

PROGRAM TITLE: Health Information Management AAS, Billing Certificate, Coding Certificate

Primary Strengths

What are the Programs strengths?

What does the College do better than others in this program area?

What unique capabilities and resources does the Department/Program have?

What do others perceive as the Programs Strengths?

- **Certificate offerings within the A.A.S. degree:** Students have the option of entering the HIM program to obtain certificates in Coding and/or Billing and these are stackable within the full Associates Degree. This is a viable option for those who need to enter the workforce quickly. Students who graduate with the AAS degree have a wide range of employment opportunities.
- **Clinical Sites:** The HIM program has expanded clinical site options for students and the student pass rate for clinical experiences has been 100% over the past three years
- **Curriculum change:** Changes to HIM program course delivery methods including hybrid and online, changes in required courses, and the addition of new courses as part of the A.A.S degree was implemented in 2016. These have been designed based on clinical preceptor feedback and to reflect changes which have occurred in health care information management.
- **Job Growth:** The job growth for Health Information Technologists is expected to be 15% nationally through 2024
- **Program Costs/Revenue:** The program has minimal costs, without need for equipment or classroom supplies. The Costs to Expenses ratio has been over 200% for the past five years for the QC campus.
- **Unique courses:** Two new courses are part of the HIM Coding certificate and AAS degree (Coding III and Medical Scribe Procedures). These are unique to HIM degrees and reflect trends in employer needs.
- **Certification Exam:** BHC is a testing site for the AAPC certification exam (American Association of Professional Coders) which benefits students and promotes the college in the community
- **Outcomes:** 75% of students who have taken the AAPC exam have passed; national average is 50%.

Weaknesses

What are the Programs weaknesses?

What do the competitors do better than BHC?

What can you improve given the current situation?

What do others perceive as the Programs Weaknesses?

- **East Campus expansion:** HIM courses have been offered at the Community Education Center in Kewanee, but student numbers have been low for certificate courses making it not feasible to continue to offer sections there.
- **Competition with delivery methods:** Some competitors and for-profit institutions offer similar degree and certificate programs completely online
- **Declining interests in night courses:** Prior to the last program review, night offerings for HIM were viable and necessary. However, a decline over time has been evident so that no night classes will be offered for FY 2018.
- **Declining Enrollment/student numbers**
- **Reduction in Force:** Due to the state budget crisis and BHC layoffs, the Health Information Management program has lost its only full time faculty member/Program Coordinator. The HIM Career and Technical program will have courses taught exclusively by adjunct instructors and current faculty from other disciplines. We have adjunct and current full time faculty members who are qualified to teach courses within HIM, but will need an ongoing plan to ensure that course instruction needs are met.
- **Certification exams are not mandatory:** Students do not have to take a licensing or certification exam to obtain employment, which makes it hard to track outcomes for those who do. The program has to rely on self-reporting to the program coordinator.

Major Opportunities

What trends or conditions may positively impact the program?
What opportunities are available to the Program?

- **Marketing:** Explore and enhance marketing strategies to target audiences including non-traditional students
- **Curriculum development:** Design a certificate program that can be offered completely online & market this
- **Accreditation:** Future pursuit of accreditation status for the program from the Commission on Accreditation of Allied Health Programs or the Accrediting Bureau of Health Education Schools.
- **Transfer programs:** Explore possible transfer agreements or 2 + 2 program possibilities

Continued changes in health care delivery, electronic medical records, and billing/coding will continue to increase the need for HIM professionals.

Major Threats

What trends or conditions may negatively impact the Program?
What are the competitors doing that may impact the Program?
Is the Program operating financially healthy?
What impact do the weaknesses have on the threats to the Program?

- **Market Competition:** The trend for online only learning may negatively impact the Health Information Management Program, as some competitors are offering degrees as online only. There are also competitive programs offering Bachelors Degrees.
- **Lack of a full time faculty member/program coordinator after FY 17**

Despite lower student numbers and a seats sold to course capacity decline within the certificate and degree programs, the program has been operating well financially (Cost Revenue ratios in the past five years have been over 200%, and 211% for FY 2016 for QC campus.)

This next year will be crucial in ensuring student satisfaction, pursuit of program completion, and proper advising for their program of study.