



## Alabama Community College System *Application for a New Instructional Program*

**A. General Information:**

1. Name of Institution: Southern Union State Community College
2. Program Title: Medical Assistant Technology Prefix: MAT
3. Date of Application Submission: June 8, 2017
4. Proposed Program Implementation Date: Spring 2018
5. AAS  CER:  STC  CIP Code 51.0801
6. Marketing Name: Medical Assistant Technology
7. Options (List proposed options under appropriate award):

Short-Term Certificate		Certificate		Associate in Science/Technology	
CIP Code	Option	CIP Code	Option	CIP Code	Option
<u>51.0801</u>		<u>51.0801</u>		<u>51.0801</u>	

8. Location:
 

Campus _____	Instructional Site <input checked="" type="checkbox"/>
Off-Campus Site _____	Clinical/Industrial Site _____
Agencies _____	

**B. Institutional Contacts:**

To be hired Telephone \_\_\_\_\_ E-mail \_\_\_\_\_  
Program Director or Department Head

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President

## C. Program Objectives and Content

1. Program Description. (You may use program descriptions from the NCES Classification of CIP Codes <http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>)

A program that prepares individuals, under the supervision of physicians, to provide medical office administrative services and perform clinical duties including patient intake and care, routine diagnostic and recording procedures, pre-examination and examination assistance, and the administration of medications and first aid. Includes instruction in basic anatomy and physiology; medical terminology; medical law and ethics; patient psychology and communications; medical office procedures; and clinical diagnostic, examination, testing, and treatment procedures.

2. List objectives of the program as precisely as possible. The objectives should address specific needs the program will meet (institutional, societal, and employability) contiguous with expected learning outcomes and achievements. **Objectives must lend themselves to subsequent review and assessment of program accomplishments.**

The Medical Assistant Technology Program has four primary objectives:

- Enhance health-related institutional offerings so that students have additional career options beyond nursing, radiologic technology, surgical technology, and emergency medical services.

Currently, nursing, radiologic technology, surgical technology, and emergency medical services are the only programs that the College offers in the health sciences. Students interested in health care careers frequently inquire about the availability of other programs of study. The Medical Assistant Technology Program will offer an attractive opportunity for many individuals who are qualified applicants for the other programs in health sciences.

- Recruit, retain, and prepare students for careers in physician offices, ambulatory clinics, nursing homes, and hospitals.

In physician offices, medical assistants are employed as assistants to the physician, nurses, or business manager of the practice. Additionally, medical assistants may choose careers in medical billing and coding. The medical assistant technology graduate has a wide variety of career options. In essence, a graduate of this program may start his or her career in the business aspect of a practice and later move to a clinically focused job.

- Assist in meeting community needs for health care practitioners

Southern Union State Community College is strategically located in the eastern part of the state. Over 100 physicians are located in the College's service area in eastern Alabama, and additional physicians are located in the state of Georgia within driving distance of Southern Union's Valley site. Physicians are the primary employer of medical assistants. In addition to the large number of general and specialty physician practices, there are three general, acute, specialty, and/or trauma hospitals in the College's service area. Medical assistants are also employed in emergency rooms within most of these hospitals. Southern Union State Community College's service area in east Alabama is also very fortunate to be the home of nine free-standing emergency clinics and urgent care facilities. Each of these facilities hires medical assistants.

- Promote articulation opportunities with senior colleges so that graduates of the Medical Assistant program have options for pursuing the baccalaureate degree in a health science field

Auburn University is located in close proximity to Southern Union State Community College and offers bachelor's degree programs in health sciences. The College will pursue an articulation agreement with Auburn University to provide a seamless pathway for graduates of the Medical Assistant Technology Program.

Progress in accomplishing the above objectives will be assessed by collecting data on applicants for the nursing and Medical Assistant Technology programs, contacting employers in the community, receiving input and recommendations from the program advisory committee, and monitoring the transferability of program courses to the baccalaureate institution in the area.

