

TRENDS

Association of
Schools of
Allied Health
Professions

HIGHLIGHTS

FEBRUARY 2004

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VANGUARD OF
ALLIED HEALTH EDUCATION

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ASAHP TO DEVELOP CAREER CENTER FOR STUDENTS

The Association will provide a new service to members by having a website developed that will enable students in member institutions to locate employment opportunities. The Board of Directors recently approved a two-part proposal that consists of the following:

The first proposal involves creating a new scholarship program in conjunction with a Massachusetts based firm by the name of CampusCareerCenter.com for allied health students in their final years of study in baccalaureate and graduate degree programs. A total of five \$2,000 scholarships for allied health students in need would be issued over a one-year period. The money will augment the awards that the Association already provides each year through its *Scholarship of Excellence Fund*.

The second proposal involves creating a Career Center for the Association's website. Students would register for free to use services through a special site and employers would register for a fee to advertise available career opportunities. The tentative name of the site is CampusAllied.com. Students could identify potential employers and use the Career Center to locate specific job openings at those facilities. Students and employers will register for the service through this site.

Employers will be able to post current job openings that can be reviewed by candidates seeking internships, full-time, part-time positions, or per diem work. Employment listings are searchable by specialty, job type, location, employer's name, and keywords. Employers will be able to conduct searches by specialty, academic performance, geographic preference, experience, and other relevant factors. Employers' job openings would be sent electronically to students in the database who match the needs of target companies. Students then would be able to respond almost instantaneously.

Resources currently in place includes major hospital systems throughout the United States. New listings will be added at regular intervals. Many advantages exist for both employers and students willing to avail themselves of this new technology. Instead of relying exclusively on newspaper job ads and Health Career Fairs, employers and students will have an opportunity to relate to one another in a much quicker fashion. Moreover, recruitment activities will be able to occur well beyond the traditional geographic boundaries that characterized past efforts to attract new workers.

PRESIDENTS' MESSAGE

By David D. Gale, ASAHP President



One year ago this month, we held our Winter Meeting in Washington, DC. Choosing this location represented a major departure from how we usually do business at this time of the year. The reason for being in the nation's capital was to have an impact on the formulation of public policy as it pertains to the allied health workforce.

Our own studies and other data furnished by professional associations revealed what appeared to be some highly disturbing trends. In addition to existing workforce shortages in areas such as medical technology and cytotechnology, there are supply line deficiencies. Student applications and enrollments were heading downward at many of our member institutions and having an adequate supply of faculty was proving to be problematic. Add to this mix an aging population that will require more health services and a formula for disaster is in the making.

The turnout for the Winter Meeting was low in comparison to what was experienced when this event was held in more temperate climates. An Orange Alert right before the event did not help matters much and the residual concerns dating from the airplane attack on the Pentagon and an anthrax scare in a Senate Office Building and at DC postal facilities also played their part in making some members anxious about being in the city. Predictions of a big snow storm that finally did hit the area toward the end of the Meeting may have been another contributing factor to diminished attendance.

I suspect, however, that the underlying reason was even more fundamental. Unlike our colleagues in other health professions, our energy level when it comes government relations is more restrained. In previous years, we have sponsored Government Relations Forums as a means of having members go to Capitol Hill to advocate increase funding for allied health. Attendance has been dismally low at these events and it's always the same small handful of members who participate in them.

An initial concern about the upcoming Spring Meeting next month was that we could experience a repeat of what transpired last February attendance wise. As a means of offsetting that likelihood, this time around we agreed to add one more ingredient to the proceedings. An all-day workshop on fund development will be presented by experts recommended by the Council for Support and Advancement of Education (CASE). That offering will be followed by a meeting of some development officers from our member institutions. An outcome of that session may be a recommendation to schedule regular meetings of the group so that its members can help one another to be more effective in increasing resources within each institution.

Registration figures are much higher for the Spring Meeting compared to last year. Since a major focus is to visit Congressional offices to seek support for an Allied Health Reinvestment Act, it should be obvious that the more who take part in meetings with Hill staff, the greater the likelihood that meaningful legislation will be passed.

We are not alone in this endeavor. A coalition of professional organizations was involved in crafting a bill and these groups have expressed a willingness to work on behalf of passage of this highly important legislation. ASAHP has taken the lead role by coordinating the various activities associated with attainment of the goal of obtaining increased federal support for allied health.



ALLIED HEALTH LEGISLATION UPDATE

The last few months have been marked by efforts to have an Allied Health Reinvestment Act introduced in both the U.S. House of Representatives and the Senate. The proposed legislation is being viewed differently by interested parties in those two chambers.

