Major Accomplishments/Retention Initiatives

The main goals for the Student Health Center (SHC) in 2010-2011 were to improve access to healthcare services, expand health education services and support student success. Major accomplishments in support of those goals included:

1. Expanded medical services by adding a staff physician and licensed vocational nurse. Revenues to pay for the additional clinical staff were generated with the implementation of a $10 office visit charge.
2. The SHC increased appointment access during the fall and spring semesters with 90% of patients indicating that they were able to get an appointment when needed.
3. The SHC dramatically decreased the No Show rate after the implementation of a $10 No Show charge. The average No Show rate for the previous year was 9% and the average for this year in Medicine Clinic was 4%.
4. The SHC led the campus effort to make Texas State a tobacco-free campus. Texas State became a tobacco-free campus on Aug 1st. The SHC also created a Tobacco Policy webpage with extensive information about the tobacco policy and resources available for smoking cessation. A social marketing campaign (“Breathe It Up, Cats”) was created to educate the campus about the new policy.
5. The SHC added a new service by offering courtesy insurance billing. Some students received reimbursements from their insurance company, while others were able to apply the charges to their deductible. The new service has been well received by students and parents.
6. Health education services were consolidated on campus with the creation of the new Health Promotion Services Department in the Student Health Center creating a foundation for future expansion of services on campus.
7. The Health Promotion Services Department created a new brand, Healthy Cats.
8. Health Promotion Services provided 14 Alcohol 101 presentations benefitting 4,209 new students.
9. Health Promotion Services provided 112 classroom presentations on a variety of health topics benefitting 3,073 students.

Retention Initiatives included:

1. Several SHC staff members supported the Mentoring Program by serving as mentors.
2. The SHC participated in the PAWS Alert program and assisted students with suspected medical or psychological problems.
3. Health Promotion Services provided 14 Alcohol 101 presentations benefitting 4,209 new students.
4. The Health Education Coordinator, Kelly Stone, facilitated four Allies trainings including 81 participants.

**Progress on 2004-2015 Administrative Support Plan**

The following strategic initiatives were completed in FY11:

1. To improve access to healthcare, a full-time physician and licensed vocational nurse position were added.
2. A temporary billing clerk position was added to allow the SHC to offer courtesy insurance billing this year and to continue to work towards accepting private insurance.
3. A financial hardship/charity policy was developed to offer payment plans and charge waivers for students with demonstrated financial need.
4. The international student insurance waiver process was improved to offer online waivers for student convenience. Previously, students had to bring their proof of alternate coverage to the Student Health Center.
5. Alcohol education programs were provided for all new students at Paws Preview.
6. A social marketing campaign was created to promote the new tobacco-free campus policy (“Breathe It Up, Cats”).
7. Health education and promotion services were enhanced by consolidating health education staff from the Alcohol and Drug Resource Center (health educator and GRA) and the Student Health Center (health educator) into a new Health Promotion Services Department at the Student Health Center.

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

1. The Student Health Center Director collaborated with the Nursing Department on a research study investigating Methicillin-Resistant Staph Aureus (MRSA) in nursing students by providing consultation and medical services.
2. Health Promotion Services provided 112 classroom presentations benefitting 3,073 students.

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

1. Health Education internship, 1 student
2. Health Information Management internship, 3 students
3. Athletic Training clinical internship, 15 students
4. Clinical Laboratory Science clinical practice site, 17 students
5. Pharmacy observation site, 2 pre-pharmacy students completed required observation hours.
Assessments

SHC Monthly Statistics:
Monthly statistics assist in monitoring service levels and revenue generation. Through June of 2011, statistics reveal patient contacts totaling 42,638. The overall patient contacts did not increase over the previous year. However, patient contacts with a medical provider increased by 658 visits, a 3% increase over last year. Patient visits to the Psychiatry Clinic increased by 183 visits, which is a 21% increase over last year. Nurse Clinic visits decreased compared to the previous year when outreach totals were high because students received a regular flu shot and an additional H1N1 flu shot. Pharmacy only contacts, which had been declining in previous years, increased by 9% this year.

This year the SHC added an office visit charge of $10 to increase revenue. Through June, total revenue in the Clinical Services area had increased by $322,420 (a 34% increase). In addition to the new office visit revenue, Pharmacy and Lab revenue also increased this year (5% for Pharmacy and 17% for Lab).

