

UNIVERSITY of HOUSTON

Student Health Center

FY2024 Program Questionnaire Student Fee Advisory Committee



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EXECUTIVE SUMMARY

MISSION

Our mission is to provide cost-effective, comprehensive, compassionate, and quality primary medical care to all UH students so they can learn best health practices and maintain their focus on successful academic outcomes.

Maintaining health and wellbeing are primary drivers for academic success, and we meet this mission goal by providing industry leading quality healthcare.

We are accredited through the Accreditation Association for Ambulatory Health Care (AAAHC), ensuring delivery of this quality to each student. We have been accredited since 2012 and are only one of 16 university healthcare centers in Texas to maintain this distinguished accreditation. Our clinical staff are Board Certified in their disciplines and maintain certification through ongoing educational activities.

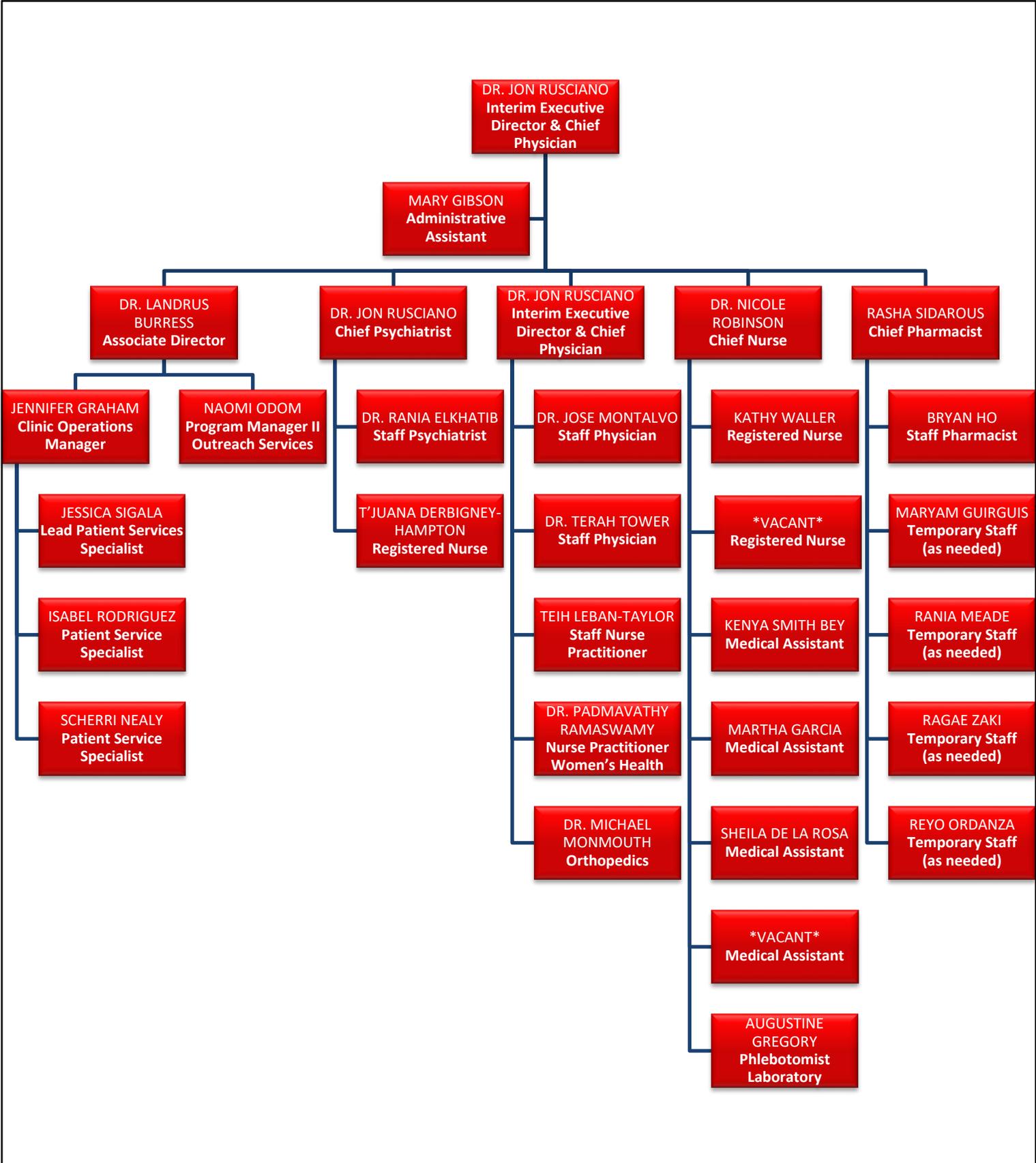
As a department within the Health and Well-Being portfolio, we also support the mission to cultivate a community of care to promote and enrich the health and well-being of our students to become successful scholars and engaged global citizens.