A bill that originally was developed last year by an ASAHP-led coalition has undergone some attrition and refinement as it makes its way through the process in the House. The perspective seems to be that it will be more effective to concentrate on elements in the bill that are likely to pass. Meanwhile, interest on the part of some senators leans more toward maintaining all the originally proposed ingredients that would go into a comprehensive remedy for allied health workforce problems.

The end result may be that two different bills will be considered on Capitol Hill in coming months. The Senate version will contain the same contents as the House bill, only it will be broader in scope by including additional items. The plan is to have both versions in the form of numbered bills that can be used as part of an advocacy effort when ASAHP members are in Washington on March 18 for the Spring Meeting.

For the Congressional session that ended in December, legislation involving appropriations, a Medicare drug benefit, and energy were the focus of most of the attention over a several month period. Some appropriations bills never were passed until the next session began in January. Because it is an election year, there are not that many days on the legislative calendar when officials will be in session. Issues such as medical malpractice are expected to compete for the limited amount of time available for legislation to be passed. Thus, the timing is perfect for ASAHP members to be on the Hill next month as a means of directing attention to allied health workforce problems. With the assistance of the many professional associations in a coalition working on behalf of the proposed legislation, significant inroads can be made this year.

MEMBERSHIP DIRECTORY

A shorter version of the Association's *Membership Directory* has been prepared and shipped to all institutional, organization affiliate, and individual members. This handy reference contains names, addresses, telephone/FAX numbers, and e-mail addresses. A lengthier version that contains additional information about the kinds of programs in each institution is in electronic format and it appears on the ASAHP web site. More work is needed before that version finally is ready to be posted on the Web.

INSTITUTIONAL PROFILE SURVEY REPORT COMPLETED

The printed version of the *Institutional Profile Survey Report 2003-2004* is ready for distribution. Produced well ahead of schedule, the document shows trends from 1999 to the present regarding measures such as median faculty salaries, median operating budgets, and student headcounts. Data are presented for 21 different professions. Copies will be sent to deans/directors in member institutions. The electronic version was placed on the Web in January.

STUDENT ENROLLMENTS IN THE REHABILITATION PROFESSIONS

by Stephen N. Collier, Ph.D.

Director and Professor

Office of Health Professions Education and Workforce Development

School of Health Related Professions

University of Alabama at Birmingham

As part of a continuing review of enrollment trends in a variety of allied health professions, this month's analysis will examine the rehabilitation professions of physical therapy, occupational therapy, and speech language pathology. The following table shows enrollment changes, generally over several two year time periods, and in several cases, over a four year period. Due to differences in the reporting periods of each profession, a year-by-year comparison among the professions cannot be made.

As can be seen, significant declines have occurred in recent years for PT and OT, but not for SLP. For a discussion and expanded review of these enrollment trends, please go to the homepage of the School of Health Related Professions at the University of Alabama at Birmingham (copy and paste to your browser the following link: <http://main.uab.edu/show.asp?durki=1275>) and then click on the right sidebar "ASAHP Trends articles."

PT ENROLLMENTS

<u>1997</u>	<u>1999</u>	<u>2001</u>	% Change (<u>1997-1999</u>)	% Change (<u>1999-2001</u>)	% Change (<u>1997-2001</u>)
22,563	20,279	16,072	-10.0%	-20.7%	-28.8%

OT ENROLLMENTS

<u>1999</u>	<u>2001</u>	<u>2003</u>	% Change (<u>1999-2001</u>)	% Change (<u>2001-2003</u>)	% Change (<u>1999-2003</u>)
17,665	15,585	10,849	-11.8%	-30.4%	-38.6%

SLP ENROLLMENTS

<u>1998</u>	<u>2000</u>	% Change (<u>1998-2000</u>)
12,075	11,616	-1.8%

Sources: American Physical Therapy Association, "2002 Fact Sheet: Physical Therapist Education Programs."

The American Occupational Therapy Association, Education Resources.

Council of Academic Programs in Communication Sciences and Disorders, "2000-2001 survey of undergraduate and graduate programs."

BOARD ACTIONS

The ASAHP Board of Directors had a conference call on February 20. The following actions were among those taken:

- Approved the Minutes of a conference call on December 16, 2003.
- Approved the preliminary budget proposal for Fiscal Year 2005, which begins on July 1, 2004.
- Approved an increase in annual dues in the following amounts for FY 2005: \$200 for Institutional Members, \$45 dollars for Agency Affiliates, and \$5 for Individual Members, Individual Affiliate Members, Seniors, and Students.
- Approved a proposal to establish a careers website for allied health students in member institutions and a new scholarship program to which students can apply.
- Approved changing the *New Investigators Award* so that is no longer necessary for awardees to give the *Journal of Allied Health* the first right of refusal to publish the findings of this sponsor research.
- Approved a proposal to establish a careers website for allied health students in member institutions and a new scholarship program to which students can apply.
- Approved a proposal to fund a planning meeting to discuss having a Research Consensus conference.
- Approved a proposal to fund an Accreditation Consensus Conference .