Contiguous with the above objectives are expected learning outcomes for the Medical Assistant Technology Program. Upon completion of the curriculum, the Medical Assistant Technology student will be able to:

- Recognize and interpret basic medical terminology used in patient records;
- Describe in detail basic anatomical features and associated pathophysiology of bodily organs;
- Recognize cultural differences and cultural diversity as a compassionate caregiver;
- Demonstrate competency when preparing patients of all ages for medical examinations;
- Employ therapeutic communication and telephone etiquette;
- Recall the ethical and safety standards for collecting specimens and disposing of hazardous materials;
- Recognize legal implications involved in securing patient's healthcare information as well as insurance and other contractual documents;
- Demonstrate basic and advanced cardiac life support and respond to office emergencies appropriately and expeditiously;
- Prioritize patients to be seen according to triage criteria;
- Recognize life-threatening symptoms;
- Demonstrate competent venipuncture;
- Calculate with 100% accuracy drug dosages and administer drugs effectively;
- Transcribe physician notes accurately;
- Code diagnoses and diagnostics using the appropriate coding systems;
- Display a courteous and professional attitude;
- Complete accurate and detailed information on insurance forms;
- Secure gainful employment in the field of Medical Assistant Technology;
- Demonstrate to employers the clinical competencies required of medical assistants.

3. How will this program be related to other programs at your institution?

Currently, the College offers a practical nursing certificate program and an associate in applied science degree in nursing, radiologic technology, emergency medical technology, and surgical technology. The proposed Medical Assistant Technology program would not supplant any of these programs. Rather, it would provide an attractive option for students who are not accepted to any of these other health sciences programs, while serving other students who are seeking viable employment in a health care field. This program also will not conflict with the College's associate degree program in Office Administration. That program focuses solely on the general office environment; whereas, the Medical Assistant Technology Program will focus on the business management aspect of a physician's office.

4. Identify any existing program, option, concentration, or track that this program will replace.

The Medical Assistant Technology Program will not replace any program, option, concentration, or track at Southern Union State Community College. Rather, it will enhance institutional offerings and promote additional opportunities for students seeking preparation for health care careers.

5. Program Completion Requirements:

- Total credit hours required in major (Area V); **41**
- Total credit hours in institutional general education (Area I-IV); **23**
- Total credit hours for each option (AAS/CER/STC), and; AAS **64**/ CER **51-55**/ STC (MCT **20**, ADM MED ASSIST **21**)
- Total credit hours required for completion. **64**

*NOTE: Work base learning will be a required function in a program to receive funding from different sources in the future.*

D. Program Accreditation/Certification and Nationally Recognized Business and Industry Credentials:

1. Identify any programmatic conditions.

- a. Pre-accreditation

- b. Accreditation/Certification

Certified Patient Care Technician (CPCT)

Phlebotomy Technician (CPT)

Certified Nursing Assistant (CNA)

Certified EKG Technician (CET)

Certified Medical Administrative Assistant (CMAA)

The Certified Medical Reimbursement Specialist Certification (CMRS)

Certified Medical Assistant (CMA)

- c. Business and Industry Credentials: See above

- d. Licensing: Not applicable

2. Identify specific articulation agreements with four-year universities which will accept the transfer of skills-emphasis credits for this program.

While there are no baccalaureate programs in Medical Assistant Technology, articulation with senior institutions will be actively sought. Southern Union State Community College plans to pursue an articulation agreement with Auburn University.

E. Attach the Associate Degree/Certificate/Short-Term Certificate curricula by semester (and by option) to this proposal as **APPENDIX A**. See sample below.

