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 3rd party reimbursement rates by obtaining well-trained medical billing specialist and negotiating contracts with 3rd 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