

## **ANNUAL REPORT STUDENT HEALTH CENTER**

Student Affairs Division  
Texas State University  
2008-2009

### **Major Accomplishments/Retention Initiatives for 2008-2009**

The main goals for the Student Health Center (SHC) in 2008-2009 were to enhance the quality of services, improve access to services, and support student success. Major accomplishments in support of those goals included:

1. Accreditation renewal for maximum three year period by the Accreditation Association for Ambulatory Health Care, Inc (AAAHC). The SHC received a perfect score with substantial compliance for all standards.
2. An Electronic Health Record (Medicat) was implemented in May 2009.
3. A new Pharmacy software program (ProPharm) was implemented in January 2009.
4. A completely new and reorganized SHC website was developed using the new GATO website management system.
5. Provided leadership and educational materials for a successful H1N1 Influenza university emergency response.

Retention Initiatives included:

1. Supported the Mentoring Program with several SHC staff members serving as mentors.
2. Participated in the PAWS Alert program by responding to identified students.
3. Supported the Gear Up for Next Semester program by displaying signs in the SHC with important dates/deadlines and sending letters to students with SHC "holds".
4. The SHC Health Education Resource Center became an Allies of Texas State Safe Office. In addition, many other SHC staff have undergone Allies training.

### **Progress on 2004-2009 Administrative Support Plan (Strategic Plan)**

In order to improve the response to students with physical and mental health concerns, the following strategic initiatives were completed in FY09:

1. To improve access to healthcare during periods of the year when demand surges, a Peak Demand Coverage Plan was implemented which includes hiring additional temporary medical personnel and increasing the number of appointment slots that only triage nursing staff may assign.

2. The SHC worked with the Counseling Center to host a luncheon for mental health providers in the San Marcos area to promote greater collaboration in responding to the mental health needs of students and others in the community.

To support academic departments, the following research collaborations were undertaken:

1. Concussion Study: The SHC collaborated with Dr. Denise Gobert, Assistant Professor in the Department of Physical Therapy, to conduct a study evaluating the long term mental and physical consequences of mild concussions.
2. Exercise & Nutrition Study: The SHC collaborated with Dr. B.J. Friedman, Professor in Department of Family & Consumer Sciences, to assess the metabolic effects of nutrition and exercise in a cohort of ROTC students. The SHC provided lab tests at significant discounts to support the study.

To support academic departments, the following internships or training experiences were provided:

1. Health Education internship, 1 student
2. Health Information Management internship, 1 student
3. Athletic Training clinical rotation, 12 students
4. Clinical Laboratory Sciences training site, 21 students

## **Assessments for 2008-2009**

### Demographic Analysis:

The demographic analysis which compares the demographics of SHC patients and those of the general university student population indicate that SHC users are fairly representative of the university student population with two exceptions: male and graduate student users are underrepresented. Freshman students continue to have the lowest utilization rates. New initiatives will be developed targeting male and graduate students. Marketing efforts will continue to focus on reaching freshmen and their parents. The SHC will provide tours to students and parents during New Student Orientation. A letter with information about medical providers and how to access care will be sent to parents early in the fall semester.

### SHC Monthly Statistics:

Monthly statistics assist in monitoring service levels and revenue generation. Through June of 2009, statistics reveal patient contacts totaling 47,438 (0.9% increase compared with FY08). Visits to medical providers are up 2%. Through June 2009, total revenues are higher in all areas, except Pharmacy: Lab/X-ray \$270,519 (+6%), Clinical Services \$94,231 (+2%) and Pharmacy \$596,869 (- 2%). Pharmacy revenues are down slightly due to a decrease in the number of prescriptions filled at the Pharmacy. Patients are taking their prescriptions to outside pharmacies that accept insurance and retail pharmacy discount programs are luring away more customers. The SHC will continue to look for

cost savings through group purchasing contracts. A discount program including some of the more popular generic medications will be developed. Now that the prohibition against special discounts on contraceptives to non-Family Planning Clinics has been repealed in the Deficit Reduction Act, the SHC will pursue individual contracts with pharmaceutical companies for discounted contraceptives.

