

## **UC Irvine**

### **Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health**

#### **Title**

Cultivating Student Leadership: An Innovative Seminar in Healthcare Management

#### **Permalink**

<https://escholarship.org/uc/item/1919m3pk>

#### **Journal**

Western Journal of Emergency Medicine: Integrating Emergency Care with Population Health, 16(4.1)

#### **ISSN**

1936-900X

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#### **Publication Date**

2015

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## 90 Cultivating Student Leadership: An Innovative Seminar in Healthcare Management

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**Introduction:** The need for physician leaders continues to grow. In response, medical schools have expanded the availability of administration related dual degree programs including Master of Business Administration (MBA) and Master of Public Administration (MPA). Students enrolled in these programs often receive very specialized training about policy, business, and management but many programs do not offer a mechanism to integrate this new knowledge with their existing medical training.

**Educational Objectives:** We developed the Seminar in Healthcare Management for medical students who were pursuing a secondary MBA or MPA degree. The goal of this curriculum was to provide early exposure to physician leaders from a variety of career paths who have integrated administrative, leadership, or policy work with their clinical careers to enable our students to explore future opportunities.

**Curricular Design:** The Seminar in Healthcare Management was a six month long program with ten participants, eight MD/MBA candidates and two MD/MPA candidates. The curriculum consisted of monthly seminars supported with outside reading assignments and mentorship opportunities. Speakers were industry experts, professors, and clinical administrators from diverse backgrounds. Seminar topics included: Healthcare Delivery Systems, Medical Malpractice and High Risk Medicine, Physician Payment Policy, Physician Leadership, Health Care and Global Supply Chain, and Hospital Organization Community Commitment.

**Impact/Effectiveness:** The effectiveness of the seminar was assessed using post session surveys. On a scale of 1-5 (1-poor, 5-outstanding), the mean scores were: reading materials (4.61), lecture content (4.45), presentation style (4.57), overall (4.51). With the success of the first year of the program, we have been advocating to incorporate the Seminar in Healthcare Management as a required part of the core MD/MBA and MD/MPA curricula and to expand the program to other dual degree students.

## 91 Development and Implementation of an Emergency Medicine Podcast for Medical Students: EMIGcast.com

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**Background:** Asynchronous learning is a rapidly evolving

frontier in medical education. Podcasts allow users to access content via the internet and are tools used by many emergency medicine (EM) physicians. Podcasts are also effective for undergraduate medical education, valued for their convenience and portability. Effectiveness of a podcast depends on its relevance to the target audience. While there are numerous podcasts directed at physicians, there are few EM podcasts aimed at the unique objectives of medical students.

**Educational Objectives:** The objective of this educational innovation is the development of a podcast providing an educational, self-sustaining, student-driven, resource for students interested in EM.

**Curricular Design:** Portable audio recording equipment and an online blog and data storage platform were purchased with grant funds. Under faculty guidance our group identified EM topics of interest and relevance to medical students. Content experts including faculty, residents, and nurses were invited as guest speakers for student-facilitated interviews. Initial episodes featured topics including: milestones for EM-bound students, the medical student's role on rotation, and the transition from medical student to intern. Future recordings will present toxicological emergencies, medical student's role in a code, and success on the interview trail. Web analytics will be used to track podcast uptake. The website's comments feature will solicit feedback and identify topics for future episodes.

**Impact:** While EM as a specialty has embraced web-based medical education, there remain few podcasts geared towards students interested in the field. This project extends a teaching modality to an audience already accepting of an asynchronous platform. The podcast will not only be available for students at our institution, but to any student with internet access. We have identified faculty and students dedicated to making this a sustainable product.

## 92 Fundamentals of Emergency Medicine: A Multimedia Curriculum for the Medical Student Clerkship Using iTunes U

Hess J, Sanderson W / University of Wisconsin School of Medicine and Public Health, Madison, WI

**Introduction:** Graduate medical education didactics for Emergency Medicine have changed considerably over the past several years, moving away from traditional textbook learning and embracing the #FOAMed revolution. Undergraduate medical education has begun to follow, although a comprehensive, all-in-one solution that can accommodate a variety of learning styles specifically tailored to the medical student has proven difficult to deploy. Existing resources tend to focus on text-based material; the use of audiovisual and other interactive content such as podcasts and video lectures can serve to complement the