

Internship Title

A PROJECT PRESENTED TO THE

Faculty of the Health Care Management Program

at

METROPOLITAN STATE UNIVERSITY OF DENVER

in partial fulfillment of the requirements

for the Bachelor's of Science degree in

Health Care Management

Date

by

Student Name

Faculty Name

Introduction

Building on over 100 years of history in Colorado, Intern site serves as one of three Level I Trauma centers in the state of Colorado. Intern site also serves as the region's referral center for urotrauma; serving Colorado, and other states. As such an esteemed urology center, Intern site Center continues to be an industry leader in example illness care as well. As the Program Intern, I will be supporting these regionally renowned programs. Why is the word Stroke capitalized?

Uroscience encompasses many aspects of care at a hospital: Urosurgery, urointerventional radiology, urointensive rehabilitation, urological trauma research, and example illness coordination to name a few. At Intern site, the uroscience program also consists of over 150 telemedicine cameras in hospitals and clinics across the region—where Intern Site physicians give 24/7 uro-consulting services to rural areas. It is this program that has served as a catalyst for Intern Site's development as a regional referral center, behind the vision of Intern Site's Vice President, Preceptor. (In-text citation needed for above information.)

My interest in assisting these programs relates largely to the ways in which “science meets management.” there is a large need for professionals working in urosciences to have an understanding of the human body and urology (insert citation, year). Compared to other possible positions, this one interested me, as I would be able to apply my background in science to my interest in management. The opportunity to work as an intern where I can balance these two academic pieces is made all the more exciting when considering Intern Site's renowned reputation for uroscience excellence. I feel that I am able to thrive in the hospital environment, and the possibilities for learning and networking seem endless.

Amy Dore 12/12/2013 11:40 AM

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Purpose

In considering the work that will be completed as the Administrative Intern, the overarching mission is to give Intern Site recognition for its accomplishments as the region's referral center for urotrauma. In gaining this recognition, work will be done to create a system for regularly updating clinicians and administrators throughout the region in regards to what is being accomplished at Intern Site. Newsletters, "E-blasts", and outreach phone calls will be made in an all-encompassing initiative to make the name "Intern Site" synonymous with urology.

Among hospitals in Colorado, there are few facilities that are publically known for their specialties or reputations for specialty care. National Jewish is known for being the top respiratory hospital in the country, Craig Hospital is known for its groundbreaking research in treating spinal injuries, and University Hospital is well known for its research-based medicine—yet these are only three of over thirty large hospitals in Colorado. That is to say, your typical Colorado resident is likely unable to say where they can get the best cardiac, orthopedic, or urological care (to name a few). Through said marketing initiatives, it is Intern Site's goal to be recognized amongst all people as the "go to hospital" for urological care. The goal of this all-encompassing marketing project is to bolster the uroscience program by improving recognition and awareness. The project's success will be evaluated in terms of patient transfer data and admission data for urological-relevant billing codes—the marketing efforts will be ongoing and the long-term benefits in terms of admissions and transfers will be experienced with slow growth over a continual period of time.

Though my long-term career plans only slightly relate to marketing, this project is unique in that there will be interactions with administrators, physicians, nurses, and patients alike. There are few opportunities that would allow an intern to expose themselves to each of these aspects of care delivery. Where increased exposure results in increased rates of admissions, information and data on the hospital's operations will be readily shared with me—and there is arguably no data set more important to a hospital than their admission rates and census data. I will be playing an integral part in efforts to continually improve the hospital's admission rates and likewise its profitability.

Statement of Problem

The overarching problem Intern site faces is this: No one knows or understands the significance of being designated as a regional referral center for urotrauma. This is a problem because significant resources are invested into maintaining this designation. This issue is compounded when considering that Intern Site is also the region's first comprehensive example illness center—also unknown to most of the public. Administration at Intern Site, specifically my preceptor (Preceptor Name), views this as being extremely problematic when other facilities are gaining recognition as a result of relocating or rebuilding. For example, St. Competitor Hospital has seen immense growth in their public recognition since building a brand-new facility west of Denver (insert citation, year). An argument exists, though, that the recognition hardly relates to the level of care and only to the aesthetic pleasures of the building. Though St. Competitor's does offer quality care, Intern site is not receiving the same level of recognition—the public first considers the facility itself and not the level of clinical care. The consequences of this present situation, then, relates to the public tendency to associate quality care with new and aesthetically pleasing facilities (insert citation, year).

The ideal solution for Intern Site would be to build a brand new facility, thereby combining the region's best urocare with a brand new facility. However, this is not an option, and will likely not happen in the foreseeable future. The challenge involves switching the consumer's perspective—getting the consumer to focus less on aesthetics and more on clinical outcomes. Intern Site has responded to this issue through a large marketing campaign to declare their regional designations. However, the issue with this marketing campaign relates to the, "So what?" Even knowing that Intern Site has these regional designations, this information is of little consequence to the public. The public does not understand that Intern Site got these designations as a result of outstanding performance. The marketing project I will be involved in is undoubtedly needed in overcoming these challenges, and is undoubtedly needed when considering the large picture: maintaining/improving Intern Site's market share for example illnesses and uroscience cases. Other than the one mentioned marketing campaign what other past marketing endeavors have been tried? How can you gauge the types of marketing efforts that you think will work the best?

