UNDERGRADUATE ACADEMIC PROGRAM CHANGES

NEW PREFIX FOR HEALTH AND AGING SERVICES ADMINISTRATION CERTIFICATE

Certificate Background/Overview

The College of Business with approval from Interim Provost, Marty Wood, reinstated the Health and Aging Services Administration Certificate in April 2009 with courses beginning in January 2010. The revised certificate meets the needs of individuals seeking licensure or professional development in the health and aging services industry. The certificate is entitled My SeniorCare Edvantage.

- All courses in the certificate program are available online. No campus commitment is required.
- Students will be able to take courses for credit or not for credit. Some individuals need credit courses for state licensure; other individuals need continuing education units. It is anticipated that approximately 90 percent of the students who take these courses will do so for CEUs. Some students will take one or more courses; others will complete the entire certificate.
- A student who desires to earn the certificate will complete nine courses (9 credits) in the Health and Aging Services Administration Program and two courses (4 credits) in the Business Essentials Program for a total of 13 credits. This is consistent with University policy on credit-bearing certificate programs. The mix of credits reflects the move of the Health Care Administration Program to the College of Business.

New Prefix Request

The purpose of this request is to change the prefix for the courses in the certificate program to HASA, Health and Aging Services Administration. Currently, all courses in the certificate use HCAD, Health Care Administration, for a prefix.

Rationale for new Prefix

1. Selecting courses and providing advising will be more streamlined.
   - Students in the HCAD major or minor program cannot take certificate courses to meet requirements in their major or minor.
   - The names for the certificate courses in the certificate program are similar to the names for courses in the HCAD program. This could be confusing for students.

2. The prefix, HASA, is a logical abbreviation of the certificate name, Health and Aging Services Administration.

3. The certificate will be recorded on the UWEC transcript if a student takes the courses for academic credit. A distinctive prefix will distinguish these courses from others and will clearly define the certificate program.

4. The certificate courses are focused on the aging services industry and the current health care administration prefix has broader implications.
Courses in the Certificate Program

The UWEC Course Master for HCAD 100, Fostering a Person-Centered Care Culture, in attached. All courses in the certificate use the same criteria for grading, frequency of offering, and related items. The only change is the course description and related syllabus. The courses include the following:

**Fostering a Person-Centered Care Culture** (HCAD 100)
Explore how a person-centered care philosophy—one that is respectful of and responsive to individual preferences, needs and values—shapes the organizational culture, processes, and structure of a long-term care center.

**Developing an Evidence-Based Quality System** (HCAD 110)
Learn how to apply quality management concepts to a long-term care center to ensure that procedures are well aligned across departments, enhance overall performance and are based on best practices learned through a commitment to continuous improvement.

**Attracting and Keeping the Right Employees** (HCAD 120)
Competent, caring employees are critical to the success of a long term health care organization. Learn how to hire the right staff—and retain them, creating work environments that meet their needs as well as the needs of residents and employers.

**Using Data for More Effective Decision-Making** (HCAD 130)
Learn how to identify, prioritize and use data to benchmark and improve performance outcomes utilizing new tools and technology.

**Managing Your Financial Resources** (HCAD 140) **PREREQ: BSAD 105 or college-level coursework in accounting**
Explore concepts and practices of accounting and finance critical to the operation of a health and aging services organization, such as how to develop budgets, understand financial reports and manage third-party reimbursements.

**Marketing Your Health Care Center** (HCAD 150)
Good marketers understand the needs and wants of their customers and are mindful of the competition. Learn how to develop, price, promote, and sell health care services, keeping in mind the attitudes and preferences of current and prospective residents, their families, and other stakeholders.

**Untangling Health Care Rules and Regulations** (HCAD 160)
A seemingly endless number of laws and regulations impact the long-term care field. Learn strategies for proactively managing a center within the context of a regulatory environment.

**Exploring Professional and Contemporary Issues** (HCAD 170)
What does it mean to be a professional within the long-term care field? Discuss this and other timely topics, such as how to respond to the recently created Centers for Medicare and Medicaid Services Five-Star Quality Rating System within your care center community.

**Becoming a Strategic Leader** (HCAD 180) **PREREQ: BSAD 130 or college-level coursework in management**
Explore leadership practices and skills necessary for success in today’s health care environment, such as how to foster organizational change and innovation, empower a diverse workforce, and champion the improvement of quality of care.
## Status of Approval and Proposed New Prefix

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Current</th>
<th>Proposed</th>
<th>Status of Course Approval</th>
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<tbody>
<tr>
<td>Fostering a Person-Centered Care Culture</td>
<td>HCAD 100</td>
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<td>Developing an Evidence-Based Quality System</td>
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<td>✓  ✓</td>
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### Administrative Unit Approval

The administrative unit has reviewed this request for a new prefix and approves the use of HASA as a prefix for new and for existing courses in the Health and Aging Services Administration Certificate:

<table>
<thead>
<tr>
<th>Approval</th>
<th>Administrative Unit</th>
<th>Chair/Dean/Provost Signature</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>College of Business Curriculum Committee</td>
<td>Dr. Tony Keys, Chair</td>
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<tr>
<td>College of Business Faculty</td>
<td>Dr. V. Thomas Dock, Dean</td>
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<td>University Senate APC</td>
<td>Dr. Barbara Lozar, Chair</td>
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<tr>
<td>University Administration</td>
<td>Dr. Patricia Klein, Provost</td>
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Please include meeting minutes that indicate approval.

Attachments:
- UWEC Course Master – HCAD 180– Becoming a Strategic Leader – For Example
- My SeniorCare Edvantage Brochure
- Certificate Reinstatement Memo