

Preparing Students for the Business of Healthcare: An Innovative Professional Development Co-Curriculum



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Speed Networking Activity

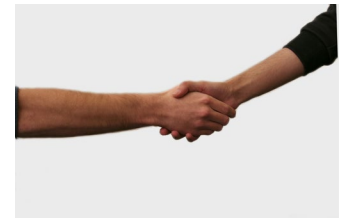
- Find an attendee you do not already know
- Make introductions & present a 30 second elevator speech (pick a purpose):
 - Job seeking
 - Obtain an informational interview
 - Convince to try a new teaching strategy
- After 90 second notification, find another attendee you do not know
- Present a 30 second elevator speech (try another topic)
- After 90 seconds when the notification sounds, please return to your seat



Advanced option: Pretend you have drink & food plate

Debrief

- What did your handshake and eye contact say about you?
- How comfortable did you feel presenting an elevator speech with no notice?
- How facile were you in identifying the salient points of your speech?
- How well did your partner do convincing you?
- If you juggled food and drink, how did you manage?
- If I asked you to introduce the first person to the second you interacted with, would you have been able to make a well constructed introduction?



Business Etiquette/ Professionalism

Importance

- Healthcare is a business
 - Professionalism & etiquette has value
- Increases graduate job placements (competitive advantage)
- Improves perception of graduates, the college/university
- Ensures a smooth transition to practice environment
- Improves job retention
- Contributes to career advancement



What do you wish your students knew about professionalism and business etiquette?



Professional Development Topic Examples

- Attitude (accountability, problem solving, ethical & moral principles)
- Communication (civility/respect, email etiquette, leading a meeting)
- Image (professional dress, social media, dining etiquette)
- Hiring Process (résumés, job searching, networking, externships/residencies)
- Success Strategies (personal finance, self care, career mapping)
- Becoming Alumni (mentoring, continuing education, certification, organizations, engagement)

LEAD Professional Development Program

VILLANOVA UNIVERSITY
M. LOUISE FITZPATRICK COLLEGE OF NURSING



The Professional Development Program
for Nursing Students

- Imparts knowledge and skills above what is offered in the curriculum
- Prepares students to be accountable for their career path
- Increases proficiency through experiential learning activities & assignments
- Utilizes existing resources across campus

Conduct a Status Assessment

- Poll clinical partners about their needs & their perceptions of graduates
- Examine employment data
- Research what other colleges/ disciplines are offering
- Assess what is being provided to students within the existing curriculum
- Identify gaps or areas requiring greater emphasis
- Ascertain potential partners and resources

Craft the Curriculum

- Create a proposal
- Obtain buy-in from College and University Administrators
- Include stakeholders (faculty, administrators, clinical partners, students, and Board members)
- Secure funding
- Define/ refine outcomes & objectives for the program
- Curricular or Co-Curricular – ensuring attendance
- Develop programming aimed toward meeting the objectives

Operationalize the Curriculum

- Leadership, staffing, & consultation
- Establish partnerships (i.e. –Career Services, Alumni networks, etc.)
- Day to day operations
 - Events to be run (dates, locations, speakers, honoraria, refreshments)
 - Assignments/ grading/ feedback/ LMS maintenance
 - Make-up assignments or ramifications for lack of participation/ tracking
- Marketing

Evaluate Effectiveness

- Tracking event feedback
- Conducting program surveys (pre-post)
- Reviewing placement data
- Collecting employer feedback
- Conducting budget reconciliation
- Comparing outcome data before and after program initiation
- Refining all aspects of the program as necessary
- Expanding to meet unmet needs

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Results

- Well received by students and stakeholders (high event ratings, verbal feedback, faculty see a difference in behavior)
- Increased numbers in externships/ residencies/ fellowships
- More student leadership positions on campus and beyond
- High employment placement rates, uptick in recruitment, positive employer feedback
 - Recruitment advantage in competitive markets
- Advancement edge

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Expansion

- Expanding programs to other tracks (second degree, graduate students)
- Incorporating more students in the planning for ownership
- Adding alumni offerings and engagement opportunities
- Collaborating with other colleges (attend our programs)
- Creating a formalized alumni to student mentoring program
- Discussing creation of a multi-university working group

Challenges

- Research intensive start-up
- Tremendous time commitment - need release time or staffing
- Obtaining buy-in from others/ Managing differences of opinion
- Logistic barriers
 - No available credits in laden curriculum
 - Attendance issues if optional/ Ripple effects of disciplinary action
 - Timing of events with varied student schedules/ Space limitations
 - Must start somewhere but creates inequities between class years

Questions



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