We meet our mission by providing programs and services that focus on improving the health of our students and assisting them in developing skills to improve their well-being that can be continued long after graduation. These skills are promoted throughout our social media platforms, on campus, and within the health center.

Services Available at the Student Health Center:

- ❖ Women's Health
- ❖ Men's Health
- ❖ Psychiatry
- ❖ General Medicine
- ❖ Immunization Clinic
- ❖ Orthopedics
- ❖ Laboratory Services
- ❖ Campus Pharmacy
- ❖ Telemedicine and Telepsychiatry Services

2 ORGANIZATION CHART



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STRATEGIC INITIATIVES (2021-2022)

Strategic Initiative: **Resources** - Evaluate resources to identify opportunities for efficiency, improvement, and transformation

Decrease the prevalence rate of sexually transmitted infections (STIs) on campus

Goal #1: The Student Health Center (SHC) aims to improve the health and well-being of the student body by decreasing the STI rate on the UH Campus. While this is a multi-year goal, we were able to obtain Year 1 baseline assessment data of positive tests and total number of tests provided in our health center. We obtained information from the Harris County Public Health Department (HCPH) indicating that our zip code is the source increasing prevalence of STIs in Harris County, a “hot spot.” As such, the SHC plans to decrease STI prevalence on campus.

Outcome: We were able to conduct our first free clinic for STI testing. In partnership with HCPH and UH Wellness, we held a free STI testing clinic where over 50 students were provided with testing for HIV and syphilis.

During this time, the SHC ordered STI testing for **339 students**. At UH, our prevention efforts also increase student knowledge about STIs by improving perceptions and beliefs, discussing cooccurring issues with substance use, and addressing risky sexual behaviors. This event successfully destigmatized STI testing for all students through campus media campaigns, tailored educational resources, and via engagement with trained UH medical professionals.

Strategic Initiative: **Student Success** - Foster the holistic well-being of all students through coordinated, intentional services and processes

Improve medication adherence by 25% in the Campus Pharmacy

Goal #2: Students require counseling and education to understand the importance of filling prescriptions and adherence to medication. Students will miss antibiotic doses and asthma rescue inhaler doses, for example, at times when they need them most. As such, poor medication adherence contributes to worsening health on campus.

The Campus Pharmacy will seek to improve medication adherence by 25%, working directly with students who have failed to pick-up their prescriptions.

Outcome: This goal was delayed during this fiscal year due to staff turnover in the Campus Pharmacy. With the onboarding of new staff earlier in the year, they were unable to complete this goal. However, the Campus Pharmacy was able to implement several strategies for improving medication adherence, awareness, and overall marketability which will be addressed in the Strategic Initiatives for 2022-2023.

Strategic Initiative: **Resources** - Pursue and develop resources to address identified gaps and needs

Prevent hospitalizations of UH Students who have an asthma diagnosis

Goal #3: Students with asthma have a higher risk of serious complications from flu and COVID-19 due to this underlying respiratory illness. Being in a college environment also exposes students to more respiratory viruses. Furthermore, many students are first-time consumers of healthcare without parental supervision. As a result, many students require additional education regarding the significant health risks of being unvaccinated for these respiratory viruses.

Outcome: Students who visit our clinic for any reason with an underlying diagnosis of asthma have been 100% vaccinated for COVID-19 and 69% vaccinated for the flu. Current reporting data suggests our staff consistently assess COVID and flu vaccination status for students with a diagnosis of asthma. **Our most recent results indicate that 0.00% of our students with asthma were subsequently hospitalized. This assessment reflects a best practice benchmark for our clinical services when comparing ourselves with other university health centers.**

