Saving Lives is Serious BUSINESS

The Importance of Business in Inter-Professional Health Education

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Outline

• Background - reason for study
• Research Questions
• Method
• Findings
• Next Steps
Background

- Requested to tailor our successful 8-week summer business intensive for undergrads seeking healthcare careers
- Identified faculty and designed curriculum to engage healthcare students and prepare them to apply business knowledge in their healthcare careers
  - Partnership with Natural Sciences - Healthcare Informatics
- 15 credit hours in 5 classes in June and July
  - Accounting
  - Finance
  - Management
  - Business Law
  - Entrepreneurship (business plan capstone)
Research Questions

1. How do students report the value of their education received in a summer business foundation institute immediately after the program versus six months later?

2. Do students in healthcare careers perform better, worse, or the same in business classes compared to their science classes?

3. How do students describe the impact of a summer business foundation summer institute on their academic and career plans six months after completion?
Method

- Pilot program June-July 2014 with 51 students
- Survey 1: Students asked to participate in traditional Course Instructor Survey (CIS) on the last day of the program.
- Survey 2: Students asked to participate in a follow-up survey sent six months after completing the program.

<table>
<thead>
<tr>
<th>Survey 1: Last Day of Program</th>
<th>Response Rate</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>92% of students participated in survey</td>
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<tr>
<td>Survey 2: Six Months After Completing Program</td>
<td>44% of students participated in survey</td>
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Findings: Research Question 1

• How do students report the value of their education received in a summer business foundation institute immediately after the program versus six months later?

<table>
<thead>
<tr>
<th></th>
<th>Reported Value Score (5 pt. scale)</th>
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<tbody>
<tr>
<td>Last Day of Program</td>
<td>4.28</td>
</tr>
<tr>
<td>6 Months After Program</td>
<td>4.55</td>
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Findings: Research Question 1

• Qualitative:

“I felt truly cared for by all of the staff members. Throughout the entire program, it was evident that every professor and administrator had the students' best interests at heart. This gave me motivation and determination to get as much out of the program as I could.

Exposure to novel concepts such as the Stock Market and the technological advancements being made in the healthcare industry facilitated the development of my own interests and opinions regarding such concepts.”

-Junior, Natural Sciences
Findings Research Question 2

• Do students in healthcare careers perform better, worse, or the same in business classes compared to their science classes?

• 50% of students performed **better** in the business foundations classes, thus increasing their GPA by 0.1 to 0.5+ points

• 45% of students performed **at the same level** in the business foundations classes with no change in their GPA
Findings Research Question 3

- What do students describe as the most helpful aspects of a summer business foundation summer institute six months after completion?

- 72% of respondents said the institute helped them successfully compete for an internship, a job, or graduate school admissions.

- Students also cited these key take-aways:
  - Applied and simulated learning techniques
  - Guest speakers from healthcare industry
  - Professional development workshops (e.g. resume writing, mock interviews, etc.)
  - Foundation in managing people & budgets
  - Entrepreneurship process and business law
Next Steps

• Follow-up survey in July (1-year post program)
• Business of Healthcare 2015 has 60 students enrolled
• Marketing program through advisors and information sessions to student healthcare organizations