



AREA

V

minute news

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LICENSURE--PROBLEM OR SOLUTION?

By Donald W. Petit, M.D., Area Coordinator

The development of Area Health Education Centers--which, to all appearances, may become a major occupation of RMP both nationally and locally--requires as an early step the development of mechanisms for determining health manpower needs. Despite much soul searching by a great many competent people, it is apparent that the various procedures used in the past either lock one into what may be a totally wrong guess, or are so grossly off target as to be useless.

An interesting booklet recently released by HEW and entitled "Accreditation and Certification in Relation to Allied Health Manpower" provides some interesting information in this respect. It appears, in looking at the national picture, that there are twelve health occupations that are licensed in every state. These are: dental hygienists, dentists, engineers, nurse (practical), nurse (professional), optometrists, pharmacists, physician (MD), physician (DO), podiatrists, veterinarians, and physical therapists. The number of health occupations licensed in various states ranges from a low of 14 in the States of Alaska, Iowa, Missouri, and Vermont, to a high of 25 in the State of California.

Obviously, one of the major problems facing any group occupied with health manpower needs is the question of licensure with varying state requirements and varying recognition of health occupations and an ever-growing list of different kinds of tasks undertaken by health workers. It is no wonder that the licensure morass seems almost hopeless.

One answer to this has been the cry, heard both from the federal and state levels, that all licensure be stopped and that no further groups be granted separate licensure status. This, to me, seems a most reasonable request until some of the problems now facing us can be worked out.

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CONTINUATION FUNDING...

for the period Sept. 1, 1971 to Aug. 31, 1972 has been confirmed by RMPS for the following AREA V grants: \$575,481 for the core operations (1st period of our second-year application); \$56,390 for Pacemaker Registry & Information Center (2nd period of 3-year grant); \$78,112 for Physician Education in Early Chronic Respiratory Disease (final period of 3-year grant). An amount of \$48,960 has been awarded for a new operational grant for the purpose of training urban American Indians in management and the health professions. In each case, the figure given represents direct funding only and is designed to reflect funding at 96% of the previous year's expenditure level.

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Area Coordinator Dr. Donald W. Petit, has announced the appointment of Stanley E. Gunstream, Ph.D. as Chairman of the Consulting Panel on Health Manpower. Dr. Gunstream, in his present capacity as Administrative Dean for Instruction with Pasadena City College and previously as Chairman of the Department of Life Sciences, has been deeply involved with development of health curriculum, and many of the current aspects of the field of allied health. Born and educated in So. California, he has been connected with PCC since 1955 in such posts as counselor, teacher and associate professor. A graduate of Pasadena City College and California State College, Los Angeles, Dr. Gunstream received his Ph.D. from USC.

* * * *

AREA V is undertaking a project to coordinate the recruitment of minority students to increase the number electing

to enter professional and para-professional health related vocations. Area Coordinator Dr. Donald W. Petit has asked Dorothy E. Anderson, to explore the allied health programs in operation, or planned, in the educational institutions and health facilities of East Los Angeles, San Antonio and Northeast Health Districts. Elias Chico is responsible for reporting on means of recruitment of minority students in the same areas. A meeting of representatives of all the educational institutions involved is planned by Area V for late September.

* * * *

A follow-up to "East Los Angeles Health --A Community Report" has been commissioned by AREA V RMP, through a contract with the ELA Health Task Force. Since the report was published in March, 1970, it has generated much interest nationally as well as locally, and is frequently used as supporting documentation. The follow-up is intended to evaluate whether the many activities which have been going on in the health field in the ELA community have had any significant effect on the conditions described in the first report and to update it as to resources. The original report was a joint project by staff of AREA V, Welfare Planning Council, ELA Health Task Force, LA County Health Dept., Neighborhood Adult Participation Program, and others. It is anticipated that the ELA Health Task Force will provide the community outreach necessary for this important review.

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Communities such as East L. A., where bilingual doctors are so sorely needed, will be encouraged by the signing of Assembly Bill 37 into law, as of June 2, 1971. The bill, co-sponsored by Assemblymen Mike Cullen, Frank Lanterman, Gordon Duffy and Senator Alfred Song, permits Americans who graduate from approved medical schools in the Republic of Mexico to intern in California hospitals if they pass the same licensing examinations required for graduates of California medical schools. It eliminates the Educational Council on Foreign Medical Graduates (ECFMG) requirement that foreign-educated students qualify to practice medicine in the country where they studied before returning home. Previously these students were two years behind the U.S. educated students who finished medical school at the same time due to the requirement for a year's internship, plus another year of social service. In June, AMA Council on Medical Education also adopted a policy establishing a new, additional pathway for entrance to AMA approved internship and residency programs for foreign medical students or graduates.

