



UNIVERSITY *of* HAWAII®
KAUA'I
COMMUNITY COLLEGE

Authorization to Plan

Medical Assisting Program

Certificate of Achievement

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VCAA James Dire was consulted prior to the completion of this ATP.

2. Campus/college and department /division requesting the ATP

Kaua'i Community College, Health Education Division, Nursing and Allied Health Department.

3. Planning committee chair and members

Victoria Mathis, Assistant Professor (Chair) and Marla Pua Palmeria, nursing and allied health counselor, Maria Fabro, Assistant Professor, acting allied health program director

4. Degree/certificate proposed

Certificate of Achievement in Medical Assisting

Classification of Instructional Programs (CIP) code: 51.0801

U.S. Department of Labor Standard Occupational Classification (SOC) code: 31-9092.00

5. Description of Program Need

a. Program Description

The proposed Medical Assisting program is an approximately 41 credit certificate of achievement (CA). The course content will be designed to align with the Commission on Accreditation of Allied Health Education Programs (CAHEP) competencies. Prerequisite requirements of skills in English, Mathematics and medical terminology will be required to meet the rigor of a CA program. Program courses will involve classroom, laboratory and clinical experiences in both administrative and clinical competencies.

Program Learning Outcomes

Upon successful completion of the Medical Assisting Program the student will be able to demonstrate:

1. Professional understanding and knowledge of medical office economics.
2. Effective communication skills with all members of the healthcare team.
3. Clinical and administrative medical assisting skills in a variety of clinical settings.
4. Ethical and legal behavior to maintain patient safety and confidentiality.
5. The ability to think critically and apply basic concepts of medical assisting to maintain safe patient care and efficient administrative procedures.

Program Justification

Student Demand

At Kaua'i Community College (CC) approximately 90% of the student body consists of students who tested into at least one remedial/developmental subject. These students often struggle to meet the rigor required for the prerequisites for associate level degrees, especially in nursing. A large portion of students who enter Kaua'i CC with the goal of a nursing career are not able to persist in college and do not graduate with any marketable skills for employment. Approximately 60% of pre nursing students do not graduate with any kind of degree or certificate. Currently Kaua'i CC does not have a healthcare related CA program option to offer these students. The CA in medical assisting (MEDA) will enable Kaua'i CC to provide these students with a strong alternative academic option. Subsequently, this will allow them to enter the local workforce on Kaua'i and garner gainful employment as a medical assistant.

Island Demand

A needs survey was completed in spring 2012. Assessment based on the returned surveys indicated a high demand for medical assistants and an inability to hire qualified applicants on Kaua'i. Respondents indicated they would hire more medical assistants if a qualified pool was available on Kaua'i. There has been continuing strong clinical community support for a MEDA program. Lynn Joseph CEO of Kauai Medical Clinic (KMC) has indicated that KMC wants a MEDA program on Kaua'i and will provide clinical site support to the program. KMC is the largest ambulatory care employer on Kaua'i.

Economic Development and Workforce Needs

State Demand

The state of Hawai'i suggests that healthcare support occupations will expand significantly by 19.0 percent (State of Hawai'i, 2010). Ambulatory health services are also projected to experience job growth more than any other section of the healthcare industry (State of Hawai'i, 2010).

Industry Demand

The CA in medical assisting will respond to the changing needs of the healthcare industry. The increasing use of medical assistants by physicians in primary care is helping to stimulate healthcare job

growth. Primary care utilizes a high proportion of allied health support personnel who are trained to complete both administrative and clinical duties, like medical assistants. The number of primary care visits by the general population increased substantially from 1997-2007 by approximately 25% (Schappert & Rechtsteiner, 2011). In addition, healthcare support occupations are projected to add 1.1 million jobs, growing the fastest of the services subgroups (Dohm & Sniper, 2007). The growing demand for medical assistants will be determined by the changing site of care from inpatient hospitals to community based group practices and clinics (Dohm & Sniper, 2007; Lang, 2009). It is also significant that ambulatory health care is projected to grow much faster than inpatient care (Lockard & Wolf, 2012). The healthcare support occupations group is projected to be the fastest growing occupational group from 2010 to 2020, growing by 34.5 percent and creating 1.4 million more new jobs (Lockard & Wolf, 2012).

Program Alignment

The MEDA program goals align with Kaua'i CC strategic goals of access, learning and teaching and workforce development. Kaua'i CC strategic goals align with the University of Hawai'i (UH) system goals.

1. Access

To provide open access to educational excellence for a diverse student population.

- a. Outreach: Increase access to and participation in the MEDA program through student identification, counseling and advisement, and marketing activities.
 - i. Increase and sustain enrollment in the MEDA program.

2. Learning & Teaching

To promote excellence in learning and in teaching for career/technical programs.

- a. Curriculum: Quality MEDA program curriculum to that meets the needs of the diverse student population and community on Kaua'i.
 - i. Approval and offering of certificate of achievement in medical assisting.
- b. Remediation/Developmental: MEDA program to provide an educational offering to meet the needs of developmental students.
 - i. Increase Kaua'i CC graduation with a CA in medical assisting.