Project Title, Location, and Duration

This project, as agreed upon by my internship preceptor, has been titled: "Clinician and Administration-Specific Marketing Efforts to Bolster Intern Site's Reputation Throughout Colorado". Nice title! The title highlights the key populations being targeted in this marketing effort—related clinicians and administrators in medical facilities throughout Colorado and throughout the region. Where current efforts focus on outreach to the general population, this project emphasizes the need to educate medical staff members with the hope that information will be subsequently shared with potential patients. Considering Intern Site's telemedicine

contracts and various connections throughout the state (and region), a unique dynamic gives this effort great potential for success.

The project will take place solely within Intern site: Address in Denver CO 80XXX. Work will be carried out within the urosciences department, with various meetings and interviews occurring throughout the entire hospital. This project will begin in September of 20XX, and will be completed by April. Though the newsletters will be sent regularly, the work to create templates and gather the necessary resources will be complete before the completion of my internship in April.

Participants

The list of participants in this project can be broken down into two main groups: Those carrying out the work and those involved. Aside from myself, there is one other person involved with carrying out the work of the project: Person 1, Coordinator of Something. She will be responsible for coordinating any and all efforts to get photos taken when necessary—photos of the physicians, photos of the facilities, and approved photos of patients. She will also be my main liaison for graphic design requests. When creating banners or other graphics for the newsletters it is important that an individual from marketing coordinate the efforts to insure we are using the allowed colors and logos. She will also be responsible for proofing my newsletter drafts, approving them before they are sent out.

My responsibilities will include (but will not be limited to) gathering the information for the newsletters (data collection, interviewing physicians, directors, and patients), populating the content (designing the template, and filling it with information), and creating the contact list (who all we want to send the newsletters to). With said work being delegated between Person 1,

and myself this leaves the list of people only partially involved. There are two people involved, but not responsible for getting the work done: Person 2 (Director of Something), and Person 3 (Vice President of Something). Person 3 will be responsible for offering guidance on what general information each newsletter should include, and Person 2 will be responsible for connecting me with resources and contacts necessary to gather the information. The contact information for each of these individuals is shown in the table below:

Name	Position	Email Address
Name 1	Manager of Something	e-mail1
Name 2	VP of Something	e-mail2
Name 3	Director of Something	e-mail3

Objectives – Awesome description of objectives!

Objective #1: Create Quarterly Urosciences Newsletter

A. *Purpose:* Bring regional attention to Intern site , further promoting the uroscience program.

- a. *What will be accomplished:* A quarterly newsletter, or “E-blast” will be created, and sent out to a list of 3000+ administrators and clinicians within the field and throughout the region.
- b. *Who will accomplish it:* I will work on developing the newsletter (banners, graphics, layouts), inputting content each month (different theme/update each month), and gathering email addresses for the newsletter to be sent out to.

- c. *When will it be accomplished:* The first newsletter, with the finalized template and banner graphics, will be completed and sent out January 1st. There will be a new newsletter sent out every two and a half months (quarterly) thereafter.
- d. *Where will it be accomplished:* Due to licensing requirements with the “Marketing Program” software, this will all be accomplished working at the hospital, on an Intern Site computer, within my office at the hospital.

B. *Implementation Activities:* Request email addresses for all Intern Site clinicians (sort by department and select email addresses for Uroscience staff only), use other facility websites to gather email addresses for uroscience staff, send graphic design requests to third party company for banners, generate html template within Marketing Program, interview medical directors quarterly, phone interviews with impacted patients quarterly, generate story and populate content, have newsletter draft edited, send by the first of each month.

C. *Statement of Evidence of Activities’ Completion:* Whether or not the “E-blast” itself is sent out by the first will dictate whether or not this objective is met. Success will be indicated by readership—the Marketing Program software tracks how many people opened the email, average time it remained open, whether or not they scrolled down, and what links they clicked on. A goal for each of these categories will be set quarterly with my preceptor.

Objective #2: Telemedicine Facility Outreach and Contact Verification

- A. *Purpose:* Maintain relations with 150+ telemedicine facilities, updating them on occurrences with Intern Site’s Urosciences department, and keeping up-to-date contact information for each facility.

- a. *What will be accomplished:* Each of Intern Site's telemedicine facilities will be contacted to verify that we have proper contact information for the coordination of care in the event of an example illness transfer. In addition, each respective contact will be asked how satisfied they are with our services, and any concerns will be documented. If extensive concerns exist, an administrator from Intern Site will travel to that site (if time permits, I will join said administrator). Facilities will also be updated on Intern Site's research opportunities, equipment upgrades, and various departmental improvements.
 - b. *Who will accomplish it:* I will make outreach efforts to over 150+ facilities within the period of my internship, updating a contact information spreadsheet and documenting concerns.
 - c. *When will it be accomplished:* This will be accomplished before April of 20XX.
 - d. *Where will it be accomplished:* Phone calls will be made from within my office at Intern Site, as to eliminate all possible confusion with call back numbers in the event that I leave a voicemail.
- B. *Implementation Activities:* Create outreach spreadsheet where I am able to document all of my phone calls, whether or not I reached the desired person (and whether or not I left a voicemail), create outreach contact list to input updated contact information into, begin calling all of the facilities on a daily basis
- C. *Statement of Evidence of Activities Completion:* The goal is to reach each facility, have a 2-3 minute conversation with each respective director (or staff member overseeing the program), and have verified contact information for each facility.