SHC Patient Satisfaction Survey:
The survey results for this year are similar to previous years and show high levels of patient satisfaction. 50% or more of the respondents rate their overall visit to the SHC as “excellent.” Most providers score at 4.0 or higher (4=very good and 5= excellent) on all items. The wait time results were excellent this year and showed that the wait times are now even better than before implementation of the Electronic Medical Record. 91% of patients are seen within 15 minutes of their appointment time. The appointment system was changed this year so that all appointments had to be made by phone. Even with the change, the scores on the question “rate the ease of making an appointment by phone” were high. 49% of fall patients and 55% of spring patients rated the phone appointment process as “excellent.”

Appointment System Survey:
As part of the measurement for an administrative outcome (students will be able to access appointments when needed) the SHC conducts two surveys a year during which appointment nurses record each time that they are not able to make an appointment for a student. Last year, the results showed that an average of 70-77% of students were able to get appointments when needed. However, this year additional staff resources were added to increase appointment access and a no show charge was added to decrease wasted appointment slots. The changes resulted in patients being able to get an appointment when they wanted 90% of the time in the fall and 93% of the time in the spring. This is a significant improvement over last year when at times as many as 30 – 80 students per day were unable to get an appointment.

Health Education Presentation Evaluations:
Students attending sexual health presentations completed an evaluation right after the presentation to determine if they learned new information from the presentation. For the Fall semester, 84% of the respondents were able to identify a positive health behavior
they learned and in the Spring semester 71% were able to identify a positive health behavior. The lower result in the Spring is thought due to several factors including presentations in larger venues, the involvement of different presenters, and the likelihood that sufficient time for completing the survey was not allocated at the end of some of the presentations. Follow up was also completed at the end of the semester for a sample of students who were asked if they had adopted specific health behaviors that would prevent pregnancy or sexually transmitted infections. A significant number of students (70% in the fall and 75% in the spring) reported that they had adopted at least one of the protective health behaviors.

**CORE Alcohol and Drug Survey:**

In Fall 2010, the SHC conducted a CORE alcohol and drug survey with over 1,100 students. Alcohol use at Texas State has declined since 2006, but marijuana use is up 2% since 2006. Alcohol and drug use rates at Texas State are still higher than the national average and a population of particular concern is the group that reported drinking 3 or more times a week. Students in that group have higher rates of binge drinking, drug use and report more consequences from their use. These students tend to live off campus. The SHC plans to use this information to target students that are potential high risk drinkers with social norms campaigns, education and bystander training.

**Presentations by Department Staff**

- Mental Health and College Students, Mental Health Luncheon, Texas State University, May 2011: Dr. Emilio Carranco presented an update on the prevalence and diagnosis/treatment challenges of college students with mental health disorders.

- Student Health Insurance and Waivers, August 2010: Presented by Elsa Thorn, Assistant Director, during International Student Orientation.

- Student Health Insurance and Waivers, January 2011: Presented by Hope Montana, Administrative Assistant II, during International Student Orientation.

- Optional Student Health Insurance, August 2010: Presented by Hope Montana, Administrative Assistant II, during Graduate Student Orientation.

- Student Health Center Summer Orientation Tours for Students/Parents: 24 orientation tours and browse sessions were completed during summer 2011. An average of over 50 students and parents attended each session.

- Alcohol 101 at PAWS Preview: Peer educators under the direction of Julie Eckert and Kelly Stone provided 14 presentations benefitting 4,209 students.

- University Seminar Health Topics: Peer educators, Julie Eckert and Kelly Stone provided 112 classroom presentations on a variety of health topics benefitting 3,073 students.
Major Objectives for 2011-2012

1. Increase access to healthcare services by expanding the scope of practice for nurse practitioners and registered nurses and increasing medical provider productivity.
2. Educate the campus community about the prevalence of mental health disorders and available resources by developing and implementing a social marketing campaign targeting mental health disorders. An educational program that peer educators can deliver in the classroom or for student organizations will be developed as well. The SHC will collaborate with the Counseling Center in these efforts.
3. Expand access to mental health services by training nurse practitioners to diagnose and treat routine mental health disorders.
4. Develop more effective strategies for addressing college student alcohol abuse by collaborating with support and academic departments across campus, student organizations, and community groups.
5. Support the tobacco-free policy by implementing social marketing and other education strategies.
6. Expand courtesy insurance billing services for students to facilitate use of their health insurance plan benefits.
7. Continue preparations for accepting private insurance.
8. Improve retention and satisfaction of professional staff by developing creative, new strategies for addressing their needs and interests.