

Jefferson Doctor of Management in Strategic Leadership Applied Research Methods Learning through Exchange Conference

Conference Schedule

Saturday, November 18, 2017

9.00	Informal Gathering
9.15	Conference Overview
9.30 - 10.30	Session 1 (3 sessions)
10.30-11.00	Debrief Session 1
11.00-12.00	Session 2 (3 sessions)
12.00-13.00	Lunch, Debrief Session 2
13.00-14.00	Session 3 (2 sessions)
14.30-15.00	Debrief Session 3
14.30-15.00	Conference Debrief, Final Deliverables for DSL 706

9.15 Conference Overview

9.30 - 10.30 Session 1 (3 sessions)

Health Care Roundtable (see below)

Travis Douglas: Results of a Pilot Questionnaire on Cleary act Timely Warnings

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The Clery Act is a federal law passed in memory of Jeanne Clery who was raped and murdered at Lehigh University in 1986. The law is intended to improve the availability of information about safety issues at colleges and universities. One key provision requires that timely warnings and emergency notifications be sent to enable individuals to take steps to protect themselves when there is an ongoing risk to their safety or security. The presenter will share results of a pilot questionnaire designed to assess the effectiveness of this requirement of the legislation.

Research method(s): Survey

Guests: Joel Adler, Paula Smith-Benson

Commentators: Teresa, Valerie

Darshi Mody: Transnational Education: Are Indian Students Blinded by the Light?

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Indian students* at private and transnational institutions (PTIs) throughout the country are unable to pursue graduate degrees because the government institutions that offer graduate degrees do not recognize PTI degrees. Many of these PTIs are of questionable quality,

often carrying the brand name of a Western institution, but without the same quality faculty.

Wondering why student attend these schools despite these problems I interview and survey students about how they make their decisions about program matriculation.

** Note: I am focused on Design students, but presumably PTI issues apply to other fields as well.*

Research method(s): Survey, Interview

Commentators: Joy, William

10.30-11.00 Debrief Session 1

11.00-12.00 Session 2 (3 sessions)

Health Care Roundtable (see below)

William Myles: Using the Jobs Plus Experiment to Assist Public Housing Residents Achieve Self-Sufficiency

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The Jobs Plus project is a national HUD demonstration implemented to lead public housing to self-sufficiency. This demonstration was implemented at the housing authority in which I am employed and the program has two years of data and outcomes that indicates that just by providing access to resources (educational classes, financial literacy classes, homeownership counseling, job search opportunities, job training opportunities, etc.) is not enough to move residents out of public housing and into economic independence.

Research method(s): Case Study

Guests: Natalya Passe, Case Manager for the Jobs Plus program.

Commentators: Raul, Eugene (or Darshi)

Teresa B. Wolfgang: Spending good money in bad nation states

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In 2017, the Trump administration obligated 14 billion dollars in foreign aid and to date has disbursed 16 billion dollars. Most of the funding is disbursed through the U.S. Agency of International Development (USAID). The last time the United States approved a foreign budget this low was in 2001 and prior to the September 11th, 2001 World Trade Center (WTC) attack. The 2016 foreign aid budget obligation was 50 billion dollars with 33 billion specifically earmarked for economic aid. The status of women in developing nations is not rising with the amount of US foreign aid distributed each year through the US International Affairs Budget. Are investments of US Foreign aid viable in vulnerable states where the status of women is low?

Research method(s): Correlational/ Regression Analyses (Archival data)

Commentators: Paul, Travis

12.00-13.00 Lunch, Debrief Session 2

13.00-14.00 Session 3 (2 sessions)

Health Care Roundtable (see below)

Eugene Louis de Klerk: Making sense of SenseMaker: Micro narratives and self-classification in mixed methods research tools.

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My research project is designed to document the use of a data collection and analysis suite, SenseMaker, that was designed to collect and work with narrative fragments. This approach adds a new and inherently mixed tool to the mixed methods toolbox. Despite its novelty and potential utility, little has been written in the academic literature on the application of SenseMaker to complex problems. My purpose will be to illustrate some of the potential and most notable challenges of using SenseMaker in data collection and analysis processes in a complex domain. The capacity to have respondents interpret, i.e., make sense of, their own narratives is an important innovation that provides one plausible solution to the problem of analysts coding narratives.

