

May 5, 2022

Provost Program Proposal Review Committee,

I am writing this cover letter to express my strong support for the four certificate program proposals being advanced by our Department of Health Management and System Sciences. The four proposals would establish certificates in Population Health Management, Healthcare Management, Healthcare Quality Project Management, and Healthcare Financial Management.

I personally attended an early discussion about this initiative and found the climate very supportive. All the classes embedded in these certificate programs already exist in the department's MSHA degree program. By recognizing these four distinct areas of concentration in the broad health care management arena, the department is seeking to increase its market share by recognizing the standalone value in each certificate. This seems to fit well with the current climate in support of certificates and badges. Further, anyone who engages in one of these certificates may then contemplate the idea of pursuing the full MSHA degree. Those who are several years into their career trajectory might rediscover the wisdom in investing further in their education and credentialing and may also more fully recognize their continuing interest in postsecondary education and their own continuing capabilities of success in such a setting.

Each of these certificates, considered in isolation, contributes directly to the effectiveness of the workforce. And, as noted, such a certificate creates an opportunity to accelerate each student's own personal career advancement. Further, while the proposed SPHIS certificates are intended for those already in the workforce, they may also appeal to students enrolled in the UofL School of Medicine or in residency programs and fellowship positions.

As noted above, all the courses in these four certificate programs are already existing courses with existing faculty providing instruction. We can easily absorb some growth in our current classroom/digital settings. Should numbers grow meaningfully, we will be in a position to add to our instructional capabilities. This represents a very low-cost expansion of existing competency-based curricula within an existing MSHA program that has recently been reaccredited by its accrediting body, CAHME and recognized by *US News and World Report* as among the top quarter of health administration programs in the country.

I wholeheartedly support the creation of these four certificates. Please feel free to reach out to me directly with any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read 'Craig H. Blakely', written in a cursive style.

Craig H Blakely, PhD, MPH

Dean

cc: Chris Johnson, Health Management and System Sciences Department Head
Lee Bewley, MSHA Program Director
KB Baumgartner, Associate Dean for Faculty & Academic Affairs
CW Reynolds, Director of Faculty & Academic Affairs

Sincerely,

A handwritten signature in black ink, appearing to read 'Craig H. Blakely', written in a cursive style.

Craig H. Blakely, PhD, MPH
Dean, School of Public Health and Information Sciences