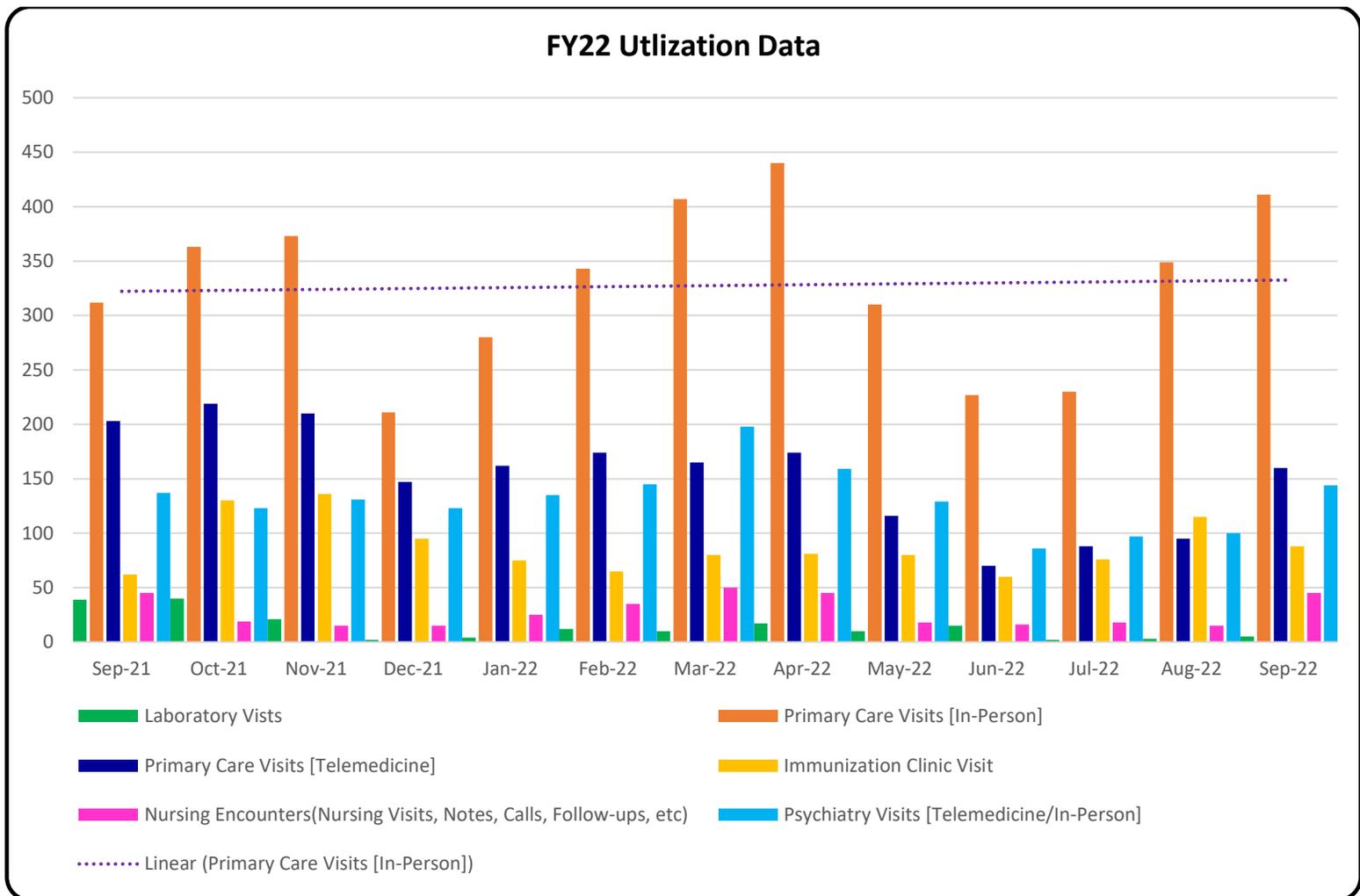
4 ASSESSMENT

Student Utilization: We view student utilization in two ways: student clinical visits (in-person or telemedicine / telepsychiatry visits), and total student clinical touchpoints. Our results illustrate that over the past fiscal year (FY22), we provided **16,460 student clinical visits**. While we witnessed a significant utilization of both telemedicine and telepsychiatry services when many students remained off-campus, the **trend for in-person primary care visits has steadily increased and the trend for telepsychiatry visits has remained steady.**

Additionally, we provided **82,498 total student clinical touchpoints** this fiscal year. Clinical touchpoints include HealthyCoog patient portal messaging, patient communication outside of a scheduled appointment, telephone questions and requests, student assistance with referrals to outside providers, etc.

Of note, we had an average of 5.1 clinical touchpoints per patient.

During the period of July through September 2021, we averaged a 61% patient occupancy rate at the clinic while our occupancy rate jumped to 82% during the same period in 2022 (July through September).

