



Master's in Healthcare Administration



DEPARTMENT OF MANAGEMENT

Sherress L. Hicks, MS, QMHP, HCM

Thursday, May 16, 2024



Assessment Questions

- What is the Vision of the Master's of Healthcare Administration Program?
- How can we increase enrollment?



Workshop Objectives

SUBTITLE

- Create the Mission Statement, Vision Statement, and Core Values of the Master's in Healthcare Administration program.
- Create program objectives & summary.
- Create a slogan.
- Create program events to increase enrollment.
- Create a pitch video outlining objectives of the program.



Data Discussed

SUBTITLE

- In 2023 a study reported about 600-800k nurses say they intend to leave the workforce by 2027.
- Top Master's in Healthcare Administration program offerings.



Conclusions Reached

SUBTITLE

- Program needs to be defined.
- Outline clear objectives.
- Marketing plan needed.
- Carving out a niche for MSU.
- Workshops, Conferences, Awards/Gala Fundraiser.



Items Chosen for Action

- Mission Statement
- Vision Statement
- Slogan
- Intro/Pitch Video
- Program Events



MHA's Mission & Vision Statements

Mission Statement

- The Missouri State University Master's Degree in Healthcare Administration cultivates ethical, innovative, and strategic minds poised to transform healthcare delivery.

Vision Statement

- Our vision is to be the foremost destination for students seeking a transformative educational journey in strategic, innovative, and compassionate healthcare administration.



MHA's Slogan

- Empowering Tomorrow's Healthcare Leaders and Becoming the Beacon of Excellence in Online Healthcare Administration Education



MHA's Program Summary

- Through a dynamic online platform, we strive to cultivate a diverse community of forward-thinking leaders equipped with the knowledge, skills, and empathy needed to navigate the complexities of modern healthcare systems. Our program is designed to inspire innovation, foster strategic thinking, and instill a deep commitment to compassionate care. Grounded in principles of integrity and social responsibility, our program equips graduates with the skills, knowledge, and vision to navigate complex healthcare landscapes, drive organizational success, and champion sustainable solutions.
- By leveraging cutting-edge technology, expert faculty guidance, and immersive learning experiences, we aim to empower our graduates to drive positive change, promote equitable access to healthcare, and lead with integrity in a rapidly evolving healthcare landscape. Missouri State University envisions shaping a brighter future for healthcare administration, where compassion and innovation converge to redefine the standard of excellence in patient-centered care. Together, we shape the future of healthcare leadership, where ethical decision-making, innovation, and strategic acumen converge for the betterment of communities and the advancement of healthcare worldwide.



MHA's Core Values

Trust

- Nurturing positive relationships and building trust within an organization are fundamental pillars for fostering a healthy and productive work environment. When employees feel valued, respected, and trusted, they are more likely to be engaged, motivated, and committed to their work. This not only enhances job satisfaction but also contributes to higher levels of productivity and innovation.

Commitment

- Dedication is the cornerstone of organizational success. It's the commitment to investing time, effort, and energy into furthering the organization's goals, driven by the belief that every task, no matter how small, contributes to the bigger picture. Commitment fosters a culture of accountability and excellence within the organization. When individuals are dedicated to their roles and responsibilities, it inspires others to do the same, creating a ripple effect of dedication and high performance across the entire team.



MHA's Core Values

Innovation

Pushing past the status quo and fostering innovation is essential for organizations to thrive in today's rapidly evolving healthcare world. It involves embracing bold and progressive ideas, being curious, and challenging traditional norms and methods. Innovation is the process of creating a new course while continuously seeking ways to better by taking lessons from both triumphs and failures.

Teamwork

Teamwork is foundational to achieving collective success and driving organizations toward their goals. Collaborating and coordinating to achieve a larger goal. When people work together, they can pool a variety of viewpoints and skills that would not be possible if each person worked alone. Increased innovation, team building, learning and development, and a stronger sense of accomplishment can all come from collaborative work.



MHA's Core Values

Respect

Respect fosters a culture of mutual trust and understanding, where individuals feel safe expressing themselves and collaborating effectively. Treating all employees, patients, and stakeholders with respect means valuing their perspectives, listening to their input, and acknowledging their unique contributions to the organization. It's about creating an inclusive and supportive environment recognizing the distinct contributions that every person contributes to advancing the objectives of the company.

Community

Fostering a sense of community within the workplace goes beyond individual connections—it's about creating a cohesive and supportive environment where employees feel connected through common interests, objectives, or experiences. It's an investment in guidelines, plans, and initiatives that foster a "one team" mentality among staff members and give them a feeling of connection, purpose, and belonging.



MHA Lunch & Learn Workshops

To introduce our program and engage the community, the MHA program will offer 10 healthcare professionals the opportunity to focus on healthcare administrative techniques and skills during their lunch hour that they can quickly learn and apply in the workplace upon completion.

- Strategy
- Innovative AI tools
- Management Simulation Exercises
- Emotional Intelligence
- Leadership
- Quality Improvement
- September, October, November, January, February, March



MHA Summer Abroad

Spring Break or Summer Week of Service

My goal is to take 7 students to a country to develop project management skills and represent our core values. The objective is to connect with a hospital or clinic helping them implement an administrative goal or objective. This trip is dedicated to helping said hospital or clinic develop:

- Policies
- HEDIS (Healthcare Effectiveness Data and Information Set) outcomes
- Address SDOH (Social Determinates of Health) outcomes
- Improve EHR/EMR systems (Electronic Health Records/Electronic Medical Records)



MHA Awards Fundraising Gala

The MHA Awards

- This gala is not only a tribute to the outstanding professionals in Springfield who embody the core values of trust, commitment, innovation, teamwork, respect, and community, but also a fundraising initiative to support vital program initiatives. The ceremony will feature inspiring stories of impact and achievement, highlighting the remarkable contributions of our esteemed honorees.



MHA Conference or Seminar Fall 2025

Small scale conference or seminar with a Keynote Speaker

Highlight MHA Program

Highlight faculty



Follow-up Plans & Next Steps

- Discuss with Dean Meinert



Questions?