

**Program Planning Report
Central Sterile Processing Technician
Preliminary Report (April 2006)**

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Program Type Credit
Credential: Certificate of Achievement (19 credit hours)
OCC Program Code SUR.CSPT.CA (?)
Course Code SUR

→ OCC program

Problem Statement

The proposed Central Sterile Processing Technician program would represent a collaboration between William Beaumont Hospital and Oakland Community College. This Certificate of Achievement program (19 credit hours) will prepare individuals for entry-level positions within a health care setting. Specifically, this occupation typically involves Central Service Technicians, Sterile Processing Technicians, or Central Supply Assistants. Although on-the-job training is still accepted, there appears to be an emerging trend towards more formal training given expected levels of skills now needed for the occupation.

Initial OAE Recommendations

- Examine similar programs offered by Baker, Macomb and Wayne County Community Colleges. Are they already fulfilling available job openings in the region? Is there a unique competitive edge for OCC within the existing market place?
- Establish the necessary clinical opportunities to support minimum section size (15).
- Explore establishing as a Tech Prep program with Oakland Schools to enhance sustainability of enrollments over time.
- Establish meaningful and realistic benchmarks to monitor enrollment objectives of the program.
- Develop an appropriate Program Assessment Plan based on criteria established by the OCC SOAC committee prior to final approval by the College Curriculum Committee.
- If approved, work with the OCC Office of Assessment and Effectiveness to develop a 24 month marketing plan to promote and build awareness of the new program in order to achieve established benchmarks.

address in conclusion
Expected
Summary

**Target Market Report
Central Sterile Processing Technician**

Student Interest: To what extent is there evidence that people in the community have an expressed interest in this area? 

Negative Traits

Single source

Positive Traits

Credible sources

Sources

Advisory Committee

Faculty

Enrollment

Analysis

Starting in 2005, CSPT courses have been offered at Beaumont Hospital through a Central Processing Department Internship program to help with the opening of the South Tower. In total fifteen (15) positions were available. The internship was offered to experienced or certified people who were not Beaumont employees. Positions were open to non W.B.H. employees and over sixty people responded.

Of the initial ten enrollees, "2" successfully completed the two internship courses.

x

Student Target Market: Exactly for whom is the program designed? To what extent can this population of potential students be clearly defined?

Negative Traits

Positive Traits

Sources

Within OCC's regional market
Reachable
Community college education acceptable
Already serving

Advisory Committee
Enrollment
Faculty

Analysis

Those enrolling in Beaumont's internship program were mostly in entry-level positions at W.B.H. typically in Environmental Services, Dietary, and Patient Transport positions. Potential future students are likely to be individuals employed in the health care industry in entry-level positions who are seeking to enhance their career opportunities. They may also include those wanting to become Surgical Technologists or possibly attend medical school at a later date.

There is also the potential for establishing the program as a Tech Prep program with Oakland Schools. This would create an avenue for recent high school graduates pursuing careers in the health professions.

In addition, individuals returning to the labor market as well as displaced workers may be viable target markets for the proposed program.

Requirements

Student Market Size: How large is each target market within OCC's regional market? Roughly how many people are in each target market?

Negative Traits

Positive Traits

Sources

Sustainable

Advisory Committee
Enrollment
Faculty

Analysis

Based on the potential target markets previously identified the size of these markets are likely to be of adequate size to sustain enrollments and should coincide with trends in high school graduates, unemployment rates and those seeking to re-enter the labor market.

However, it needs to be determined if there will be adequate openings in specific courses and in employment opportunities available to those who complete the program. Depending on labor market demand, a saturation point may be reached after a relatively short period of time, especially given that three other Southeast Michigan colleges offer similar courses/programs.

Student Target Market Growth Rate: TO what extent are each of the target markets growing in OCC's regional market? How large will each target market be in the future?

Negative Traits

Positive Traits

Sources

Maintainable at desired level

Advisory Committee
Faculty

Analysis

It's reasonable to assume that each target market would be sustainable given regional social, demographic and economic trends.

**Benefit to Student Report
Central Sterile Processing Technician**

Student Skill, Knowledge and Credential Gained: Exactly what will the student learn, gain from taking courses in the program? To what extent is this knowledge durable, portable, transferable and/or certified through a formal award?

