

TRENDS

Association of
Schools of
Allied Health
Professions

HIGHLIGHTS

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VANGUARD OF
ALLIED HEALTH EDUCATION

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ALLIED HEALTH WORKFORCE LEGISLATION INTRODUCED ON CAPITOL HILL

H.R. 4016, the *Allied Health Professions Reinvestment Act of 2004*, was introduced in the U.S. House of Representatives on March 23 by Rep. Cliff Stearns (R-FL) and Ted Strickland (D-OH). The bill consists of the following major components:

Section 780	Public Service Announcements
Section 780 A	State and Local Public Service Announcements
Section 780 B	Scholarship Program
Section 780 C	Education, Practice, and Retention Grants
Section 780 D	Comprehensive Geriatric Education
Section 780 E	Faculty Loan Program
Section 5	Council on Health Profession Education
Section 7	Centers of Excellence

Certain provisions are aimed at meeting the needs of underserved areas by providing scholarships to students in exchange for their serving in those locales. The faculty loan program is designed to enable faculty to obtain higher degrees. As much as \$30,000 per recipient would be offered per year with the opportunity to have as much as 85 percent forgiven, depending upon the number of years each person agrees to serve in full-time employment. The Centers of Excellence Program has the purpose of attracting minorities to the health professions in medicine, dentistry, and pharmacy. This provision would broaden the scope to include allied health.

Similar legislation will be introduced in the Senate. That bill may be slightly more expansive by including a measure that focuses on attracting high school students to choose a career in allied health by enrolling in colleges that offer such programs.

Allied health is defined in the same way that it exists in current statute. Instead of stating what it is, it indicates what it is not by listing professions such as medicine that are to be excluded under the proposed legislation.

PRESIDENTS' MESSAGE

By David D. Gale, ASAHP President



The Spring Meeting held on March 18-20 in Washington, DC this year contained a new feature. The afternoon before the official start of events, the newly created Deans Council met. The first questions to be answered were how popular were this idea and how many would show up for the session? It turned out that 60 deans and directors believed it was important enough to arrive earlier than they customarily would at this time of the year and what a lively time we had. Clearly, the formation of a Council aimed at this group is an idea whose time has come. Participants were energetic and full of excellent recommendations.

Sitting on the ASAHP Board of Directors as I have for the past several years, I have to confess to a certain degree of puzzlement that some academic administrators might view me and my Board colleagues as acting in some hidden, secretive manner. Since we only have about 100 deans and directors and 10 of us are elected to the Board, the proportional representation is decent enough compared to other professional organizations in the health field. Any member who has served on the Board can attest to the fact that all it takes is one person in the general membership to voice a concern or make a proposal and we try to accommodate it in a satisfactory manner.

So much for an insider's view. What came across quite cogently during the three-hour Council meeting is that deans and directors want a stronger voice in the governance of the Association. Some participants indicated that their opinions are never sought. Others believe that more time needs to be set aside at all ASAHP gatherings so that administrators at this level can discuss topics specific to their interests and type of responsibility on campus. Specific issues were identified such as resource acquisition, conflict resolution, student enrollment shortfalls, faculty shortages, mergers on campus, and personal growth and development of deans and directors.

A statement repeated several times was that our Association should have a national agenda over and above legislation and the Deans Council should be a driving force in producing such an agenda. Council members should be in a position to bring issues to the attention of the Board and similar information should flow in an opposite direction.

The question of structure was discussed and there was widespread agreement that it should be kept to a minimum. The basic notion expressed was to develop a mechanism in the most casual way possible. As a means of accomplishing that objective, a representative from each of the deans' regional groups will serve on a steering committee that will work closely with Board Member Hugh Bonner (State University of New York Upstate Medical University) to define next steps.

Recent pleas from the membership led to the initiative to have an Allied Health Reinvestment Act passed by Congress and the all-day workshop on fund development that was presented on March 19 as part of the Spring Meeting. Board Members are committed to doing everything possible to make this Association a valuable part of the professional lives of our members. I know that I speak for other Board members in expressing appreciation for the great interest that was shown by participants at the first Deans Council meeting in developing ways to enhance this organization's effectiveness. We heard your voices loud and clear and will do all in our power to cooperate with you in the attainment of desirable ends.