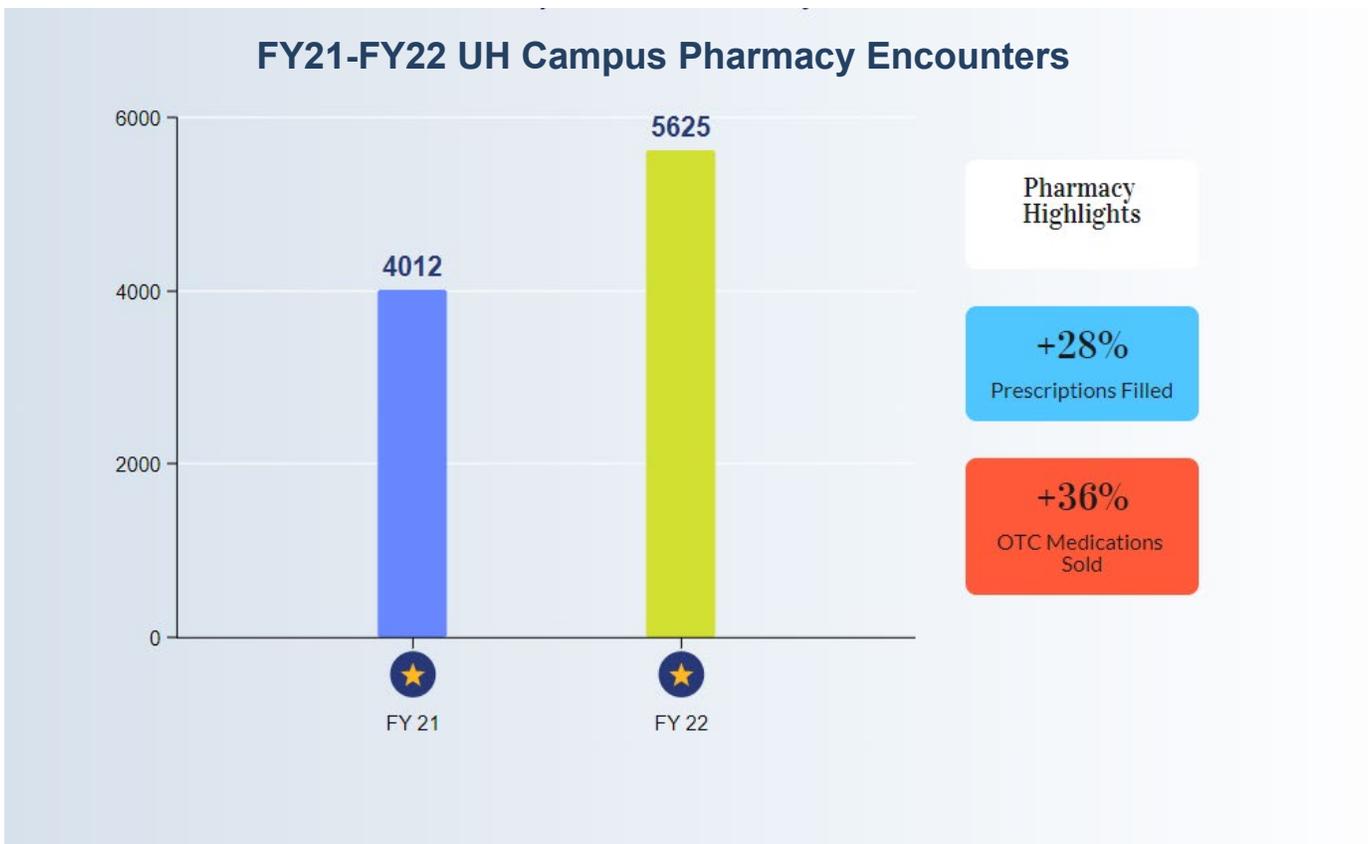


Reimagining Campus Pharmacy: Our Campus Pharmacy underwent a strategic rebranding with new staff and improved ways of monitoring key pharmacy metrics.

Of note, from FY21 to FY22, there was a 28% increase in prescriptions sold and a 36% increase in over the counter (OTC) medications sold at the Campus Pharmacy indicating an improvement in utilization of this valuable resource.

The Campus Pharmacy also began providing onsite vaccinations in-house which has increased its campus presence with **more than 120 COVID-19 vaccines and more than 50 Flu vaccines administered since January 2022.**