Frank F. Aguilera, while on the staff of Area V and Elias Chico, worked hard on this project and were responsible for getting together Senator Song, LA County Supervisor Debs, Roger O. Egeberg, MD (then Asst. Secretary for Health & Scientific Affairs), Franz Bauer, MD (Dean of USC School of Medicine) and other representatives from LAC/USC Medical Center and the ELA Health Task Force, to explore the feasibility of the program.

A regional committee on Area Health Education Centers (AHEC's) has been organized by CCRMP, met in July, and agreed that RMP could serve as an organizing base, as a planning body, and as a broker for setting up AHEC's. A joint, regionwide approach to the development of AHEC's was thought essential. Three task forces are now drafting the first working papers directed toward a regionwide AHEC program: one is concerned with the actual locations of AHEC's, their number and distribution; the second with the structure and function of AHEC's in California and development of guidelines; a third was asked to develop approaches to measuring the need for various kinds of health manpower which might be the concern of AHEC's. CCRMP is planning the appointment of an advisory committee, composed of representatives of key groups outside RMP who are concerned with AHEC's. A statewide conference on AHEC's is being considered for late fall of this year. Area Coordinator Donald W. Petit, MD, represents Area V on the regional committee, which is chaired by William C. Fowkes, Jr., MD (Chairman of the California RMP Manpower Committee).

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CCRMP

The regional office, which for the past 4 years has been located at 655 Sutter St. in San Francisco, is moving on or about Sept. 10 to new offices at 7700 Edgewater Dr., Oakland, California 94621. The new telephone number will be (415) 635-0290.

V minute news

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CALIFORNIA REGIONAL MEDICAL PROGRAMS

AREA V

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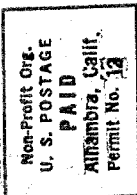
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ENROLLMENT

Participants may elect to take the total series sequence, or use selective enrollment in only one or more courses, although some courses have suggested pre-requisites. (These may be waived at the discretion of the instructor based upon education and experience of the student.)

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LOCATION

Center for Training and Development, 311 South Spring Street, Los Angeles.

FEE

The cost of each two-day course is \$75.00.

There is a university registration fee of \$10.00 charged those taking a course for credit. This fee covers registration for more than one course made at the same time.

CANCELLATION

The deadline for application is ten days prior to the beginning date of the particular course. Confirmed reservations cancelled later than this deadline are subject to a \$20.00 cancellation fee.

TIME

Each seminar day will begin at 9:00 a.m. and will conclude at 5:00 p.m.

This program series is supported and approved by the following organizations:

1. Bureau of Nursing, California State Department of Public Health
2. California Hospital Association
3. California Nurse's Association
4. California Regional Medical Program, Area V
5. Hospital Council of Southern California
6. In-Service Education Council of Los Angeles

SEMINAR DESCRIPTIONS

I. SEMINAR IN ADMINISTRATIVE BEHAVIOR

September 16-17, 1971

The broad goal of this program is to update and improve the knowledge, skills, and attitudes of management personnel. The three major areas of the course will be: 1) leadership as the core of administrative practices, 2) understanding of human behavior—similarities and differences, and 3) dealing with behavior on the job—employee motivation, and the individual and his work group.

II. SELECTION AND UTILIZATION OF PERSONNEL

October 21-22, 1971

To assist the participant in developing a systematic management approach to better select and utilize nursing personnel. The course will concentrate on the process of clarifying job function, responsibilities, and authority; appraisal of performance on the present job, and promotability; assessment of new applicants through a screening and interviewing procedure; and the intention of short and long-range staff development goals.

III. EMPLOYEE EVALUATION AND PERSONNEL DEVELOPMENT

November 18-19, 1971

(Preparation recommendations: Course I and II)
To enable the participant to develop: Recognition of the purposes and value of employee evaluation; Skills in application of modern evaluation methods and techniques; Analytical ability in total systems evaluation; Objective problem-identification and solving techniques in resource organization

and staff planning; Recognition and appreciation of the need for personal, professional, and organization goal integration.

IV. MANAGEMENT BY OBJECTIVES

January 13-14, 1972

To increase the nurse's understanding of the objective-setting process, basic to all administrative behavior. Managing by objectives means working toward a pre-determined, well-understood goal. Guidance will be given to help the participant place the goal in the context of her organization, develop criteria for analysis, planning and coordination of activities to reach the goal, and final programming of the total objective. Important questions that will be considered include: 1) what are the criteria for objectives? 2) how do we formulate objectives? 3) how can we implement objectives? 4) what are the principles of sound organization planning?

V. CONCEPTS AND THEORIES OF BUDGETING

February 24-25, 1972

(Prerequisite recommendation: Course IV)

Provides the nurse with an orderly process for thinking through program objectives and putting them into the complete written form of a projected budget. Each participant will be dealing with her real situation and will therefore select an objective which will be important to her. The course covers the process of selecting appropriate program objectives, establishment of priorities, financial planning predetermined by organization goals and specific objectives, and evaluation systems that will place most plans, programs, and requests for personnel and/or services into reliable financial terms.