ALLIED HEALTH LEGISLATION UPDATE

Now that the House has its version of an Allied Health Professions Reinvestment Act, it's time to mobilize the groups that are required to make it possible to have the legislation passed. An ASAHP-led coalition is made

up of the following groups:

American Association for Clinical Chemistry	American Association for Respiratory Care
American Association of Community Colleges	American Clinical Laboratory Association
American Dental Hygienists' Association	American Dietetic Association
American Physical Therapy Association	American Health Information Management Association
American Society for Clinical Laboratory Science	American Society for Clinical Pathology
American Society of Radiologic Technologists	American Speech-Language-Hearing Association
Association of Academic Health Centers	College of Health Deans
Midwest Regional Deans Group	Myositis Association
National Association of EMS Educators	National Athletic Trainers' Association
National Cancer Registrars Association	Northeast Regional Deans Group
Society of Nuclear Medicine	Society of Nuclear Medicine Technologist Section
National Network of Health Career Programs in Two-Year Colleges	

Other possible additions in coming days are: American Medical Association, American Hospital Association, Federation of American Hospitals, American College of Nuclear Physicians, and the American Society of Exercise Physiologists.

Plans are underway to have a press conference and to develop a means of having each group work through its membership to add co-sponsors for the House bill. A Senate bill should be introduced soon and parallel efforts will occur to secure passage of that measure also.

MEMBERSHIP DIRECTORY

An updated version of the Association's *Membership Directory* will be mailed in April to all institutional, organization affiliate, and individual members. It will contain some additions. This handy reference provides names, addresses, telephone/FAX numbers, and e-mail addresses. A lengthier version with 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 UPDATE

Data collection for the 2004 ASAHP *Institutional Profile Survey* will begin on **September 13** and end on November 5. Deans and directors at member institutions must submit data in order to obtain access to the final report. This year, for the first time, there will be an optional component to the survey that, assuming there are enough participants, will yield a wealth of additional benchmarking data involving scholarship and research.

BOARD ACTIONS

The ASAHP Board of Directors met in Washington, DC on March 15-16, 2004. The following actions were among those taken:

- Approved the Minutes of a conference call on February 20.
- Accepted the Treasurer's Report and supported a proposal by Merrill Lynch to sell a corporate bond that is about to mature and to structure the overall investment portfolio so that it consists of 60 percent equity mutual funds and 40 percent fixed income investments.
- Approved a motion to hold the 2005 Spring Meeting in Washington, DC.
- Approved issuing an RFP for editor of the Journal of Allied Health for the period beginning July 1, 2005.

ASAHP INVESTMENTS

As a direct result of money saved a decade ago by switching to free-standing, independent status after being under the direction of a management company for the previous 10-year period, the Association was able to undertake several new initiatives such as establishing a: Scholarship of Excellence Fund, New Investigators Award, Outstanding Researcher Award, Outstanding Allied Health Educator Award, and building up the Reserve Fund. The latter currently is equivalent to one-year's worth of operational expenditures. Money in these funds is invested in equity mutual funds and in fixed income vehicles such as U.S. treasuries, corporate bonds, and certificates of deposit.

During the Board Meeting that was held in Washington, DC earlier this month, an agreement was reached to seek a higher level investment performance. Most investors, whether they be individuals or institutions, witnessed some decline in the value of their portfolios during the past four years. When the Dow Jones Industrials Average began its descent from a level above 11,700 in early 2000 to a level of about 7,200, it produced many casualties along the way.

ASAHP proved to be an exception. Since 1999, ASAHP's investment portfolio has shown gains every single year except for 2002 when it was down only 2.06 percent. Few entities in the United States can make a claim of that nature. Measured over a 10-year period, the Association's portfolio has outperformed the S&P 500 in each time segment measured, including being 6.15% higher in the last five years and 5.69% higher in the last three years.

The Board recently approved taking steps to enhance performance even further. Fixed income investments will be managed by PIMCO, the largest bond management company in the U.S. Merrill Lynch will manage several mutual funds in the equities market. Maintaining past practices, emphasis will continue to be placed on preservation of principal.

Investment gains again will be used to sponsor leadership and research workshops, offset costs of participants in a leadership development program, cover the costs of a recent fund development workshop by CASE, and fund both a research consensus conference and an accreditation consensus conference.

Senators Urged To Fund Nursing Programs

Senators Barbara Mikulski (D-MD) and Susan Collins (R-ME) are urging Senate colleagues to co-sign a letter to the Labor-HHS Appropriations Subcommittee requesting a \$63 million increase for nurse education and development programs in fiscal year 2005 to help address the nation's burgeoning shortage of nurses. The Health Resources and Services Administration in FY 2003 could fund only 602 of the 8,321 applications it received for the Nurse Education Loan Repayment Program and 94 of the 4,512 applications it received for the Nursing Scholarship Program. The current funding level for nursing programs under Title VIII of the Public Health Service Act is \$142 million. The amount was \$112 million prior to enactment of the Nurse Reinvestment Act on August 1, 2002.

