

## DEMAND ANALYSIS TO ACCOMPANY NOTICE OF INTENT FOR NEW OR EXTENDED DEGREES

The information from this form will be used:

- In summary form in the Notice of Intent
- In the Financial Analysis spreadsheet
- In the New Degree Proposal form
- In the submission for accreditation to the Northwest Commission on Colleges and Universities after approval by the Board of Regents

<b>Proposed Degree</b>	<b>Master's Degree: Healthcare Administration and Leadership</b>	<b>Location:</b>	<b>On-Line</b>
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### 1. Employer Demand

**If you are extending a degree, or have a related existing degree, briefly summarize the employment outcomes for your graduates.**

**What is the state and regional employment demand for this degree?**

**Is long-term employer demand expected to grow, remain stable, or decline?**

**What is your evidence?**

Presently: Master of Health Policy and Administration (MHPA) is being offered on the Spokane Campus. This program is being eliminated and replaced with a new program in the ESF College of Medicine: Master of Healthcare Administration and Leadership (MHAL).

Key Word	Degree-Specific
MHA	27,550
Healthcare Administration	10,280
Health Administration	7,750
Healthcare Management	2,500
Healthcare Care Management	1,760
Health Care Administration	1,670
Health Management	460
Health Services Administration	400
Healthcare Leadership	100
Health Service Management	80
Health Policy and Administration	30
Healthcare Services Management	10
Health Care Leadership	0
Healthcare Services Administration	0

Listed is a review of the number of search hits related to an MHA. We plan on expanding the scope of program to include Leadership. This provides additional opportunities for marketing and developing a niche in the healthcare administration market.

Our program is designed to be in high demand at the national level but when considering state and regional demand it must be acknowledged that healthcare is a substantial contributor to the domestic product of the entire region, especially eastern Washington.

The demand for administration leadership in healthcare is only going to grow if one considers the concern expressed by the general public and all legislative branches of the local, state, and federal government. The constant change in the provision of healthcare both clinical and administrative is going to require leadership for the foreseeable future.

## **2. Competitors**

**Who are your competitors? What is their competitive advantage? Are competitor-institutions planning to introduce similar programs/expand existing ones? Why is your department/school able to provide the proposed new degree better than other WSU departments/schools or other universities?**

When considering competition, it is noted that a number of universities throughout the nation presently provide degrees in Healthcare Administration. Competitively, their main advantage is that they are already in the market and providing the educational opportunity. Our program is designed to distinguish itself with the expanded components of Leadership and being offered through the ESF College of Medicine. Working in step with the Carson College of Business, our students will also have the opportunity to expand their educational experience into the business realm of healthcare. Our program is working, as is the Carson MBA program, with Pearson Online Learning Services (hereinafter referred to as "Pearson"), an online program enablement services company to expand our marketing and recruiting capabilities.

When questioned as to why this component of WSU is able to offer the proposed new degree better than other WSU departments/schools, the answer must be identified with the expertise achieved by offering the program through the ESF College of Medicine. Healthcare is a unique professional environment and the combination of physicians and healthcare administrative leaders providing the learning experience for our students is unmatched not only at the university but the region.

## **3. Student Demand**

**Describe the target market in light of regional population trends, especially in the target age group.**

**What is the current number of students in existing programs in the proposed market area in this field? What is the potential number of students forecasted?**

**What are the key characteristics of the market segment you seek? How will your degree serve their needs?**

As identified in the first question related to demand of the program: note that on student web key word searches for Healthcare Administration:

MHA= 27,550 hits, Healthcare Administration = 10,280 hits, Health Administration = 7,750 hits. A total of 45,580 searches for this type of program.

Our market focus is professionals that are presently in the healthcare industry: physicians, therapists, nurses, administrators with an interest in expanding their skill and expertise in administration and leadership. Healthcare is changing dramatically, leadership is in constant demand and healthcare professionals are intimately aware that they need additional skills to make the necessary impact to the healthcare industry.

Key characteristics of market would include any individual in the healthcare industry with aspirations of providing the leadership and vision necessary for a successful enterprise. Physicians, nurses, therapists are all in positions requiring administration and leadership skills. Positions such as department chairs, unit supervisors, medical officers, directors of nursing all demand a solid foundation in leadership and administration.

Expected FTE					
Year 1	93	Year 2	211	Year 3	220

**How did you arrive at these numbers? How do they compare with your current enrollments in an existing degree or option, or related degree?**

Summary -  
Total  
Students

Term	Total Stdts	FA20A		SU21A	FA21A		SU22A	FA22A		SU23A	FA23A		SU24A	FA24A		SU25A	FA25A		SU26A	FA26A		SU27A	FA27A		SU28A	FA28A		SU29A	FA29A	WS30A	SU30A	
		WS21A	WS22A		WS23A	WS24A		WS25A	WS26A		WS27A	WS28A		WS29A	WS28A		WS29A															
FA20A	5	5																														
WS21A	28	4	24																													
SU21A	60	4	20	35																												
FA21A	136	4	20	32	80																											
WS22A	200	4	19	30	71	76																										
SU22A	236	4	18	28	67	65	55																									
FA22A	311	-	17	28	66	63	50	88																								
WS23A	351	-	-	26	62	60	47	78	77																							
SU23A	353	-	-	-	59	57	44	74	65	55																						
FA23A	373	-	-	-	-	55	43	72	64	50	88																					
WS24A	373	-	-	-	-	-	41	69	61	47	78	77																				
SU24A	360	-	-	-	-	-	-	64	57	44	74	65	55																			
FA24A	373	-	-	-	-	-	-	-	56	43	72	64	50	88																		
WS25A	373	-	-	-	-	-	-	-	-	41	69	61	47	78	77																	
SU25A	360	-	-	-	-	-	-	-	-	-	64	57	44	74	65	55																
FA25A	373	-	-	-	-	-	-	-	-	-	-	56	43	72	64	50	88															
WS26A	373	-	-	-	-	-	-	-	-	-	-	-	41	69	61	47	78	77														
SU26A	360	-	-	-	-	-	-	-	-	-	-	-	-	64	57	44	74	65	55													
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FA27A	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	43	72	64	50	88									
WS28A	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	41	69	61	47	78	77								
SU28A	360	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	57	44	74	65	55							
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SU29A	360	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	64	57	44	74	65	55				
FA29A	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	56	43	72	64	50	88			
WS30A	373	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SU30A	360	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Numbers are provided by Pearson This organization has been working with the Carson College of Business and has presented accurate projection since 2009.

#### 4. Recruitment Plan

**How and where are students going to find out about this program? Who will represent this department in its promotion activities? What specific venues can you use to promote an awareness of this new program? What means will be used to access and educate businesses, industry, agencies, and/or institutions about this offering?**

The new WSU ESFCOM Master of Healthcare Administration and Leadership will be working in conjunction with Pearson to develop an online marketing program designed to reach perspective students on a global stage. Pearson is well known in the online education world and has developed an excellent resume. Presently, Pearson is working with WSU's Carson College of Business to market and recruit and retain students for their Executive Master of Business Administration and their online Master of Business Administration. The relationship with Pearson provides an efficient method to not only to recruit students but also to work actively with current students to retain their interest and involvement in the educational program. The marketing team from the ESFCOM will be involved to review the marketing approach and ensuring that a quality presentation is provided to the public.