Program Requirements

	Course #	Course Name	Sem. Hours
Semester 1	ILT 160	DC Fundamentals ( <i>ETA DC EM1 Exam</i> )	3
	ILT 161	AC Fundamentals ( <i>ETA AC EM2 Exam</i> )	3
	ILT 109	Blueprint Reading	3
	CIS 146	Microcomputer Applications	3
		<i>Eligible for Short Term Certificate (STC) – Basic Industrial Electronics</i>	
Semester 2	ILT 197	Motor Controls	3
	ILT 162	Solid State Electronics ( <i>ETA Analog EM3 Exam</i> )	3
	SPH 107	Fundamentals of Public Speaking	3
	MTH 100	MTH 100 or numerically higher	3
		<i>Eligible for Short Term Certificate (STC) – Intermediate Industrial Electronics</i>	
Semester 3	ILT 163	Digital Electronics ( <i>ETA Digital EM4 Exam</i> )	3
	ILT 166	Motors & Transformers	3
	ILT 194	Programmable Logic Controls	3
	ENG 101	English Composition I	3
	Area III	Math, Science or Computer Science elective	3
		<i>Eligible for Short Term Certificate (STC) – Industrial Electrical Technician</i>	
Semester 4	ILT 195	Troubleshooting Techniques	3
	ILT 276	Advanced Industrial Controls (PLCs)	3
	ILT 277	Advanced Industrial Controls (PLCs) Lab	2
	Area IV	Social and Behavioral Science elective	3
	WKO 106	Workplace Essentials ( <i>Alabama Career Readiness Certificate</i> ) ( <i>OSHA 10 Hour Card</i> )	3
		<i>Eligible for Certificate (CER) – Industrial Control Technician</i>	
Semester 5	ILT 192	Co-op in Industrial Electronics ( <i>ETA Comprehensive EM5 Exam</i> )	3
	ILT 216	Industrial Robotics	3
	ILT 217	Industrial Robotics Lab	2
	ILT 108	Introduction to Instrumentation & Process Control	3
	Area II	Humanities & Fine Arts Elective	3
		<i>Eligible for AAS in Industrial Electronics</i>	
		Total Hours Required for Degree	67

**Reminder:**

- Work with your financial aid director regarding program and student financial aid eligibility.
- Program eligibility information may be found at [www.ifap.com](http://www.ifap.com).
  - Federal Student Aid Handbook, Chapter 2.

F. Program Admissions Requirements, Enrollment Projections and Completion Projections

1. Describe the criteria and screening process that will be used to select students for the program.

Students may apply for the program after meeting admission requirements for the College and the program. In addition to the general admission requirements for the College, admission to the Medical Assistant Program requires:

- Health Sciences Information Session Attendance Verification.
  - unconditional admission to the College.
  - 2.0 cumulative grade point average (GPA) at Southern Union or entry on clear academic status.
  - proof of eligibility for English Composition I, Intermediate College Algebra (MTH 100) and satisfaction of the College's reading requirement.
  - application for the Medical Assistant Program by priority deadline.
  - ability to meet and comply with standards and policies in the current College Catalog and Student Handbook.
  - ability to meet all health/ clinical requirements as stated in the Medical Assistant Student Handbook
2. Describe the methodology for determining enrollment projections. Attach a copy of the survey instrument with a **summary** of results (how many, to whom, response rate) as **APPENDIX B**. Do not submit copies of the individual survey responses.

Over 40 surveys were issued to potential employers in the area - hospitals, physician offices, dialysis clinics, ambulatory emergency clinics, and long-term care facilities. Although the response rate to the survey was less than 50%, the need for the program is evident based on the letters of support received. See Appendix G for copies of the letters of support. A copy of the survey may be found in Appendix B.

Additionally, the number of students applying to the other health sciences programs over the last four years was reviewed. And, as the table below reflects, approximately 400 students are turned away from the health sciences programs each year. Many of these students are well qualified to pursue a degree in a related field, and the Medical Assistant Technology Program will provide additional opportunities.

**Applicants Not Admitted to Southern Union Health Sciences Programs**

YEAR	HEALTH SCIENCE PROGRAMS				
	RN	LPN	RAD	Surg Tech	EMS
2013-14	342	13	60	24	4
2014-15	287	20	53	9	15
2015-16	300	25	30	16	19
2016-17	376	3	39	12	20

G. Provide an estimate of the costs of the program. Provide enrollment and degree completions projections.

ESTIMATED NEW FUNDS REQUIRED TO SUPPORT PROPOSED PROGRAM						
	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
FACULTY	\$59,500	\$65,325	\$68,448	\$71,728	\$75,172	\$340,173
LIBRARY	\$2,000	\$1,200	\$1,200	\$1,200	\$1,200	\$6,800
FACILITIES	\$10,000	\$0	\$0	\$0	\$0	\$10,000
EQUIPMENT	\$25,717	\$8,000	\$5,000	\$5,000	\$5,000	\$48,717
STAFF	\$0	\$0	\$0	\$0	\$0	\$0
OTHER	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL	\$97,217	\$74,525	\$74,648	\$77,928	\$81,372	\$405,690

