

## ASP UTHSC Strategic Plan: Operation Plan

### Goal: Top 15 Programs in Audiology and Speech-Language Pathology

#### Education:

- a. Add undergraduate program, increase number of graduate professional (M.S. and AuD) and research doctorate (Ph.D.) students, develop additional concentrations within audiology and speech pathology programs.
- b. Maintain first time pass rates on national exam in mid to high 90%

#### Clinical Care:

- a. Maintain financially sound clinical practices
- b. Increase revenue generated by clinical grants and contracts by 10% annually
- c. Maintain high patient satisfaction

#### Research:

- a. Greater than 1M in annual research revenue by the end of 5 years
- b. National recognition through publications and presentations

#### Actions

##### 1. Education

- a. Maximum expansion of Programs based on:
  - i. Demand for programs (B.S., M.S., Au.D., Ph.D.) and work-force needs
  - ii. Strive for financial viability based on tuition (assuming addition of undergraduate program) with contributing grant, clinical, and contract revenue
  - iii. Strong and diverse candidate pool. Maintain quality as measured by national board performance and increase recruitment efforts of under-represented students
  - iv. Availability of resources (e.g., funding, technology, number of faculty, staff, classroom and clinic space, clinical rotation sites)
- b. Maintain departmental accreditations
- c. Increase clinical programs to meet specialized training needs of students
- d. Increase on-line course offerings

##### 2. Clinical Care

- a. Maximum expansion of clinical practice to increase services provided and revenue by 10% annually based on:
  - i. Availability of resources (e.g., funding, number of faculty, staff, clinic space and equipment, technology, current clinic materials, clinical rotation sites)
- b. Work toward new/improved ADA- and HIPAA-compliant facilities
- c. Improve 3<sup>rd</sup> party reimbursement rates by obtaining well-trained medical billing specialist and negotiating contracts with 3<sup>rd</sup> party payers
- d. Create centers of national stature
- e. Explore viability of telemedicine/telehealth
- f. Evaluate patient satisfaction through surveys and clinical data

##### 3. Research

- a. Each academic faculty member should submit a minimum of 1 external funding application per year
- b. Increase the number of scholarly publications by faculty by 10% annually
- c. Establish collaborations with UTHSC faculty and centers