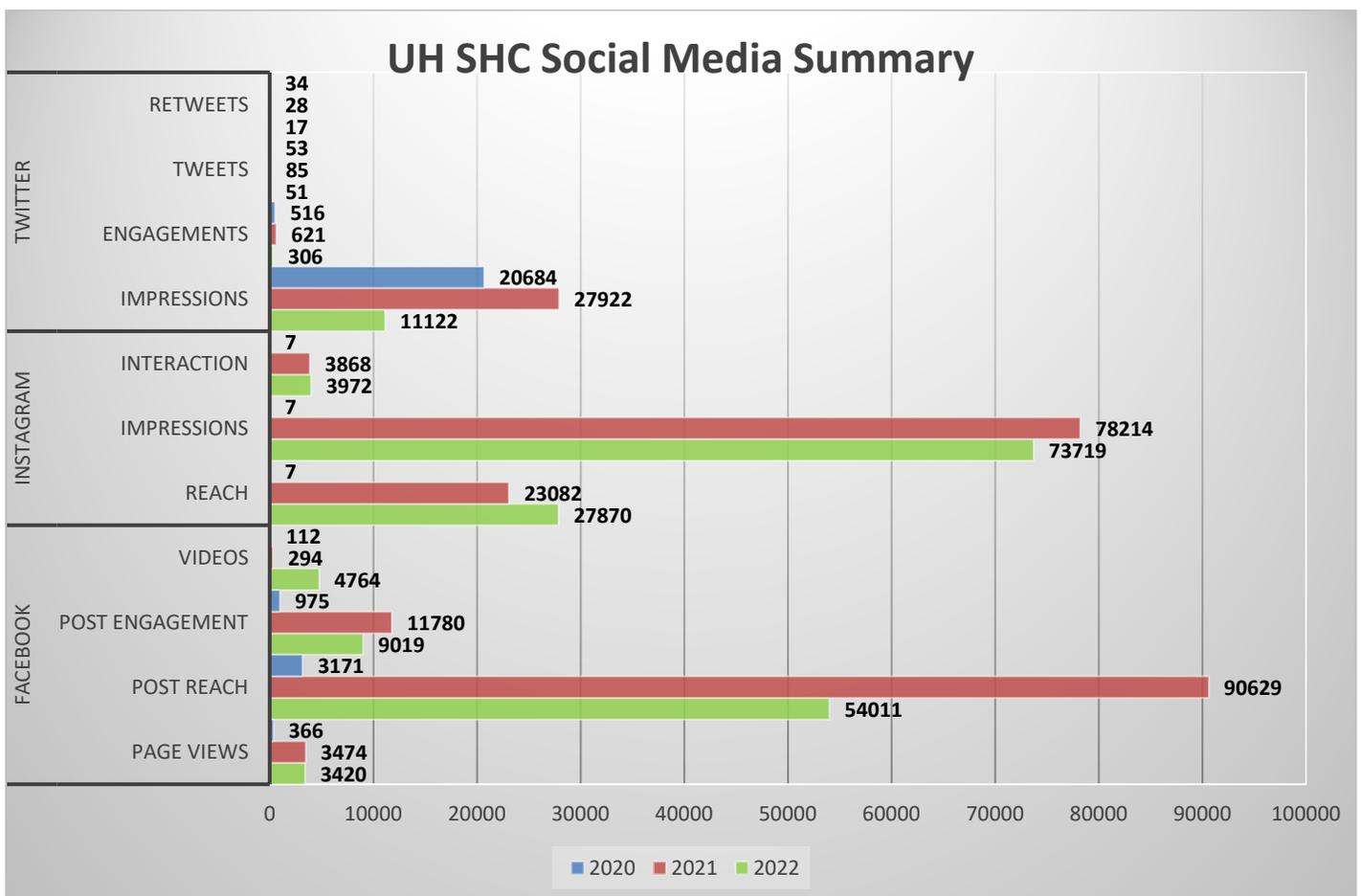
Moreover, the Campus Pharmacy is one of the first units in the Division of Student affairs to submit billing to 3rd party insurance plans, thereby becoming an in-network provider with Pharmacy Benefits Management (PBM) and the Student Health Insurance Plan (SHIP) which is managed by Academic Health Plans (AHP).



Marketing Efforts: Led by our Associate Director and managed by our Program II Manager, the marketing department has made exceptional improvements regarding awareness of the department brand which has been vital to marketing our programs and services to the student population.

We created high-level of awareness amongst current and prospective students, ultimately yielding a positive perception of the university for these students. **We observed a direct correlation between our improved marketing efforts and our increased utilization rates since the spring 2022 semester.**

Social Media: Practically every college student is active on at least one social media platform. Therefore, when pursuing social media marketing toward college students, it is crucial to maintain a dynamic strategy that engages your target audience and constantly adapts to the latest trends and demands of your industry. **Interactions via all our social media platforms have increased substantially over the past year, averaging improved engagement, post reach, interaction, and page views as reported below:**