SOURCES OF FUNDS AVAILABLE FOR PROGRAM SUPPORT						
	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
INTERNAL REALLOCATIONS	\$71,500	\$74,525	\$74,648	\$77,928	\$81,372	\$393,853
EXTRAMURAL*	\$25,717	\$5,000	\$5,000	\$5,000	\$5,000	\$45,000
TUITION	\$70,200	\$89,250	\$108,900	\$166,050	\$187,500	\$621,900
TOTAL	\$167,417	\$168,775	\$188,548	\$248,978	\$273,872	\$1,060,753

\*Extramural funds from Workforce Development Grant

ENROLLMENT AND DEGREE COMPLETION PROJECTIONS						
	Year 1	Year 2	Year 3	Year 4	Year 5	5-YEAR AVERAGE
TOTAL HEADCOUNT ENROLLMENT	8	15	17	19	21	16
NEW ENROLLMENT HEADCOUNT	8	9	10	11	12	10
DEGREE COMPLETION PROJECTIONS	0	6	7	8	9	4-YEAR AVERAGE 8

G. Program Need Justification

1. Will the program satisfy a clearly documented workforce need?

**a. Institutional** - There is a clear institutional need for additional health sciences programs at Southern Union State Community College. As the College experiences increasing numbers of applicants for its associate degree and practical nursing programs, limited seating and clinical space has forced the denial of admission of large numbers of deserving applicants who want to pursue a health sciences career. The Medical Assistant Technology Program will offer individuals a chance to secure employment in an alternative field that, like the College's service area, is growing significantly and in great demand.

**b. Societal** - According to numerous sources of employment data, which include the U.S. Department of Labor, the O\*NET- [careeronestop.org](http://careeronestop.org), and local surveys, there is an urgent need for medical assistants at the local, state, and national level. According to the U.S. Department of Labor, employment of medical assistants is expected to grow 23 percent from 2014 to 2024, much faster than the average for all occupations. In fact, 138,900 new medical assistant positions are predicted to be created between 2014 and 2024 nationwide. The O\*NET – [careeronestop.org](http://careeronestop.org) reported on its website that medical assistant positions in Alabama are expected to increase by 27% between 2014 and 2024. Local healthcare providers will be increasingly challenged to accommodate the needs of the larger population. The local availability of a Medical Assistant Technology program will significantly assist in meeting those increased needs in an effective and efficient manner.

**c. Employability**- Over 80 surveys were recently distributed in the local area as part of a comprehensive needs assessment. The results, which represent a variety of employers such as hospitals, long-term care facilities, and physician offices, demonstrate overwhelming support for a new Medical Assistant Technology program at Southern Union State Community College. The survey instrument can be seen in Appendix B

2. What characteristics of the identified need require that it be met by a new program rather than an existing program?

There is an identified demand for medical assistants in the service area of Southern Union State Community College. No similar programs are offered by institutions in the Alabama Community College System in the eastern part of the state. A new alternative is needed by students at the College who are seeking employment in the health care industry, and area employers have a great need of medical assistants, which will continue to increase as the area's population grows substantially in the coming years. With the convergence of these internal and external forces, the need for this program is particularly acute. Input from area employers and Medical Assistant Technology Program Directors at 10 other community colleges in Alabama indicate a strong demand for an associate degree program with embedded short-term certificates. The presence of a degree program is expected to facilitate articulation opportunities with local baccalaureate institutions.

3. Based on research on the employment market for graduates of this program, indicate the total projected job openings (including both growth and replacement demands). These job openings should represent positions that require graduates from a program such as the one proposed.



### Projected Job Openings

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
College Service Area	60	60	60	60	60	300
State	285	285	285	285	285	1425

**\*\*based upon O\*NET – careeronestop.org**

Provide the methodology used to determine the projected job openings (such variables as (a) assurance of adequate employer surveys, (b) business/industry markets, and (c) response rate. Cite all relevant sources. If a survey of employment needs was used attach a copy of the survey instrument with a **summary** of results as **APPENDIX C. Do not submit copies of the individual survey responses.** Letters of support from area healthcare sites are attached as **APPENDIX F.**

- List other similar programs that are available at other institutions in the state. Will any type of program collaboration be utilized? Why or why not? What specific efforts have been made to collaborate with institutions to meet the need for this program?