2004 CALENDAR OF EVENTS

- March 17 - 20, 2004 - **Spring Meeting** - Washington, D.C.
- March 2004 - **Secretary's Award** entries submitted to Deans'/Directors' Offices
- April 1, 2004 - Deadline for **Outstanding Research Award** applications.
- April 14-17, 2004 - **Session I Leadership Development Program**
- April 2004 - **Secretary's Award** entries submitted to ASAHP.
- April 15, 2004 - Deadline for **New Investigators Award** applications.
- May 15, 2004 - Deadline for **Scholarship of Excellence** applications.
- June 2004 - **Secretary's Award** winners announced
- June 1, 2004 - Deadline for **Outstanding Health Educators Award** applications.
- June 25, 2004 - **Accreditation Consensus Conference**
- September - November 2004 - **Institutional Profile Survey** - <http://asahp.uams.edu>
- September 14-18, 2004 - **Session II Leadership Development Program**

TEN YEARS AGO THIS MONTH IN TRENDS

The Association officially moved to its present location on February 1, 2004. The shift was necessitated by a Board decision in October 1993 that called for ASAHP to become a free-standing, independent organization. For the previous 10 years, the Association was managed by Smith, Bucklin, & Associates.

Board Members approved an updated *Strategic Plan* to cover the period 1994-1996. The intent was to produce a blueprint for action that would enable ASAHP to allocate its resources to achieve a series of five overall goals and related objectives that were formulated.

FIVE YEARS AGO THIS MONTH IN TRENDS

ASAHP's 1999 Winter Meeting was held in San Juan, Puerto Rico in conjunction with the 2nd Hispanic Congress. All the activities were coordinated by **Estela Estapé**, Dean of the College of Health Related Professions at the University of Puerto Rico Medical Sciences Campus. A highlight of the meeting was an address by Governor Pedro Roselló of Puerto Rico in one of the shared sessions. Other portions of the program allowed each group to conduct its own set of activities.

SPRING MEETING

The upcoming Spring Meeting that begins on March 17 will involve several important activities. ASAHP Fellows will have a luncheon session to discuss matters such as how to increase the amount of money in the Scholarship of Excellence Fund. Under the direction of Board Member **Gary S. Neiman** (Dean, Ohio University), members of the Research Committee and invited guests from professional organizations will spend most of March 17 planning a Research Consensus Conference to deal with issues such as the shortage of doctorate-level personnel.

The following day will be devoted to government relations aimed at securing Congressional passage of a proposed allied Health Reinvestment Act. The program for March 19 is built around the topic of fund development. Following that session, development officers and other interested parties will meet to discuss how to help one another attract outside funding sources. One possibility is that a fund development officers group will be formed that meets regularly in conjunction with future events.

ACCREDITATION CONSENSUS CONFERENCE

Under the direction of Board Member **Gregory H. Frazer** (Dean, Duquesne University), an Accreditation Consensus Conference will be held on June 25, 2004. The event will be held at the headquarters of the American Speech Language-Hearing Association in the Washington, DC metropolitan area. Participants will include executive directors and chairpersons of specialized accrediting organizations. Items for discussion include minimizing variability and site visitor training.

AVAILABLE RESOURCES

Films On Cross-Cultural Care

Award-winning filmmakers Maren Grainger-Monsen and Julia Haslett have produced a unique film series dramatizing communication between patients and their doctors, tensions between modern medicine and cultural beliefs, and the ongoing problems of racial and ethnic discrimination. The four short films and accompanying study guide, developed with partial support from The Commonwealth Fund, are designed to trigger discussions among health professionals about health care services for culturally and ethnically diverse patients. The filmmakers followed four individuals from their homes, neighborhoods, and places of worship to community clinics and hospitals. Film clips can be viewed with RealPlayer or Windows Media Player, which can be downloaded on the Web at <http://www.cmf.org/programs/minority/worldsapart020504.asp>.

Online Chat Transcript Of DPT Discussion

The American Physical Therapy Association has made available the transcript of the online chat "The DPT and You: The Future Is now" that was conducted in January 2004. The transcript may be accessed on the Web at <http://www.apta.org/education/dptchat>.