Research method(s): ethnography, Micro narratives, mixed methods

Guests: John Pourdehnad

14.30-15.00 Debrief Session 3

Health Care Roundtable

James Plummer: Improving the use of Telehealth in delivering Care to Older Veterans with Mental and Behavioral Issues in Rural Areas across the United States

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Disruptive innovation has been described as a business model by which smaller enterprises or organizations find their way into larger markets. Such enterprises employ simple technology to capture a minority population in the market and then capture the bigger market. In the healthcare sector, telehealth integration into healthcare delivery has been described as a model of disruptive innovation. Adopted first by the Department of Veterans Affairs (VA), telehealth has been used to reach many veterans across rural areas who are suffering from physical and mental problems. VA, providers, organizations outside of VA and patients have cited challenges in the integration of telehealth into care delivery systems. This research aims at finding out how challenges faced in the implementation of telehealth can be tackled and how telehealth can be improved to reach out to more veterans with mental and behavioral problems across rural areas in the United States. The research will employ both qualitative and quantitative approaches. The qualitative approach involves interviews with key stakeholders in the telehealth program within VA. The quantitative approach involves conducting a survey using questionnaires from a sample population chosen among the veteran population across the United States.

Research method(s): Interviews, ...?

Guests: Natalya Passe, Case Manager for the Jobs Plus program.

Commentators: Brittany, Seth

Michael Molta: HCAHPS Service Scores: Potential Success Through Increased Response Rates

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With the regulatory changes in healthcare over the past 5 years, patient survey scores have become a focal point

for hospital reimbursement. HCAHPS (the Hospital Consumer Assessment of Healthcare Providers and Systems) surveys are emailed to patients after hospital stays and those survey responses are collected and analyzed by third party companies, and then reported to the government. These scores are benchmarked across the country and hospitals are given standardized ratings that determine how much hospitals will get paid for certain procedures. After reviewing HCAHPS data for the past 11 years, I have discovered a correlation between hospital rating (overall aggregated scores) and HCAHPS survey response rate. The higher the survey response rate, the higher the reported hospital rating. This correlation identifies the opportunity for further research into contributing factors to this correlation which is why I am proposing one option for validating the following question: *Would increased HCAHPS survey response rates increase service scores that are informed by that survey?*

Before implementing strategies to improve these response rates, it is important to identify whether or not potential patient respondents will improve outcomes. Therefore, I propose patient exit polling to gauge the level of patient satisfaction before implementing changes. These exit polls will show if people are having good experiences and are just not completing the surveys. If exit poll scores are negative, increased response rate would only lower scores and interventions and training are needed.

Research method(s): Survey, Correlational/ Regression Analyses

Commentators: Odell, Brittany

Debrief before 3rd Speaker

If the Health Care Roundtable hasn't already participated in the group debriefs, we should debrief now.

John Ervin: Gamification in Healthcare: Behavior Change and Patient Engagement

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With today's emphasis in the healthcare industry on population health and the integration of innovative technology, healthcare leaders must be ready to consider new avenues to reach patients and explore behavioral change methodologies. The concept of Gamification, or Gaming, in healthcare is one such avenue. This innovation engages patients and trains healthcare workers to utilize competition and gaming in a new way to improve

patient outcomes. My literature review will seek to discuss how healthcare systems are using Gamification to engage patients, improve patient experience and quality measures/outcomes.

Research method(s): Literature Review

Commentators: Mike, Pam

Brittany Holton: Utilizing Data to Understand the Impact of Consumerism in the Healthcare Market

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Similar to the impact of proliferation of choice in the retail marketplace, access to information and trends in ownership of one's health, healthcare choices, and health advocacy are fragmenting the healthcare business market. Exchange of information on providers, access to information about treatment, and preventative health trends are driving increased engagement and less predictability in a historically stable industry. Healthcare providers, and healthcare networks can no longer rely on the passive consumer behavior that drove business stability and informed their understanding of their market. As decision-making power continues to shift to consumers, it will become increasingly important for networks to understand the market landscape, their competitive advantages, the characteristics and drivers of their core customers, and what is driving conversion and leakage within their market.

My research addresses the systemic underutilization of customer data by hospitals and healthcare networks, and the subsequent lack of insight surrounding what drives conversion, leakage, and repeat. Through integration of data and business strategy, there is an opportunity to deliver insights that will help hospital networks focus their efforts on retention, key competitive advantages, unmet demand, and targeted marketing, ultimately delivering business growth, improved quality, and continuity of care. The question I aim to answer is: How can hospitals utilize customer data to improve their ability to meet evolving consumer demand, grow their profitability, and improve their service.

Research method(s): Literature Review

Commentators: John, Seth