Chattahoochee Valley Community College is the closest two-year institution in the state that offers a Medical Assistant Technology program, and Chattahoochee Valley is approximately 33 miles from Southern Union State Community College’s Valley instructional site. Trenholm State Community College also offers a Medical Assistant Technology program, but it is over 81 miles from Southern Union’s Valley site. Southern Union State Community College already has classroom and laboratory space available at its Valley site to house the program, so there is no need to partner with other colleges to share space. However, the College will collaborate with the two closest colleges to share clinical space as well as faculty expertise, course and program materials, and to address the needs and challenges that are common to all Medical Assistant Technology Programs.

- Method of program delivery (traditional classroom, online, hybrid). If online/hybrid delivery is available, estimate percentage. List courses delivered via online/hybrid.

Delivery strategies will primarily include the conventional classroom methods of lecture and discussion. Students will be engaged in laboratory experiences including skills demonstrations and simulations. While distance learning will not be utilized initially in the MAT courses, the College will explore opportunities to utilize instructional technology, including distance learning, in the delivery of course content. General education courses are offered in the traditional classroom settings, hybrid, or via distance education formats.

#### H. Program Resource Requirements

- Number of faculty required to teach in the program: Full-time 1 Part-time 1

Attach a synopsis of the qualifications (degrees, experience, etc.) of each faculty member to this proposal as **APPENDIX D. Do not attach entire curriculum vitae.**

2. List any special equipment that is necessary for this program, indicating what is currently available, what will be added, and the cost of additional equipment.

Adult skills mannequins	\$925 each	\$925
Pediatric skills mannequins (3)	\$2090	\$2090
General Anatomical models (1)	\$605.77	\$605.77
Phlebotomy arms (3)	\$625 each	\$1875
Intramuscular injection, Subcutaneous, & Intradermal aids	\$1776	\$1776
Blood pressure training system	\$1195	\$1195
Geriatric mannequin (2)	\$1700 each	\$3400
Adult mannequin	\$1700 each	\$1700
Wheelchair	\$218	\$218
Crutches (1 set)	\$14.70	\$14.70
Wound simulator (1)	\$1077	\$1077
Physician scales (2)	\$250 each	\$500
Exam tables with drawers (2)	\$1629	\$3258
Finger oximeter (1)	\$587	\$587
Serum Diagnostic system: Cholesterol & Glucose	\$2431.59	\$2431.59
Handheld: Glucose monitoring	\$300	\$300
Diagnostic system: Urinalysis	\$657.30	\$657.30
EKG machine (1)	\$1570	\$1570
Medication cart (1)	\$1537	\$1537
<b>Estimated Startup Expenses</b>		<b>\$25717</b>

3. Describe facilities for the program, indicating what is currently available and any necessary renovations or additional facilities that would be added. Provide a cost estimate for any renovation or additions.

If clinical sites are required, provide signed agreements between the institution and the host facility. At a minimum, the total number of slots should equal the projected number of students cited above.

Existing facilities will be used to house the Medical Assistant Technology Program. The program will occupy lecture classrooms and fully equipped skills labs which are pictured in Appendix E. An up-to-date computer lab is available.

The MAT program requires two 135 hour preceptorships. Agreements are in progress with the following agencies: Amedisys, Inc., Auburn Acute Care, Center for Institutional, Faculty, and Student Success, Auburn University Medical Clinic, LaFayette Dental Arts, East Alabama Medical Center, East Alabama Medical Center – Lanier, Valley Area Medical Pavilion, and Roanoke Rural Health Clinic

A sample clinical agreement is included in Appendix F.

4. Provide the current status of the library collections supporting the proposed program.

The Southern Union State Community College library currently has a wealth of material on medical topics. There are six periodicals, 63 audiovisual items, three online databases, and 931 electronic books dedicated to nursing alone. As the Medical Assistant Technology Program begins, substantial acquisitions in that field will be needed. The institution is committed to

acquiring program-specific materials in the field of Medical Assistant Technology that will fully meet the needs of program faculty and students. An estimate of the cost of such acquisitions is included in Section H of this proposal.