3. Workforce Development

To provide highly qualified medical assistants for employment on Kaua'i.

- a. Graduate students who gain gainful employment as a medical assistant.
 - i. Completion of CA in medical assisting.
 - ii. Enrollment of 25- 49 years olds in the MEDA program.

The proposed CA also aligns with the UH system Hawai'i graduation initiative by increasing participation and graduation of native Hawaiians, and students from underserved areas. The curriculum will also be designed to align with and contribute towards the "15 to finish" UH system goal.

b. Existing UH Programs

Kapiolani Community College (CC) is currently the only school in the UH system that offers certificates in medical assisting. Kapiolani CC medical assisting program director Lynn Hamada was consulted via telephone and email in spring 2013. She has provided verbal support of a MEDA CA program on Kaua'i. The proposed Kaua'i CC CA in medical assisting will be similar to the Kapiolani CC program to allow articulation and the ability for students to transfer to Kapiolani if an AS degree is desired. In addition, both programs curriculums are based on the national CAHEP competencies which provide high academic standards and are the "gold standard" for any MEDA program.

The proposed program will increase the diversity of the allied health offerings at Kaua'i CC. More importantly, this will provide Kaua'i residents with a viable cost effective academic option through the UH system that leads to gainful employment. Relocation to Oahu for the majority of these neighbor island students is not a realistic financial option.

Hawaii CC and Maui CC have certificate of completions (CC) as medical office assistants offered through their business divisions. A medical office assistant has significant functional differences at the program level e.g. CIP code: 51.0710 (medical office assistant) and job description differences e.g. SOC code: 43-6013 (medical secretary). Specifically, they are prepared to function in an administrative role (front office) only. Medical assistants are prepared to function in both an administrative and a clinical role (back office).

VCAA James Dire of Kaua'i CC has consulted with the VCAA Louise Pagotto of Kapiolani CC.

6. Planning the New Program

a. Planning Period

The planning period will be one academic year from fall 2013-spring 2014. Curriculum development will take place at the program level for the CA and at the course level for MEDA courses. It is anticipated the program proposal for the CA will be submitted in spring 2014. The planning will be undertaken by an existing FTE health education division nursing faculty using assigned time as needed. The MEDA program CA will be a standalone program within the allied health department of the health education division.

b. Resources Required

One FTE faculty will be required. There is an existing FTE health education division faculty to meet this requirement. No additional faculty funding is required at this time. In addition, lecturer support for 3 credits will be required. MEDA faculty and lecturers will also teach existing HLTH support courses: HLTH 140, 155, and HLTH 240. Classroom and laboratory space is available in the existing nursing building. This space is currently partially utilized by the nurse aide program on two days and one evening a week. The MEDA program will utilize the space in the afternoons and evenings three days a week. Some existing lab departmental equipment will be utilized. Any additional equipment and supplies will be purchased using a \$200 per semester student lab fee. No additional library resources will be required.

c. Five Year Business Plan

It is not anticipated that the program will incur costs that would not be covered by tuition and existing departmental funding. The proposed budget does not include additional funds or a request for additional funds for the proposed program. Given a “flat budget” situation the proposed program will be funded by existing departmental funding and tuition. Projected enrollment and estimated tuition revenue is demonstrated on the template below.

The proposed program will have no significant impact on existing programs or departments. The general education requirements will be chosen to give students a wide range of options without placing a significantly higher demand on any one course. The CA curriculum will be developed in collaboration with Kapiolani CC and articulation agreements will be developed during the planning period.

ENTER VALUES IN HIGHLIGHTED CELLS ONLY					
YEAR	FY2014	FY2015	FY2016	FY2017	FY2018
PROGRAM COSTS					
Faculty w/o fringe	63,222	65,119	67,073		
Other personnel costs w/o fringe	0	0	0		
Library	0	0	0		
Equipment/Supplies	1,200	1,500	1,500		
Other	0	0	0		
TOTAL Expenses	64,422	66,619	68,673		
REVENUES					
Projected Enrollment	12	12	12		
No. of Courses	10	10	10		
No. of Credits	29	29	29		
SSH	348	348	348		
Tuition Rate/Credit	\$114	\$122	\$130		
Total Revenue from Tuition	39,672	42,456	45,240		
Other Sources of Income	2,400	2,400	2,400		
TOTAL Revenues	42,072	44,856	47,640		

References

Dohm, A., & Sniper, L. (2007). Occupational employment projections to 2016. *Monthly*

Labor Review, 130(11), 86–125.

Lang, J. (2009). The outlook in the health sciences. *New Directions for Community Colleges*, (146), 53-62.

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Schappert S.M., & Rechtsteiner E.A. (2011). Ambulatory medical care utilization estimates for 2007. *Vital Health Stat*, 13(169).

State of Hawaii (2011). Employment projections for Industries and occupations 2008-2018. Hawaii State Department of Labor and Industrial Relations.