VI. MANAGEMENT/ORGANIZATION DIAGNOSIS AND CREATIVE PROBLEM-SOLVING

March 30-31, 1972

(Preparation recommendation: Course I, II, and III)

To assist nursing administrators in examination of the various forces and processes that affect the growth of their organizations and staff. Various methods of analyzing and diagnosing organizations and their work units shall be presented. Methods to be included are survey instruments, questionnaires, and "tests" that are used by some of the leading management consultants practicing

today. A course emphasis will be that of using the data and information developed for creative problem-solving, by examining traditional problem-solving / decision-making methods and then adapting them and developing new techniques for application.

VII. MANAGEMENT-EMPLOYEE RELATIONS IN NURSING

April 27-28, 1972

It is vitally important that those nurses responsible for the administration of management-employee relations be knowledgeable and skillful in their relationships with employee groups and organizations. This course area will focus on: History and development of management-employee relations in the field of nursing; Legal framework for collective bargaining; Negotiations and agreements; Disagreements, sanctions, and third-party resolutions; and Agreement interpretation and administration.

VIII. DEVELOPING AND MANAGING IN-SERVICE TRAINING

June 1-2, 1972

In-service education programs are essential to nursing staff stability in upgrading knowledge and skills and increasing job satisfaction. This program shall further develop the participant's skills so that she may operate more effectively, productively, and efficiently as an in-service trainer and educator. The participant shall learn how to determine training needs, how to translate needs into effective programs, and how to conduct programs through an understanding of training resources, theory, and practice.

COURSE COORDINATORS

Nancy Blee, R.N., M.S.

Director, Institute of Continuing Education for the
Nurse Practitioner
Los Angeles County/U.S.C. Medical Center
Los Angeles, California

Michael Kurtz

Associate Director
Center for Training and Development
School of Public Administration
University of Southern California

FACULTY

Faculty for the Series will be selected from the following resources:

Lyndall Birkbeck, R.N., M.S.

Nursing Consultant Coordinator, Preventive Medical Program

California State Dept. of Public Health

Robert M. Bramson, Ph.D.

Organization Development Consultant
Berkeley, California

Edna Brandt, R.N., M.S.

Chief, Bureau of Nursing
California State Dept. of Public Health

Alexander Cloner, Ph.D.

Professor of Public Administration
University of Southern California

Hal Elliott, R.N., President

In-Service Education Council of Los Angeles

Marshall Fels, M.A.

Professional Education Director
California State Dept. of Mental Hygiene

Eli Glogow, D.P.H.

Associate Professor of Public Administration
University of Southern California

Evelyn M. Hamil, R.N., Director

Nursing Services and Education
L.A. County/U.S.C. Medical Center

Joyce Jones, M.P.A.

Senior Program Associate
Center for Training and Development
School of Public Administration, University of Southern California

Melvin J. LeBaron, Ed.D., Director

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Al Loeb, Ph.D.

Program Budget Manager for Education Systems
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Thomas McIndoe, Director

Western Center for Continuing Education in
Medicine and Health Sciences
University of California at Los Angeles

David Odell

Director of Planning
Department of Hospitals
County of Los Angeles

Richard Ross, Ph.D.

Organization Development Consultant, and
Dean of Students, California State College at
Dominguez Hills

Esther Spencer, M.S.S., Director

Center for New Health Careers
California State Department of Public Health

Marjorie Squires, R.N., Director

Continuing Education in Nursing
University of California at Los Angeles

Frank St.-Dennis

Assistant Executive Director
Hospital Council of Southern California

ENROLLMENT APPLICATION

Please consider me as a participant in the following workshop(s) in the SERIES IN ADMINISTRATIVE PRACTICE FOR NURSES

- | | |
|---|---|
| <input type="checkbox"/> I. Seminar in Administrative Behavior
September 16-17, 1971 | <input type="checkbox"/> V. Concepts and Theories of Budgeting
February 24-25, 1972 |
| <input type="checkbox"/> II. Selection and Utilization of Personnel
October 21-22, 1971 | <input type="checkbox"/> VI. Management/Organization Diagnosis and
Creative Problem-Solving
March 30-31, 1972 |
| <input type="checkbox"/> III. Employee Evaluation and Personnel Development
November 18-19, 1971 | <input type="checkbox"/> VII. Management-Employee Relations in Nursing
April 27-28, 1972 |
| <input type="checkbox"/> IV. Management by Objectives
January 13-14, 1972 | <input type="checkbox"/> VIII. Developing and Managing In-Service Training
June 1-2, 1972 |

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