

University of
LOUISIANA
at Monroe

HEALTH STUDIES PROGRAM

COLLEGE OF HEALTH AND PHARMACEUTICAL SCIENCES

“Nearly 70,000 medical and health service manager positions need to be filled in Louisiana by the end of 2020”

— Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15

WHY HEALTHCARE MANAGEMENT/MARKETING?

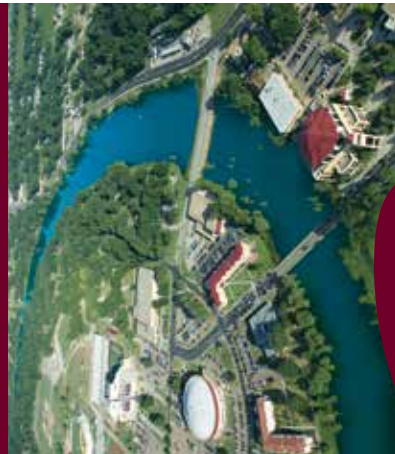
Healthcare is a national concern because of the aging population and longer life expectancies in the United States.

The U.S. Bureau of Labor Statistics, Employment Projections Program, predicts that employment of medical and health services managers will grow 23 percent from 2012 to 2022, much faster than the average for all occupations.

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.

(Bureau of Labor Statistics, U.S. Department of Labor, Medical and Health Services Managers, 2014-15).

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at Monroe
Health Studies Program
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 Health Studies Program offers a Bachelor of Science degree with 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, Physician Assistant, or other health-related professions. This option can be customized to include necessary requirements for admission into graduate programs in the health professions.

• **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 INFORMATION, CONTACT:

Health Studies Program
College of Health and Pharmaceutical Sciences
University of Louisiana at Monroe
Phone: 318-342-5583

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
- insight into diverse populations
- global knowledge of social, legal and ethical issues that impact healthcare
- effective oral and written communication skills
- hands-on training through a senior level practicum II

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, Vantage Health Plan
“The Health Studies Program 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 Vantage.”
- LINDSAY HINTON, Health Studies Graduate, Quality Assurance Manager, Physician & Surgeons Hospital
“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 advice 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, Clinical Mental Health Counseling Graduate Program at Walden University, Manager 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 led me to graduate education in Gerontology.”
- AMBER COLLINS, Health Studies Graduate, Quality Manager, Monroe Surgical Hospital
“In my practicum, I not only learned about the healthcare industry, but I learned about people. I am very thankful for the Health Studies Program in giving me the opportunity to have hands-on learning experience that I can take with me to any job.”

ulm.edu/healthstudies