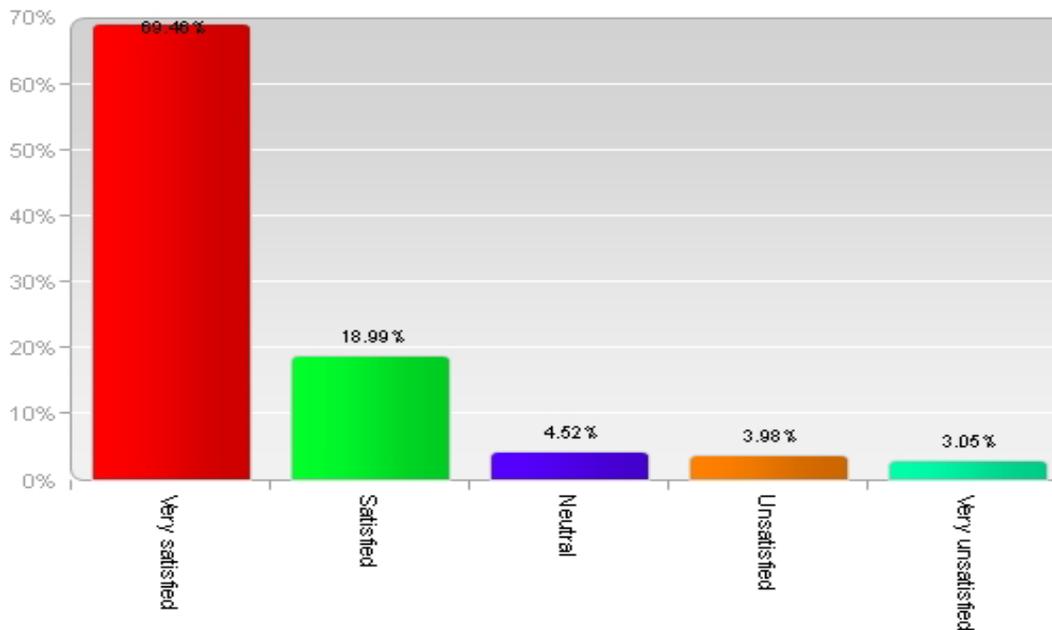


Patient Satisfaction: This metric remains an important and commonly used indicator for measuring quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. Moreover, timely, efficient, and patient-centered delivery of quality health care usually correlates with higher patient satisfaction.

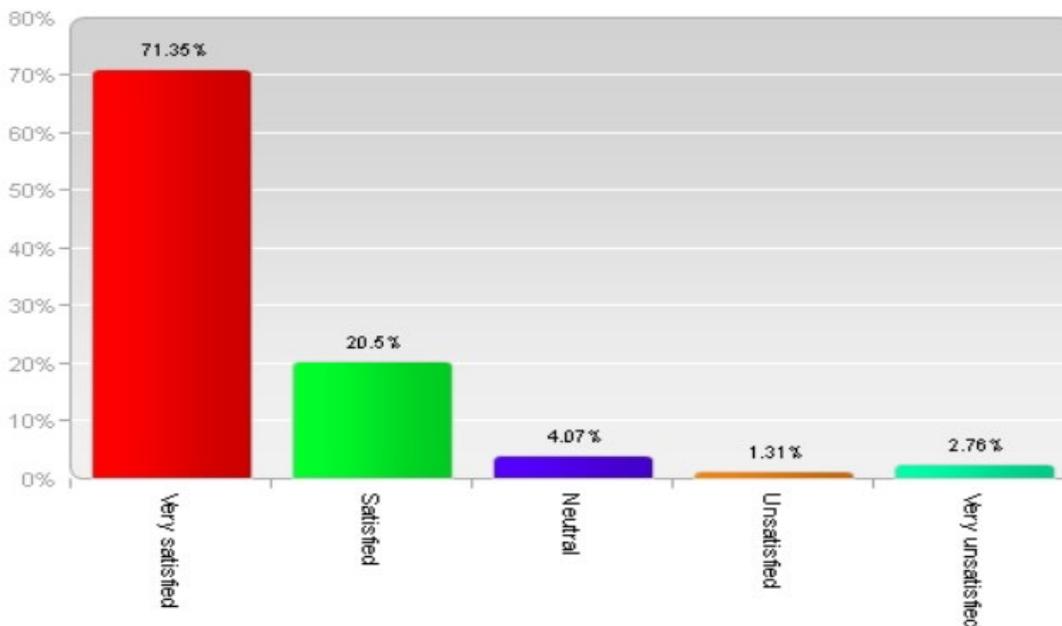
On average, 90% of patients were “Very Satisfied or Satisfied” with their overall experience at the Student Health Center.

Additionally, 91% of our students found the use of making an appointment easy.

Q5. Regarding your experience using the UH Student Health Center services, please describe your level of satisfaction. - Overall experience



Q2. Regarding your experience using the UH Student Health Center services, please describe your level of satisfaction. - Ease of use



Outreach: Despite the many challenges we faced over the past year, we continue our outreach efforts to provide information, resources, and education to our students and families.

