

University of
LOUISIANA
at Monroe

DEPARTMENT OF
**HEALTH
STUDIES**

COLLEGE OF HEALTH AND PHARMACEUTICAL SCIENCES

“Nearly 30,000 health services positions need to be filled in Louisiana by the end of 2018.”

— National Employment Matrix,
Bureau of Labor Statistics

**WHY HEALTHCARE
MANAGEMENT/MARKETING?**

Healthcare is a national concern because of the aging population and longer life expectancies in the United States.

The American Hospital Association (AHA) and Bureau of Labor Statistics project that health services will be the fastest growth industry in the country between 2010 and 2020, accounting for 4.3 million new jobs.

More healthcare managers will be needed to plan, direct and coordinate medical services and healthcare workers in all areas of the industry. Managers who are competent in healthcare knowledge, communication skills, leadership, and professionalism are vital to healthcare organizations.

(AHA, 2010; Bureau of Labor Statistics, 2012-13).

University of
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Department of Health Studies
College of Health and Pharmaceutical Sciences

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“The demand for mid-level managers in healthcare is on the rise.”

— AHA, Bureau of Labor Statistics



The University of Louisiana at Monroe Department of Health Studies (DHS) offers a Bachelor of Science degree in Health Studies. The Health Studies undergraduate program offers two options:

• **PRE-PROFESSIONAL HEALTH STUDIES OPTION:**

This option is for those students who plan to seek admission to post-baccalaureate graduate programs such as occupational therapy and other health-related professions. This option can be customized to include necessary requirements for admission to health professions' graduate programs.

• **HEALTHCARE MANAGEMENT/MARKETING OPTION:**

This option is for those students who desire a terminal undergraduate degree for mid-level managerial employment in healthcare. This option incorporates the same core health studies courses as the Pre-Professional Health Studies option and includes management and marketing courses.

FOR MORE INFO, CONTACT:

Department of Health Studies
University of Louisiana at Monroe
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PROGRAM OUTCOMES

Healthcare is changing in terms of how and where care is delivered, who is providing those services and how that care is financed. A degree in Health Studies with a focus on healthcare management/marketing prepares students to manage these changes with the following:

- leadership skills and professional values to function as independent healthcare professionals
- critical investigation skills
- an insight into diverse populations in healthcare
- global knowledge of political, social, legal and ethical issues that impact healthcare
- effective oral and written communication skills necessary in healthcare
- hands on training through a senior level practicum II experiential

CAREER OPPORTUNITIES FOR HEALTHCARE MANAGEMENT/MARKETING MAJORS

- Medical and Health Services Manager
- Sales Representative (technical and scientific products)
- Assistant Administrator
- Healthcare Marketing Director
- Clinical Manager (outpatient or rehabilitation centers)
- Human Resource Director
- Health Information Manager
- Office Manager
- Healthcare Community Educator
- Quality Assurance Director
- Medical Claims Representative
- Medical Biller
- Case Manager

TESTIMONIALS

- HEATHER R. WARDLAW, Health Studies Graduate, Provider Relations Assistant for Vantage
“The Health Studies Department has advisors and instructors who truly care about your success! We are given the opportunity to perform a practicum where we obtain hands-on experience within a healthcare facility. My practicum experience opened the career door for me and today I am thriving in my position at a successful health insurance company.”
- LINDSAY HINTON, Health Studies Graduate
“As a whole, the Health Studies program and faculty have been outstanding in teaching us about management, communication, professionalism and healthcare! I highly recommend this degree program to any student looking for a great career in healthcare management.”
- ROBIN COX, Health Studies Graduate, Private Business Owner – Serenity Care Providers
“My advisors and professors in Health Studies administered excellent advise and encouragement throughout my time in the program. Today, I have opened my own healthcare business – I know, without a doubt, that this could not have been achieved without the experience and education I received through ULM Health Studies program!”
- REGINA BARBER, Health Studies Graduate, ULM Graduate Student in Gerontology, Manager for Monroe Housing Authority
“Health Studies taught me the discipline I needed to succeed, while having great professors to lead me to a brighter future. I can truly say that the Health Studies program has challenged me in every aspect of my life and lead me to graduate education in Gerontology.”
- AMBER COLLINS, Health Studies Graduate
“In my practicum, I not only learned about the healthcare industry, but I learned about people. I am very thankful for the Health Studies Department in giving me the opportunity to have hands-on learning experience that I can take with me to any job.”