These dollar amounts suggest the potential for allied health funding if an Allied Health Reinvestment Act becomes law. Currently, only one program under Title VII of the Public Health Service Act benefits allied health programs exclusively. The amount for the current fiscal year is \$6 million. Activities are embedded in Section 755 of Title VII, which goes by the name of *Allied Health and Other Programs*. The other entities are chiropractic, clinical psychology, and podiatric medicine. The total amount of funding for Section 755 is \$11.9 million.

Portions of the allied health workforce have workforce problems just as severe as those dilemmas that confront nursing. Personnel shortages exist in professions such as medical technology and the size of the educational pipeline offers no assurance that job vacancies will be filled in the foreseeable future. Results from ASAHP's annual *Institutional Profile Survey* reveal that cytotechnology, dental hygiene, dietetics, emergency medical sciences, nuclear medicine technology, occupational therapy, and rehabilitation counseling still face student enrollment declines. Several professions witnessed enrollment gains last Fall after three successive years of declining numbers, but the increases do not fully compensate for what occurred during that earlier period. Oddly enough, the allied health workforce is similar in size to the nursing workforce. Both constitute about one-third of the total. It would be comforting to know that someday there will be comparable parity in the area of federal support.

2004 CALENDAR OF EVENTS

- April 2004 - **Secretary's Award** entries submitted by ASAHP
- 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**
- October 20-23, 2004 - **ASAHP Annual Conference** in Tampa, FL

TEN YEARS AGO THIS MONTH IN TRENDS

Several ASAHP members began developing a response to a set of proposed rules on accreditation that appeared in the January 24 issue of the *Federal Register*, which pertained to the creation of State Postsecondary Review Entities (SPREs).

The Board of Directors voted unanimously to renew a contract with the College of Associated Health Professions at the University of Illinois at Chicago to edit and publish the Association's *Journal of Allied Health* for the next three years.

FIVE YEARS AGO THIS MONTH IN TRENDS

ASAHP expanded its capabilities in the government relations sphere by contracting for the services of Debra C. Nichols. A former aide to Senator Bill Frist (R-TN), she had responsibility for crafting the legislation to reauthorize Titles VII and VIII of the Public Health Service Act in 1998. She is a graduate of both Harvard Medical School and the Harvard School of Public Health.

JOB GROWTH PROJECTIONS

The Bureau of Labor Statistics (BLS), U.S. Department of Labor, has issued projections on future job growth by industry and occupation and on the likely composition of the workforce pursuing those jobs. The 10-year projections of economic growth, employment by industry and occupation, and labor force are widely used in career guidance, in planning education and training programs, and in studying long-range employment trends.

Employment growth will be concentrated in the service-providing sector of the economy. Education and health services and professional and business services represent the industry divisions with the strongest projected employment growth, projected to grow twice as fast as the overall economy. Nine of the 10 fastest growing occupations are health or computer (information technology) occupations.

A list of the 10 fastest growing occupations is at <http://www.bls.gov/news.release/ecopro.t04.htm> on the Web.

MEMBERSHIP RECRUITMENT

Two essential ingredients in the success of any membership organization are to retain existing members and attract new ones. The Board of Directors addressed the latter item at great length during its meeting on March 15-16 in Washington, DC. Past results have shown that the most effective recruitment mechanism is to have deans and directors influence colleagues at other schools in the same geographic locale to join ASAHP.

A subcommittee of the Board was formed to begin looking at the development of a database of potential institutional members. Once that resource has been established, current members will be encouraged to contact these individuals for recruitment purposes. Newcomers will be offered a complimentary registration to attend the Annual Conference. That approach has worked well in the past. A highly valuable aspect of this Association is the opportunity to become part of a network. The worth of such a network is on full display at events such as the annual gathering each Fall.

AVAILABLE RESOURCES

Policymaker's Primer On Education Research

The Education Commission of the States (ECS) and Mid-Continent Research for Education and Learning (McREL) have developed a new online resource that can help policymakers, education leaders, and the public better understand and evaluate educational research. The on-line source--*A Policymaker's Primer on Education Research: How To Understand, Evaluate and Use It*--is an interactive web site that provides users with three primary areas of analysis : understanding what the research says, evaluating whether it is trustworthy, and deciding how the research can be used to guide policy. A statistics tutorial and an analyzing research flowchart are included. The primer may be accessed on the Web at <http://www.ecs.org/html/educationIssues/Research/primer/foreword.asp>.