DATE	EVENT	ACTIVITIES	SHC/PHARMACY ATTENDEES
November 14, 2021	Flu Clinic in the Dorm	Free vaccine to Students (before holiday)	Jennifer Graham Nicole Robinson
January 2021	ISSSO Orientation	Presentation/Q&A for International Students	Jennifer Graham Naomi Odom
March 2022	Orientation Team Presentation	Presentation and FAQ pre-recorded with the Office of Admissions for Summer 2021 Orientation Team	Jennifer Graham
March 2022	Mental Health Awareness	Mental Awareness Month with UH SHC Staff and Campus Pharmacy	UH SHC All-Staff
April 2022	Campus Pharmacy	Campus Pharmacy Tabling event	Rasha Sidarous
May 2022	UH SHC Tabling	Provided information for UH SHC	Dr. Burress Naomi Odom
May 2022	Instagram Live Session	Presentation on Mental Health in Minorities	Dr. Landrus Burress
June 2022	UH Women's Basketball Health and Wellness Education Session	Health literacy assessment, sexual health, contraception, STI, intimate partner violence, campus, and community testing, and prevention/promotion resources	Nicole Robinson
June 2022	ISSSO Website	Posted Announcement & webinar on ISSSO website	Jennifer Graham
June 2022	Virtual Resource Fair – Wellness/Benefits Fair	Presented resources and services offered by UH Campus Pharmacy to faculty and staff	Rasha Sidarous
July 2022	Recruitment Specialists, Office of Admissions	Provide resources and services that are offered, distributed UH items from the health center Q&A for Recruitment Specialists	Mary Gibson
July 2022	International Admitted Students for Fall 2021 Information Session	Provided information about services and Q&A for international students	Dr. L. Burress Jennifer Graham
July 2022	Cougar Cub Summer Club	Participated in Campus Recreation Summer Club	Dr. T. Tower

Summer 2022 (12 Sessions)	Virtual Resource Fair for Summer Orientations	Presentation to provide resources and services that are offered	Naomi Odom Jennifer Graham Dr. Landrus Burress
Summer 2022 (39 Sessions)	In-Person Resource Fair for Summer Orientations	Provide resources and services that are offered, distributed UH items from the health center	All Staff
August 2022	New Faculty Orientation	Virtual event	Naomi Odom
August 2022	HWB Tabling Event	Provide resources and services that are offered, distributed UH items from health center	Naomi Odom & Dr. Landrus Burress
August 2022	ISSSO Orientation	Presentation/Q&A for International Students	Rasha Sidarous Jennifer Graham
August 2022	GCSW Open House Table	Provide resources and services that are offered, distributed UH items from health center	Mary Gibson
August 2022	COM Orientation	Immunization clearance process for COM students	Kathy Waller Dr. Nicole Robinson Dr. Landrus Burress Jennifer Graham
August 2022	ISSSO Orientation	Presentation/Q&A for International Students	Naomi Odom
September 2022	Shasta Open House	Provided information for UH SHC	Dr. Landrus Burress Naomi Odom

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ORGANIZATIONAL CHANGES

STAFFING CHANGES

As a functional healthcare center during the pandemic, we are proud of how we were able to service student needs while overcoming many obstacles.

Like many other healthcare entities, we unfortunately experienced our share of pandemic departures. The following staff have departed in the past year: Lecita Hopkins and Cheryl Person.

However, we also have added the following new staff members:

Landrus Burress, DrPH, MPH, MS, Associate Director

Bryan Ho, PharmD, Staff Pharmacist

Rania Elkhatib, MD, Staff Psychiatrist

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FUND EQUITY ADDITION

Our fund equity was attributed to the lapse in our salaries and benefits due to staff departures.

Strategic Initiative: **Student Success** - Foster the holistic well-being of all students through coordinated, intentional services and process

1. Improving Student Health Center Billing 3rd Party Insurance for Laboratory Services. We will streamline 3rd party insurance billing for services provided in our laboratory. We will reduce redundancy for lab services billed to the Student Health Center instead of the corresponding 3rd party insurance. Since we do not bill 3rd party insurance directly for laboratory services, we will develop a method that improves and expedites this process.

Action Step: We will work with our electronic health record (EHR) vendor, Point & Click (PNC), to develop a method allowing major insurance companies to add proper billing information into our system in order for students to be billed efficiently when using their 3rd party insurance.

Outcome Assessment: We will measure the impact of delayed client billing associated with erroneous billing of labs to the Student Health Center. We will review any improvement in staff utilization after these corrections are implemented. Our goal is to correct 60% of these errors, thereby improving staff utilization and generating positive patient survey responses.

Strategic Initiative: **Division Cohesion** - Foster collaborative divisional processes focused on common goals

2. Increase brand awareness for Campus Pharmacy and Student Health Center. By displaying a new image and branding logo, we are working toward improving student awareness of our health services within the UH community.

Action Step: We will collect data using multiple platforms and events to gauge the increased presence of our department. Utilized platforms will include social media, patient satisfaction surveys, and campus outreach events. We will host a minimum of 4 collaborative efforts with the HWB portfolio and other departments during the fall 2022 and spring 2023 semesters.

Outcome Assessment: Expand digital outreach by 25% through promotion of monthly health observances via social media and tabling events.

Promote our department by showcasing a minimum of 4 A-frames on campus throughout the fall 2022 and spring 2023 semesters.