#### SHC Patient Satisfaction Survey:

Patient satisfaction with medical services remains very high. The SHC received an Overall Satisfaction rating of 4.28 (1-5 scale) with 53% rating the service as Excellent. Research suggests that it is the Excellent score that most predicts customer loyalty which is reflective of the highest satisfaction. The results of the patient satisfaction survey suggest that students are very satisfied with health services. Nevertheless, efforts will continue to improve patient education, follow-up of chronic medical problems, coordination of mental health care, and access to medical care.

#### Sunbelt Benchmarking Survey:

The Sunbelt Survey is conducted annually and includes 47 universities located in communities from the northeast to the southwest United States. When benchmarking against other universities with enrollments of 25,000 to 35,000, Texas State was found to rank well below average in most of the categories: facility square footage, number of medical providers, total number of staff, student to provider ratio, medical service fee and total budget. Texas State ranked above average in percentage of student users. The Student Health Center provides exceptional service to a greater percentage of the student population than most comparable universities with about half the budget of those same universities. While this is commendable, the survey results suggest that Texas State staffing levels may be too low and facility space inadequate. Texas State salaries ranked well below average in all of the positions including: primary care physician, nurse practitioner, registered nurse, licensed vocational nurse, pharmacist, pharmacy technician, medical technologist and health education coordinator. Texas State must provide more competitive salaries and prioritize funding to support that goal.

#### Parent Postcard Survey:

In an effort to improve utilization of SHC services by first year students, a letter and flyer were mailed to 500 parents of first year students as a pilot initiative in January 2009. The letter and flyer provided information about SHC services, medical providers and access to services. A Texas State decal was included. Parents were asked to return an enclosed postcard survey. Of those who responded (58 for 12% response rate), 93% learned new information about the SHC and 97% would recommend the SHC to their child. The results suggest that mailing information to first year students' parents may be a good way to increase awareness about SHC services and increase utilization. The SHC will proceed with plans to send letters and flyers to parents of first year students in the fall. Utilization data will be reviewed at the end of the year to determine if there is significant improvement in utilization by first year students.

### Health Education Presentation Evaluations:

The Health Education Coordinator provides health education through presentations to students in the classroom, student organizations and residence halls. *The student learning outcome sought was that students who participate in health education presentations would learn new information about important health issues for college students and be able to identify positive health behaviors to address those issues.* Topics included sexual and reproductive health, stress management, healthy relationships, and SHC services, as well as others. Evaluation results revealed that 96% of students could list at least one new concept they learned and 88% could name a positive health behavior they were likely to adopt. The results of the evaluations suggest that students are learning new information which may lead to positive behavior changes. Presentations are effective and will be expanded to include a wider variety of topics.

### MAPS (Medical history, Allergies, Participate, See us again) Survey:

MAPS was developed as an educational campaign. *The student learning outcome sought was that students would learn how to prepare for clinical visits and participate effectively in their healthcare.* Posters, appointment cards, buttons and online appointment system notices were used to help students better prepare for, and participate in, their medical visit. The importance of follow-up was also emphasized. Results from the patient survey revealed that 67% of students remembered receiving information about MAPS and 63% could correctly recall at least one element of MAPS. While the fall 2008 results were much better than the spring 2008 results, the medical staff felt that the initiative was not successful enough and was creating extra work and confusion. It was decided to end the MAPS initiative and work to develop new efforts to teach students important information that might assist them in better managing their healthcare.