Forces Shaping The Future U.S. Workforce

A new report from RAND focuses on shifting demographic patterns, the growing impact of technological change, and economic globalization as three major trends that will shape the labor force and employment relationships in the 21st century. Chapter Two contains information on changing demographics while Chapter Three contains a section on applications of the "new biology." The paper may be accessed on the Web at <http://www.rand.org/publications/MG/MG164/MG164.pdf>.

Campaign to Increase Number Of Nurse Educators

Nurses for a Healthier Tomorrow, a coalition of 43 leading nursing and health care organizations addressing the nursing shortage, is launching a national advertising campaign entitled "Nursing education ... pass it on." The goal is to increase the number of nurse educators -- a shortage of which is causing some nursing schools to turn away prospective students. According to the American Association of Colleges of Nursing (AACN), a Nurses for a Healthier Tomorrow member, U.S. nursing schools turned away more than 11,000 qualified applicants in 2003, a figure significantly higher than the more than 5,000 in 2002. Almost 65 percent of the reporting nursing schools cited faculty shortages as the reason for not accepting all qualified applicants into entry-level baccalaureate programs. Nurses for a Healthier Tomorrow can be found on the Web at www.nursesource.org.

CBO Testimony On Health Care Spending And The Uninsured

Douglas Holtz-Eakin, Director of the Congressional Budget Office (CBO), testified before the U.S. Senate Committee on Health, Education, Labor, and Pensions on January 28, 2004 on the topic of Health Care Spending and The Uninsured. He discussed some important characteristics of the uninsured population that have received relatively little attention, but that have important implications for federal policies to expand insurance coverage. He also discussed factors contributing to increases in health care spending and described the relationship between health care costs and insurance coverage. A copy of his testimony may be accessed on the Web at <http://www.cbo.gov/showdoc.cfm?index=4989&sequence=0>.

NEWS FROM THE COLLEGES



The College of Health Sciences at Marquette University in Milwaukee recently became an Institutional Member of ASAHP. In 1996, the Departments of Speech Pathology and Audiology, Physical Therapy, Clinical Laboratory Science and the Basic Sciences Department, along with Dental Hygiene, from the Dental School merged to form a new College of Health Sciences. The College has undergone tremendous growth, more than doubling enrollment with the expansion of existing programs and the development of a new program in Physician Assistant Studies and new undergraduate majors in Exercise Science, Biomedical Sciences and Athletic Training. The College has a Health Careers Opportunity Program and a Bilingual English Spanish Certification for Speech Language Pathology that actively recruits disadvantaged students to the professions.

Jack C. Brooks was appointed the first Dean of the new College. He received a Bachelor of Arts degree in Biology from Alfred University in 1963 and a Ph.D. in Zoology-Physiology and Biophysics from the University of Texas, Austin in 1969. After receipt of the Ph.D., he did post-doctoral work on mitochondrial enzymes involved in energy production at the Institute for Enzyme Research at the University of Wisconsin, Madison. He subsequently moved into the area of neurochemistry at the University of Wisconsin in the Joseph P. Kennedy, Jr. Laboratory.

In 1974, he joined the Marquette University faculty in the Department of Basic Sciences of the School of Dentistry. He taught courses in physiology for dental and undergraduate students and continued research on signal transduction mechanisms. While at Marquette, he developed a system of isolated bovine chromaffin cells that subsequently became a useful model for studying the biochemical events that couple excitation and secretion in neurosecretory cells.

Darryl B. Barnett, Chairperson of the Department of Clinical Laboratory Science and the Department of Environmental Health Science at Eastern Kentucky University, was selected for the *2004 Primary Health Care Policy Fellowship Program* that is offered by the Department of Health and Human Services. He was ASAHP's nominee. Approximately 30 persons are chosen for the program. The Association is one of 73 organizations and federal agencies invited to submit the name of a nominee.

Patricia Walker, Dean of the College of Education & Health Professions at Sacred Heart University, notified ASAHP that her institution's Doctor of Physical Therapy Program has received all necessary program approvals. Fully accredited at both the state and national levels, the Physical Therapy Program intends to admit its first class to the DPT curriculum in Fall 2004. The University will be the first in the state of Connecticut to offer the Doctorate Degree in Physical Therapy.

Hugh W. Bonner, Dean of the College of Health Professions at the State University of New York Upstate Medical University, and **Gordon Green**, Dean of the Southwestern Allied Health Sciences School at the University of Texas Southwestern Medical Center at Dallas, are the newest members of the Interdisciplinary and Community-Based Linkages Advisory Committee at the Health Resources and Services Administration in the U.S. Public Health Service. They join **Richard E. Oliver**, Dean of the School of Health Professions at the University of Missouri at Columbia, who continues to serve as a member of the committee.