NIH Launches Student Site To Explore Careers In Science And Medicine

The National Institutes of Health (NIH), Office of Science Education has launched a new Web site, "LifeWorks," which explores more than 100 careers in the health and medical sciences. The site is designed as a resource for middle school and high school students, parents, educators, and school guidance/career counselors to explore the diversity of careers in the field. The site may be accessed at <http://science.education.nih.gov/LifeWorks>

Racial And Ethnic Disparities In Women's Health Care Coverage And Access To Care

Using data from the 2001 Kaiser Women's Health Survey, a nationally representative survey of nearly 4,000 women between the ages of 18 to 64, a new issue brief by the Kaiser Family Foundation explores racial and ethnic disparities in health care among women. It provides new information on the differences in health status, health insurance coverage, and selected measures of access to care across three racial/ethnic groups of women: African American, Latina, and white. The issue brief is on the Web at <http://www.kff.org/womenshealth/loader.cfm?url=/commonspot/security/getfile.cfm&PageID=33087>.

Allied Health Grant Writing Resource Available

The second edition of "Successful Grant Writing: Strategies for Health and Human Services Professionals" is now available for purchase. Developed by Laura N. Gitlin and Kevin J. Lyons of the College of Health Professions at Thomas Jefferson University, the publication contains models for proposal development and addresses key topics such as: ideas for funding, proposal writing, and budget preparation. Soft cover copies may be obtained for \$39.95 a copy from the Springer Publishing Company. Additional information is located on the Web at www.springerpub.com .

Cultural Competence In Health Care

A new issue brief is available from Georgetown University's Center on an Aging Society that addresses the topic of cultural competence in health care as it relates to persons with chronic conditions. A culturally competent health care system can help improve health outcomes and quality of care and can contribute to the elimination of racial and ethnic health disparities. The issue brief is at <http://ihcrp.georgetown.edu/agingsociety/pubhtml/cultural/cultural.html> on the Web.

REP. TED STRICKLAND SPEAKS AT SPRING MEETING



Democrat Congressman Ted Strickland from the 6th District of Ohio co-introduced the Allied Health Professions Reinvestment Act of 2004, H.R. 4016, on March 23 along with Rep. Cliff Stearns (R-FL). Mr. Strickland also met with attendees at the Spring Meeting in Washington, DC on March 18 and offered some thoughts regarding how the Association can be effective in advancing this legislation. He stressed the importance of demonstrating to each member of Congress that allied health workforce problems exist that affect their respective constituents. Having defined the problem, the key is to demonstrate how this bill once passed will alleviate the situation and improve the quality of health care provided.

NEWS FROM THE COLLEGES

Ben L. Mitchell will assume the position as the third dean in the history of the School of Health Related Profession at the University of Mississippi, on April 1, 2004. He succeeds **J. Maurice Mahan** who served as dean from 1993-2003. **Jack Gordy** has been the interim dean during the interval that occurred.

Fran Gilman, Chairperson of the Radiologic Sciences Department at Jefferson College of Health Professions, announces two new programs: Medical Dosimetry and Radiation Therapy. Also, in the second year of the multicompetency curriculum, students now can choose from education or health management in addition to the eight existing tracks: Cardiac Sonography, Computed Tomography, General Sonography, Invasive Cardiovascular Technology, Magnetic Resonance Imaging, Nuclear Medicine, Radiography, and Vascular Technology.

DUES INVOICES

Membership dues invoices for the fiscal year that begins on July 1, 2004 were mailed earlier this month. They reflect an increase, which is the first one in the past three years.

2004 ANNUAL CONFERENCE

The Association's 2004 Annual Conference will be held in Tampa, FL on October 20-23. A feature of this year's meeting will be that a portion of the program will be shared with members of the National Network of Health Career Programs in Two-Year Colleges (NN2). That group is holding its annual conference at a neighboring hotel that same week. A combined session will include a panel discussion by representatives of the two organizations on October 21. The topics are research and grant writing, transition of students from two-year to four-year institutions, and clinical education issues.

A series of questions will flow from these topics. Following the panel presentations, roundtable discussions involving members of both organizations will occur based on these discussions. Attendees will have an opportunity to participate in two different roundtables. The discussions will be recorded and following the conference, a monograph will be prepared and made available. The overall theme of both conferences is "Opportunities for Collaboration: ASAHP-NN2 Articulating the Future."