### **Educational Outreach/Presentations by Dept. Staff to Institutions and Communities For 2008-2009**

- The SHC collaborated with the Athletic Trainer Program by providing a clinical education and training component required for accreditation by that program. Twelve athletic trainer program students were involved in the clinical training.
- The SHC collaborated with the School of Health Professions by providing training for 21 Clinical Laboratory Sciences students.
- The SHC provided a Health Education internship opportunity for one student.
- The SHC collaborated with the University of Texas School of Nursing by providing clinical preceptorships for two nurse practitioner students.
- The SHC collaborated with the University of Texas Health Science Center Psychiatry Program in San Antonio by providing clinical practice opportunities for four residents.
- The SHC Health Education Resource Center provided 70 presentations, responded to 51 interviews and assisted individual students with class projects. Approximately 10,879 students benefited from these efforts.
- The SHC provided tours of the facility to parents and students during New Student Orientation in summer 2009. Participants received information about medical services and how to access those services.
- Cancer Awareness Month: The Health Education Coordinator and student employees

provided significant support for several of the events including the marrow donor drive, cancer research symposium, Sewell Park skin cancer outreach, and stop smoking tables in the Quad.

- Student Health Fair: The Health Education Coordinator organized the event as part of Cancer Awareness Month. Forty vendors participated and approximately 700 students attended. Free HPV vaccinations for women were provided by the Hays County Personal Health Department.
- H1N1 Flu Poster Campaign: The Health Education Department of the SHC provided new flu posters at the start of the flu outbreak emphasizing important prevention measures. The posters were distributed across campus. Hand-washing signs were also developed for campus distribution.
- Safer Sex is Sexy Campaign: The Health Education Department of the SHC collaborated with students by developing marketing materials, providing buttons and education materials, and attending outreach events to answer questions.
- University Star Health Beat Articles: Health Education staff wrote articles on a variety of health topics such as sunscreen use, colds and flu, second-hand smoke, MRSA, head injuries, stress, obesity, alcohol use, human papilloma virus and sexually transmitted infections. Articles were published bi-weekly.
- Texas State 1<sup>st</sup> Annual HIV Awareness Conference: The Health Education Coordinator collaborated with students by providing a presentation and a documentary entitled "The Gift." The SHC provided HIV tests below cost to support a free HIV testing initiative during the conference.
- Heads Up Bobcats: The Health Education Department collaborated with the Physical Therapy Department to provide a brain safety awareness seminar.
- Residence Life Panel Presentation on Mental Health: The SHC Director participated in a panel presentation/discussion to Resident Assistants regarding how to identify and assist students who have mental health problems.

### **Any Diversity Initiatives for 2008-2009**

- The SHC Health Education Resource Center became an Allies of Texas State Safe Office. In addition, many other SHC staff have completed Allies training.
- The SHC collaborated with Alpha Phi Alpha, a multicultural fraternity, on an HIV and sexually transmitted infection (STI) awareness program called Project Alpha. The Health Education Coordinator provided a presentation on HIV and common STIs in a college population.

### **Major Objectives/Retention Initiatives for 2009-2010**

1. Complete implementation of the Electronic Health Record (EHR) to improve the quality of care, increase patient safety, enhance access to medical information and decrease costs.
2. Implement Online Student Health (OSH) to enhance service delivery. OSH is a patient portal that will allow patients to schedule appointments, utilize secure messaging to communicate with medical providers, obtain test results and

instructions, fill out medical and insurance forms, print office visit tickets, and request prescription refills.

3. Develop and execute an H1N1 Influenza education campaign for the campus community to re-emphasize importance of prevention and following public health recommendations from the CDC and Department of State Health Services.
4. Develop and execute health education programming targeting healthy relationships and the prevention of sexually transmitted infections.
5. Implement an international student immunization requirement by collaborating with the International Office and the Undergraduate and Graduate School Admissions Offices. Purchase an immunization tracking module from Medica to integrate into the Electronic Health Record.
6. Explore options for billing private insurance for students with charges greater than \$100. This small subset of patients may benefit from accessing their insurance benefits even if services provided are out-of-network.