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Office of
the President

September 13, 2018

The Honorable James D. Fielder, Jr., Ph.D.
Secretary of Higher Education
Maryland Higher Education Commission
6 North Liberty Street
Baltimore, Maryland 21201

Re: Objection to Goucher proposal for MS in Community-Based Health Services
Management

Dear Secretary Fielder:

I am writing to register the University of Baltimore's objection to the proposal from Goucher College to offer a Master of Science in Community-Based Health Services Management. The proposed program aims to attract health services professionals seeking management skills and career advancement, the very audience and purpose of the University of Baltimore Master of Science in Health Systems Management.

The Goucher proposal identifies a community-based focus as the unique element of the proposed program, but "community-based health services management" is in some ways misleading given that the delivery of health care in the United States, and specifically in Maryland, is primarily local and community based. Simply adding the phrase "community-based health services" to the names of courses does not fundamentally change the content of the course. A majority of the proposed 36-credit program overlaps with the University of Baltimore curriculum (18 of the 21 required credits are essentially the same as UB courses):

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University of Baltimore MS	Goucher Proposed MS
<p>The Legal Environment of Health-Care Management (HSMG 630) – 3 cr required</p> <p>Policy Issues in Health Care (HSMG 753) – 3 cr / required</p>	<p>Legal Issues, Policy, and Compliance in Community-Based Healthcare – 3 cr required</p> <p><i>(“Covers landmark and precedent setting legal decisions, important federal laws and regulations, and compliance requirements for health services professionals and organizations.”)</i></p> <p>Employee Rights, Labor Relations, and Conflict Resolution – 3 cr elective</p> <p><i>(and UB has a nationally ranked program in Conflict Negotiations and Management if students want more focus on conflict resolution as an elective)</i></p>
<p>Health Systems Management: Organizational Design and Human Resources (HSMG 766) – 3 cr required</p>	<p>Human Resource Management in Community-Based Health Services – 3 cr required</p>
<p>Health-Care Systems, Organization and Management* (HSMG 750) – 3 cr</p> <p>* May be waived based on experience</p>	<p><i>Potential overlap</i> with The History of Community-Based Health Services and Systems in the US – 3 cr</p>
<p>Health Administration (HSMG 755) – 3 cr</p>	
<p>Strategic Management in Health Care (HSMG 757) – 3 cr / required</p>	<p>Community-Based Health Services Leadership and Strategic Planning – 3 cr /required</p> <p>Human Capital, Strategic Management, and Growth Management – 3 cr / elective</p>
<p>Epidemiology of Health Services (HSMG 643) – 3 cr</p>	

University of Baltimore MS	Goucher Proposed MS
<p>Quantitative Tools for Health Systems Management I (HSMG 632) – 3 cr required</p> <p>Quantitative Tools for Health Systems Management II (HSMG 650) – 3 cr required</p>	<p>Research Methods and Analysis (3 cr) – required</p> <p>Statistical tools, descriptive and inferential statistics, needs analysis, market assessment, outcome evaluation forecasting etc.</p>
<ul style="list-style-type: none"> • Survey Research and Data Analysis for Health Administrators (HSMG 651) – 3 cr <p>or</p> <ul style="list-style-type: none"> • Health Planning and Program Evaluation (HSMG 691) – 3 cr 	
<p>Health-Care Management Information Systems (HSMG 695) – 3 cr</p>	<p>Health Services Informatics – 3 cr (electives)</p>
<p>Health Insurance and Prepaid Health Care (HSMG 697) – 3 cr</p>	<p>Medicare, Medicaid, and the Affordable Care Act – 3 cr (elective)</p>
<p>Health Finance (HSMG 699) – 3 cr</p>	<p>Financial Management in Community-Based Health Services – 3 cr - required</p>
<ul style="list-style-type: none"> • Accounting for Health-Care Organizations (ACCT 761) – 3 cr <p>or</p> <ul style="list-style-type: none"> • Health Economics (HSMG 701) – 3 cr 	
<p>Internship HSMG 715 (3 cr)*</p> <p>* Students may petition to waiver this course based on their experience.</p>	<p>Professional Internship or Thesis – 3 cr</p>

Of the 15 courses listed in the Goucher proposal, only three do not overlap in a significant way with the UB program: Ethics, Social Issues and Underserved Populations (though that content appears in other courses); Long-Term Care Management in Community-Based Health Systems (topics covered elsewhere); and Comparative and Alternative Community-Based Health Systems. Further, both the proposed program at Goucher and the existing program at the University of Baltimore rely on faculty with professional expertise to deliver the content of the courses.

Goucher is offering its program online, but it remains the case that most online enrollments at public institutions are regional (in-state; see, for one, <https://www.usnews.com/higher-education/online-education/articles/2018-01-11/study-more-students-are-enrolling-in-online-courses>). Thus, the Goucher proposal remains duplicative with the University of Baltimore program, which is designed for working adults, and implementing the program would harm enrollments at the University of Baltimore. The University of Baltimore program runs on Saturdays in ten-week sessions to attract working adults and is offered in both Baltimore and at the Universities at Shady Grove. The University does have a number of online programs and courses within programs, and if there is a truly a need for an online program, the University could develop one.

The University of Baltimore has invested public funds to develop a high-quality master's degree in Health Systems Management. It also has an undergraduate degree in Health Systems Management that is certified by the Association of University Programs in Health Administration, and the University. This is an established area of study at the University and one in which the University is making investments. The University of Baltimore master's degree program has capacity to enroll more students at both locations and is in a position to meet rising demand for the program regionally. Approving a duplicative program approximately 10 miles away would be a waste public funds.

Sincerely,



Kurt L. Schmoke
President

cc: Darlene B. Smith, EVP and Provost
Robert L. Caret, Chancellor, USM
Dean Roger Hartley, College of Public Affairs
Tina Di Franco, BSN, JD, Executive Dir., School of Health and Human Services