<u>Negative Traits</u>	<u>Positive Traits</u>	<u>Sources</u>
Transforming	Beyond investment Portable	Advisory Committee Industry Reports

Analysis

The proposed Certificate of Achievement program in Central Sterile Processing will provide students with the fundamentals of central processing supply, processing, and distribution. Students in this program will be instructed in sterile technique, patient centered practices and theories, customer service, and overall policies and procedures of central service supply departments.

*SK, 7/11
general*

Students who successfully complete this program are eligible to sit for the Certification Board for Sterile Processing and Distribution, or the International Association of Healthcare Central Service Material Management. Both exams are endorsed by the American Society for Healthcare Central Service Personnel (ASHCSP).

Furthermore, graduates will qualify for such positions as: Central Service Technicians, Sterile Processing Technicians and Central Supply Assistants.

*positions
to be
eligible*

Responses from seven regional hospitals to a survey conducted by the Coordinator, indicated that six organizations cited a need for such a program. All seven noted that they would participate in the clinical portion of the program and five currently do not offer internal training in this field.

*↓
need
for program*

Student Flexibility, Convenience: To what extent will students have the ability to take courses that fit their life styles? Will the sequencing of courses optimize student flexibility?

Negative Traits

Somewhat restrictive

Positive Traits

Moderate to strong control

Sources

Course Descriptions

Analysis

The proposed program is of relatively short duration e.g. 19 credit hours. All courses would be OCC courses, however the two internship courses will be taught at Beaumont Hospital Royal Oak and the Barnum Center. Although general supportive courses may be taken at any OCC campus, courses specific to the program will only be offered at the Southfield campus of OCC. The sequencing of the prerequisite courses would be at the discretion of the student, however the core course sequence is not flexible. It is a 15 week semester broken down into two 7 1/2 week courses. Furthermore, the two core courses are limited to six students. This falls short of the 15 student minimum for OCC sections.

↳ Courses

Student Financial Commitment: What financial burden is placed on the student? Will the student encounter other non-tuition related expenses e.g. fees, loss of income, etc.?

<u>Negative Traits</u>	<u>Positive Traits</u>	<u>Sources</u>
	Affordable Low outlay in comparison to other opportunities	Course Descriptions Catalog

Analysis

There are no apparent extraordinary fees associated with this program. However, it is yet to be determined if the cost of the student sitting for certification will be rolled into the program fees. In addition, lab fees, uniforms, shoes, etc., will be the student's responsibility.

Student Barriers to Entering the Program: Must the student meet unique standards before entering the program, beyond normal? Will the student have to reach a given level of knowledge, experience, before entering the program?

Negative Traits	Positive Traits	Sources
Wait list	No restrictions outside of norm Immediate entry available	Faculty Enrollment

Analysis

The proposed program would be offered primarily through traditional methods and is open to anyone admitted into Oakland Community College. In order to apply for the Central Sterile Processing Technician Program, candidates must meet the following criteria and submit all required fees and documentation:

- Meet all admission requirements for the Oakland Community College Central Service Technician Program.
- Provide proof of high school diploma or GED.
- Provide official transcripts of any post-secondary coursework.
- Complete all required college forms.
- Pay required fees.

Request

However, the program is limited to a total of twelve (12) students per year (six per semester). Given initial demand at W.B.H. (60 inquiries) there is the possibility of students having to wait before starting the program.

by limit of enrollment

**College Flexibility Report
Central Sterile Processing Technician**

College Degree of Control: To what extent will the College have the ability to modify the program and control its content, delivery, and on-going operation?

Negative Traits

Positive Traits

Sources

Moderate Control

Advisory Committee
Faculty
Accrediting Agency

Analysis

Courses necessary to support the proposed program exist at **Beaumont Hospital**. The prerequisites would be taken at OCC, while the externship would be completed at Beaumont. Furthermore, as far as OCC **controlling the curriculum**, this would be determined by the outcome of the certification exam. Looking at it from an outcomes based program, the success rate of the certification exam would be the tool used to determine what modifications should be made to the core courses. As far as prerequisite, this would be determined by staying competitive with the existing programs offered through Baker, Wayne and Macomb County Community Colleges.

