

March 17, 2020

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**MARCH GLADNESS 2020**

Congratulations and sincere thanks to 376 MHPA persons contributing to our HSA Legacy Fund, bringing us to a fourth place finish and earning \$9,238 for the fund in Xavier's "March Gladness" blitz fund-raising event from March 3-4, 2020. Special thanks goes to our students, faculty, alumni, and friends, all coordinated and cheer-led by HSA administrative assistant, **Tina Farrell**.

**CLEVELAND CLINIC CASE COMPETITION**

The weekend of February 14-17, 2020 was an intense time for our first year MHPA students who, along with student coaches from the second year MHPA class, worked in teams on the 7<sup>th</sup> Annual Graduate Health Administration Student Cleveland Clinic Case Competition. The philosophy of this competition differs from other events in that any and all students may submit a team solution to the case, and the Cleveland Clinic then decides which 16 top teams will be invited to their campus for presentation to the judges on Thursday, April 9, 2020. Students received the case on Thursday afternoon, February 13, 2020 and had until 8:00 AM on Monday, February 17, 2020 to submit the team solution via an executive summary and a PowerPoint presentation.

The case itself was as follows: "You are a cross-functional team of Cleveland Clinic caregivers tasked by the health system's executive leadership to develop a strategic market entry plan to provide care for patients with cardiac chronic diseases beyond Cleveland Clinic's current geographic footprint. Leadership's vision is a seamlessly integrated virtual/physical care platform for cardiac chronic disease management."

Answering the case required developing marketing strategies, engagement strategies, revenue and expense modeling, physician acceptance strategies, and patient adoption strategies. Teaching Professor **Mr. Dee Ellingwood** incorporated this case competition experience within his HESA 519 Strategic Management and Marketing Strategy course.

**FUND RAISING CONTINUES FOR NAMING THE 4<sup>TH</sup> FLOOR HUB "ARLINGHAUS HEALTH COMMONS"**

XUGPHSA Alumni are still underway to reach the \$1.5M goal for naming the HUB (Health United Building) 4<sup>th</sup> Floor as the "Arlinghaus Health Commons". We're happy to report that we're one-third of the way to the goal, and with generous alumni, it won't be long when the much-needed large-group space can bear the name of **Dr. Ed Arlinghaus**, who was the longest-serving MHPA program director spanning 26 years (1966 – 1992). He influenced 753 graduates during his time as program director, or 44.5% of our alumni. Are you one of the graduates from Ed's years? You know personally what an influence he was on us.

With the magic of Xavier's Digital Media Lab, we now have a speech from a VHS tape, so here it is for you to enjoy, thanks to **Dr. Al Bocklet** who got Ed to tape the message and made sure it was saved:

<https://app.vidgrid.com/view/kzCC3LIroLNW> Our beloved Ed has been in heaven since 1992 – or for 28 years now. But the video brings him right there in front of our eyes. He never changed his message of constant professionalism and solid advice focused on how each of us was becoming a health services administrator. **Here's how to give:** **By mail:** personal check payable to "Xavier University" and memo line "Health Services Commons (HUB)", send to HSA, Schott Hall, 1496 Dana Ave, Cincinnati OH 45207. **Online:** Go to [www.xavier.edu/giving](http://www.xavier.edu/giving) → Give Now → enter contact information → specify the amount of your gift → click on "My Gift should go to..." button → type HUB into the "Designate your Gift" search bar → select "Health Services Commons (HUB)". You'll be returned to the previous page to complete your donation. Thank you.

**Men and Women for Others: Thinkers, Inspirers, and Leaders in Health Services Administration**

Your email update from:

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