery that our proposed programs offers, unlike our program, existing programs tend to have a GMAT or GRE requirement for admissions which provides an additional access barrier. Similar programs also require more credits for completion which increases both the time of completion as well as cost of completion.

Feedback from Other Institutions:

In 2017, we had both face -to -face and telephone conversations with faculty colleagues at the University of Kentucky Masters in Health Administration Program. They offered to share their experience in administering accredited health administration programs with us and to support our program in any way possible once it is approved.

Cost

Projected Revenue over Next Five Years (\$) : 4404833

Projected Expenses over Next Five Years (\$) : 2358551

Will Additional faculty be needed? Yes

Yes, after two years of operation but not initially.

We will use existing MSHS faculty lines in the first two years in conjunction with four to five adjunct practitioner faculty. Two of our existing faculty lines could be converted into one twelve month program Director position and one nine month faculty position. After two years of operation and before applying for accreditation, we will need a minimum of one additional faculty.

Provide a budgetary rationale for creating this new program

The MSHA program is an outgrowth of the current MSHS program and replaces the MSHS program. It is a more efficient and effective use of university resources because it provides superior employment opportunities for the students at about the same cost and completion time. The program responds to transformations in the health care industry and employment readiness challenges facing MSHS students. The health sciences faculty decision to pursue a Master's of Science in Health Administration was guided by the high preference for the health administration track among our MSHS students. Yet, the MSHS program does not provide a wide enough health administration course footprint to meet the required competencies for medical and health services managers.