College Responsiveness, Ability to Adapt to Changing Market: : To what extent will the College have the ability to modify the program given changing economic, technological, labor market and social changes? ✓

Negative Traits

Positive Traits

Sources

Responsive to market
Adaptable

Advisory Committee
Faculty

Analysis

The program would be housed within the existing OCC Surgical Technology program and hence be supported by the Program Coordinator. There are no full-time faculty designated in this proposed program. The Program Coordinator and the Dean of Nursing and Health Sciences at OCC are responsible for the development, implementation and evaluation of the courses. Evaluation of the individual courses, faculty, facilities and the program as a whole is an on-going process.

→ Under Surgical Technology

College Exit Mechanism: To what extent will internal and/or external forces hinder the College's ability to discontinue the program?

Negative Traits

Undefined benchmarks

Positive Traits

Few internal issues

Easy to sunset

Sources

Analysis

Although benchmarks don't currently exist, there are few internal issues concerning the possible future sun setting of the program. However, this program will be a joint offering between OCC and William Beaumont Hospital which necessitates joint cooperation over the duration of the program.

College Location and Method of Delivery: To what extent can courses be offered at multiple locations, in modular format, electronically, as well as in a variety of settings?

Negative Traits

Single location

Positive Traits

Easy to design
Easy to revise

Sources

Advisory Committee
Faculty
Course Descriptions

*different
method,
if
taught
courses*

Analysis

The core courses would be taught at Beaumont. The first session (theory) would be taught at the Barnum Center, while the externship would take place at Beaumont Hospital, Royal Oak. Furthermore, there are several CPD departments at W.B.H. in which to rotate the students through. In addition, other health organizations have indicated a willingness to offer clinical opportunities.

However, the core courses do not lend themselves to being offered on-line.

*Beaumont
Barnum*

College Barriers to Entering the Market: To what extent are there legal or accrediting issues confronting the College in order to establish the program?

Negative Traits

No proprietary protection
Other providers

Positive Traits

High acceptance of community college

Sources

Articulation Agreement
Advisory Committee

Analysis

There are at least three other colleges in southeast Michigan currently offering similar courses/programs. However, since OCC has an existing Surgical Technology program and a strong working relationship with Beaumont Hospital this is likely to enhance OCC's competitive edge. There are no apparent licensing issues preventing the college from establishing this program.

at least
3 colleges
offering similar
courses/programs
in CPT, etc

existing program
relationship
w/ Beaumont + OCC.

**College Resource Commitment Report
Central Sterile Processing Technician**

College Supporting Resources: Is there wide-spread support for allocating the necessary resources to develop and sustain the program? Is there a skilled pool of instructors available to teach courses throughout the duration of the program?

Negative Traits	Positive Traits	Sources
	Easy to find instructors	Faculty Cost Analysis

Analysis

There are no extra equipment or supplies needed to start the program. Students would be required to purchase books and pay appropriate lab fees. OCC will not have to purchase any equipment. All necessary equipment is on site at Beaumont Hospital.

In addition, Dan Miller is the CPD educator at Beaumont and would be responsible for teaching the two core courses. However, Marc Finch, the CPD Manager, Rebecca Pieknik and Christopher DuBay, the ST program coordinator could certainly be listed as back up instructors in the event that Dan was unavailable.

College Capital Requirements: What are the short and long term costs associated with developing and maintaining the program? Are these costs justifiable given other priorities and opportunities?

Negative Traits

Positive Traits

Sources

Moderate outlay
Fundable

Cost Analysis

Analysis

There are no apparent capital equipment needs in order to establish the proposed program. All necessary equipment is on site at Beaumont Hospital.

College Return on Investment: Will the program generate sufficient revenue given its cost? How long will it take to reach an acceptable rate of return on investment?

Negative Traits

More than three years

Positive Traits

Aligned with direction of college

Sources

Cost Analysis

Analysis

Estimated annual revenue = \$12,540 (12 students * 19 credit hours * \$55 per credit hour).

** Need to forecast annual expenditures.

College Management Team: To what extent is the management team experienced in the program area? How broad based is the management team?

Negative Traits

Positive Traits

Sources

Existing
Cohesive

Advisory Committee
Faculty

Analysis

The Coordinator of the OCC/William Beaumont Hospital Surgical Technology Program would oversee the on-going operations of the proposed program. Furthermore, there is an active and supportive advisory committee.

**Industry Demand Report
Central Sterile Processing Technician**

Industry Need: To what extent is there evidence that industry needs and economically values this program? How broad based is this need? Is this a real and valued need? Is there a clearly defined industry/occupation within Southeast Michigan?