Increase social media followers by 25% through utilizing visuals, tagging other departments on social media, using hashtags, creating videos, building brand identity, following relevant student accounts, and creating a calendar to schedule posts effectively.

Strategic Initiative: **Student Success** - Foster the holistic well-being of all students through coordinated, intentional services and process

3. Comparison study for Campus Pharmacy Services (Prescriptions Filled).

Academic success is directly correlated to health status. Medication availability and compliance, therefore, are two important factors when considering student health. The Campus Pharmacy is conveniently located on campus, allows students to fill medications at cost-effective prices, and provides consultation and medication education. These improved efforts by the Campus Pharmacy will lead to improvement in prescriptions filled, medication compliance, and therefore better health.

Action Step: We will conduct monthly data reviews from the Campus Pharmacy and continue our improved marketing and outreach efforts. These combined efforts will result in a continued increase in utilization rates for prescriptions filled and services rendered at the Campus Pharmacy.

Outcome Assessment: We will monitor utilization rates for the Campus Pharmacy regarding prescriptions filled and services rendered. Our goal will be a 25% increase in prescriptions filled.

8 BUDGET REDUCTIONS

We have endured ongoing challenges with our self-generating revenue in prior semesters due to the lingering effects of the pandemic. While we continue to improve our utilization numbers, any reduction of our student fee monies would result in the loss of essential staff who are the principal providers of care for our students.

Therefore, any staff position eliminated would lead to a permanent decrease in our self-generating revenue. In turn, this decrease would lead to the loss of available programming for students.

3.5% reduction (\$70,133) we would need to eliminate a full-time medical assistant position *PLUS* an additional \$6,264 in other expenses as indicated:

1 FTE medical assistant salary (approx. based on current salary ranges)	\$44,370
Fringe (35%)	\$15,530
Other Expenses (Computer Supplies, Promotional Items)	\$6,264
Subtotal	\$66,164
Administrative charge (6%)	\$3,970
Total	\$70,133

5% reduction (\$100,190) we would need to eliminate a full-time nursing position:

1 FTE nurse salary (approx. based on current salary ranges)	\$70,014
Fringe (35%)	\$24,505
Subtotal	\$94,519
Administrative charge (6%)	\$5,671
Total	\$100,190

7.5% reduction (\$150,285) we would need to eliminate both a full-time nursing *AND* a full-time medical assistant position:

1 FTE medical assistant salary PLUS 1 FTE nurse salary (approx. based on current salary ranges)	\$105,021
Fringe (35%)	\$36,757
Subtotal	\$141,778
Administrative charge (6%)	\$8,507
Total	\$150,285

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ADDITIONAL FUNDING SOURCES

We have a self-generated funding source for care provided to students. This funding originates from a variety of sources. The UH-sponsored student health insurance plan (SHIP) provides reimbursement for medical visits, pharmacy, laboratory services, and immunizations.

Additionally, we charge modest fees for services provided to the students who do not carry the student health insurance plan. The federal government also provides support throughout the year in the form of certain vaccines we deliver to students.

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SERVICE OVERLAP

The Student Health Center is one of six departments within the Health and Well-Being portfolio. We provide complementary services to meet the needs of our students, yet these services are not overlapping. We refer students to our portfolio partners as well as other departments within the Division of Student Affairs when the need arises.

We continue to utilize the Financial Aid office as well as the Dean of Students office when necessary for consideration of financial hardships faced by our students.

We also refer (via prescription) to Campus Recreation for exercise as part of a more holistic health plan.

Furthermore, we frequently team up with the Justin Dart, Jr. Student Accessibility Center to assist our students with various academic accommodation requests.

Lastly, we work with UH Wellness to identify food insecure students in our clinic and refer to the Cougar Cupboard for support.

Overall, these collaborations enhance our services and benefit the students.

STUDENT SERVICE FEE Questionnaire

Name of Unit:

Dept#:

	FY 2024	FY 2024	FY 2024	FY 2024
Funding Sources	Base Budget	Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Student Service Fees- Base Budget	2,003,801	70,133	100,190	150,285
Expenses		Amount of 3.5% Reduction	Amount of 5.0% Reduction	Amount of 7.5% Reduction
Salaries and Wages				
Full-time Employee Salaries		44,370	70,014	105,021
Student Workers Wages				
Graduate (GA/IA) Students Wages				
Fringes		15,530	24,505	36,757
Salaries/Fringes Total		59,900	94,519	141,778
Other Expenses				
Promotional Items, Computer Supplies		6,264		
Admin Charge	Enter 6%	3,970	5,671	8,507
Other Expenses Total		10,234	5,671	8,507
TOTAL EXPENSE		70,133	100,190	150,285
Amount left to allocate		(0)	0	0