Definition of Terms – Terms need citations for information taken from an external/secondary source.

-Census: Information collected daily by hospitals that include total patient admissions and the number of beds being occupied. The information is usually taken and compared to the facility's total capacity.

-Marketing Program: A web-based marketing software used to create "E-blasts" or email-based newsletters that offer a clean look with properly functioning hyperlinks. Using this software insures that the newsletter looks identical regardless of what software, computer, or mobile device the email is being opened on.

-Urology: A branch of medicine that deals with issues of the brain and nervous system

-Example illness: Occurs when the blood supply to any part of the brain is interrupted. There are multiple causes—all of which end with mild to severe brain damage.

Funding Implications – Good job!

In considering the costs associated with completing this project, office space was considered to be in-kind, and was not factored into the total expenses—as no information on the upkeep costs for the medical center could be attained. Further, my office space was shared with an advanced-practice nurse and example illness coordinator, and the hospital incurred no additional costs by allowing me to use the extra space. In considering the final costs of the project, there is a huge return on investment considering that the average example illness patient is admitted for X.X days with total medical bills exceeding \$XX,XXX ("Hospitalization for", 20XX). For this project the following costs were estimated and considered:

General Budget Area	Budget Subcategory	Specific Expense	Cost
Personnel	<i>Intern Work Hours</i>	300 hours @ \$20/hour	\$6,000
	<i>Marketing Staff/Graphic Designer(s) Hours</i>	30 hours @ \$30/hour	\$900
	<i>Preceptor Hours</i>	15 hours (one weekly meeting a week) @ \$50/hour	\$750
Equipment, Supplies, and Software	<i>HealthONE Computer with Microsoft Office Suite</i>	One Dell Desktop, purchased at the beginning of my internship	\$800
	<i>Other general office supplies</i>	NA	\$100
	<i>Long Distance Phone Calls</i>	82 calls	\$40
Other Miscellaneous Expenses	<i>Marketing Program Training Class</i>	1 class, 6 hours	\$150
	<i>Marketing Program Training Class</i>	1 class, 6 hours	\$150
Total			\$8,840

Timeline

In creating a timeline for completing this project (and the objectives within), it must first be recognized that my work at Intern site began long before creating a timeline. On that basis, the timeline will not include a hospital orientation or training and will begin immediately with work-related activities. There are also several accomplishments and tasks which will need to be required at multiple points given that multiple newsletters will be created. The dates below are within the end of 20XX and the beginning of 20XX:

<i>Objective or Work to be Completed</i> →	Step 1 With defined objective	Step 2 With defined objective	Step 3 With defined objective	Step 4 With defined objective	Step 5 With defined objective	Step 6 With defined objective	Step 7 With defined objective
10/15 & 10/17	X						
10/22 & 10/24		X					
10/29 & 10/31			X				
11/5 & 11/7				X			
11/12 & 11/14					X		
11/19 & 11/21						X	
12/3 & 12/5							
12/10 & 12/12							
12/17 & 12/19							
1/7 & 1/9					X		X
1/14 & 1/16						X	
1/21 & 1/23							
1/28 & 1/30							
2/4 & 2/6							
2/11 & 2/13					X		
2/18 & 2/20						X	
2/25 & 2/27							
3/4 & 3/6							
3/11 & 3/13							
3/18 & 3/20					X		
4/1 & 4/3						X	X

Within this timeline, there are 6 hours of work and internship hours that were not included: The 6 hours for the Marketing Program training. This training was accomplished on a Friday afternoon, 10/11/XX from 10AM to 5:00PM including lunch. The total hours within this timeline add up to the 300 required for the internship series, and include vacation. Vacations are planned during the entire week of Thanksgiving, the week of Christmas, the week of New Years, and the week of Spring Break. These calculations are based on being at the hospital from 8 a.m. to 3:30 p.m. (30 minute lunch) on Tuesdays and Thursdays. In addition to the tasks outlined in this timeline, I will also make it a point to attend two (2) meetings a week that are relevant to the uroscience department—giving myself ample experience and exposure within the hospital. The outcome of these meetings will be recorded in the journal entries throughout the internship.

While not imperative, spelling out numbers under 10 is recommended in professional and academic papers.

Bibliography

Centers for Disease Control and Prevention (2012). *Hospitalization for Example illness in U.S.*

Hospitals, 1989-2009. 95. Retrieved May ##, 20XX from

<http://www.cdc.gov/nchs/data/databriefs/db95.htm>

Other proprietary references deleted for this example

Example