<u>Negative Traits</u>	<u>Positive Traits</u>	<u>Sources</u>
	Credible sources Receptive	Advisory Committee Industry Reports

Analysis

The Federal Department of Labor (DOL) does not directly recognize the following job titles as a specific "SOC" code (Central Service Technician, Sterile Processing Technician, or Central Supply Assistant). However, these job titles appear to be embodied within the larger codes 31-9093 Medical Equipment Preparers, and 31-9099 Healthcare Support Workers, All Other.

Identified under these titles.

Consequently, it is difficult to pinpoint exact estimates of current and projected jobs in this field. On one hand the field may be viewed as an "emerging" occupation, which implies some level of uncertainty concerning future job availability. However, it is believed that a growing number of hospitals are requiring certification or experience for those applying for such positions. At the same time, individuals do not need to complete an accredited program in order to take the national exam. They can enroll in a certification course.

The long term ability of graduates to obtain meaningful employment in the occupation is somewhat uncertain. Currently, three other Southeast Michigan post-secondary institutions offer similar programs. It is necessary to consider the number of graduates per year in relation to the number of job openings per year within the region.

Moreover, it is expected that as hospitals expand their services, i.e. free standing facilities, etc., it will become more important to have educated staff available to fill the Central Processing Department positions.

Under each title.

Industry Size: What is the relative size of the targeted industry/occupation in southeast Michigan? Is the size of the targeted industry/occupation sufficient to sustain employment for those who complete all or part of the program?

Negative Traits

Small

Positive Traits

Growing
Sustainable

Sources

CCbenefits CCSP
Industry Reports

Analysis

According to CCbenefits (CCSP) there are two DOL Standard Occupational Codes (31-9093 Medical Equipment Preparers and 31-9099 Healthcare Support Workers, all other) which encompass the more specific occupation. In 2004 there were a total of 5,306 individuals employed within these two classifications (31-9093 N = 883, 31-9099 N = 4,423). Out of approximately 710 unique SOC classifications Medical Equipment Preparers ranks 364, while Healthcare Support Workers, All Other ranks 124.

Industry Growth Rate: To what extent is each targeted industry/occupation growing in southeast Michigan? What is the expected duration of the current growth rate?

Negative Traits	Positive Traits	Sources
Slow	Growing Maintain at desired level	CCbenefits CCSP Industry Reports Advisory Committee

Analysis

According to CCbenefits (CCSP) Medical Equipment Preparer occupations are expected to increase by 47 positions over the next ten years, with an additional 142 job openings resulting from replacement of current workers. Meanwhile, Healthcare Support Workers, all other, are projected to increase by 702 positions, with an additional 776 openings expected due to replacement.

**Occupational Conditions Report
Central Sterile Processing Technician**

Industry Working Conditions and Benefits: Are future earnings enhanced by completing all or part of the program? Are expected wages justified given the typical working conditions? Do employers value what is gained through the program?

Negative Traits	Positive Traits	Sources
	Positive Promising	CCbenefits CCSP Industry Reports

(X) → what they do

Analysis

According to CCbenefits (CCSP) Medical Equipment Preparers, prepare, sterilize, install, or clean laboratory or healthcare equipment. May perform routine laboratory tasks and operate or inspect equipment. In 2004, this classification earned an average annual salary of \$30,077. The related classification Healthcare Support Workers, all other, had an average yearly income of \$26,841. These figures are comparable to wage levels provided by Beaumont Hospital. According to W.B.H. in the Detroit Metropolitan Area annual salaries range between \$27,000 and \$35,500. Rural hospitals may see a wage decrease of as much as 30%.

A typical work setting is the hospital or free standing surgery centers. The department is not specific to surgical settings. However, they are the main customers of the Central Processing Department. The department serves different areas of the hospital, such as delivering, stocking supplies, setting up traction for patients, and providing medical equipment to the nursing floor units.

Industry Barriers to Entering the Occupation: To what extent are there additional requirements for gaining employment in the industry/occupation? To what extent is the market already saturated with skilled workers?

Negative Traits

Positive Traits

Sources

No restrictions

Advisory Committee

Analysis

At the present time there is no state mandated licensing nor certification required for employment in this field. Although national certification is available, not all employers make this a requirement for employment.

There is a general belief that a growing number of hospitals are requiring certification or experience before individuals are eligible to apply for this occupation. However, at the present time an individual does not need to complete an accredited program in order to take the national exam. They can enroll in a certification course.

Industry Degree of Versatility: To what extent are there opportunities for career growth? What is the likelihood of career growth?

Negative Traits

Positive Traits

Sources

Many options

Industry Reports

Analysis

This occupation is generally viewed as an entry-level position. Depending on additional education and experience individuals may branch off into other healthcare related occupations.

**Competition Report
Central Sterile Processing Technician**

College Contacts and Networks: To what extent is the College plugged into appropriate business networks? What is the quality of these contacts?

Negative Traits	Positive Traits	Sources
	Well established Accessible High quality	Faculty Advisory Committee

Analysis

The proposed program is built on an existing relationship between OCC and Beaumont Hospital. The Surgical Technology Advisory Committee (existing) would provide appropriate guidance.

College Marketing Strategy: Are there existing venues for marketing the program? Are these venues affordable, accessible, and appropriate? Is the program difficult to promote? Does the program require unique or special marketing methods?

Negative Traits

Positive Traits

Sources

Low cost

Ease of entry

Market Research

Marketing Plan

Analysis

Although a formal marketing plan has not yet been established, it is generally believed that developing an effective plan to current health care workers and recent high school graduates would be relatively easy to develop and implement.

Competition: Who else offers similar training? Who are our major competitors?

Negative Traits

Others well established
Training provided from within

Positive Traits

Emerging

Sources

Industry Reports

Analysis

Currently, Baker College, Macomb Community College and Wayne County Community College have similar certificate programs. According to Rebecca Pieknik (OCC Surgical Technology Coordinator), OCC has the advantage of being partnered with Beaumont Hospital. OCC students will have the advantage of hands on learning with the sterilizing equipment, as well as the instrumentation. The three competitors are academic based programs and are limited to equipment based on budgets. Although they may have a large inventory of instruments and a sterilizer, it would be unlikely they would have every sterilizer on site and even more unlikely the full instrument sets that Beaumont has available. The students from the other programs would not have access to any of the equipment or instruments until the clinical externship they attend. Then, what they see would be determine by the site they are placed at. In addition, with the size of Beaumont and the fact we have several CPD areas, we are at an advantage regarding clinical spots for the students.

Baker College

MCC (Macomb)

Wayne (Wayne)

-> no access to equip
until externship

-> no access to equip
until externship

Ⓢ OCC -> advantage to
partner w/ Beaumont.

Hands on learning @

Beaumont -> Sterilizing equipment
-> instrumentation

**Competitor Analysis
Information/Resources
August 2006**

100m

The information I am providing to you below is what I feel will be beneficial in facilitating the preparation for your Competitor Analysis Report. This document is by no means a "golden" standard in writing this analysis.

This information is based on my interpretation and my process.

Purpose:

- Provide information on potential competitors offering course programs similar to programs at OCC.

Methodology:

- Research in databases/websites:
 - ✓○ U.S. Department of Labor (Bureau of Labor Statistics): www.bls.gov/oco/home.htm
 - ✓○ Career Education Consumer Report (not always up to date for my program): www.mycareereducation.org/training.asp
 - ✓○ Michigan Community College Network (not always up to date for my program): www.michigancc.net/data/index.tml
 - ✓○ National Center for Education Statistics (not as helpful for my program, but may be for yours): <http://www.nces.ed.gov/ipeds/>
- ✓• School websites and course catalogs
- ✓• Phone call to schools (program coordinators/program directors)
- ✓• Program Planning Model (if provided)

Possible Requirements for report (these guidelines were provided by Marty for my report):

- Other colleges offering programs (which campus or campuses)
- Length of their program (credit hours, weeks, etc.)
- Does their program lead to a formal award/degree? If yes, what type of degree?
- Is their program accredited? If yes, by whom?
- How many students enroll (admitted) per year?
- How many graduates per year?
- Does the college have affiliations with medical facilities? If yes, with whom?

Addition

21. Would you be interested in starting an apprenticeship program for Dental Assisting or Office Administration with the U.S. Department of Labor Office of Apprenticeship? The program is set up at no cost with a credential that is nationally recognized when complete.

NO

YES

2 Include as last question