

Dr. Beth B. Hogan
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Management
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Education

PhD, University of Tennessee, 1987.
Major: Focus: Health Administration

MS, University of Southern Mississippi, 1982.
Major: Community Health Education

BS, University of Southern Mississippi, 1981.
Major: Community Health Education

Post doctoral courses in Marketing, Louisiana State University.
Major: Marketing

Professional Positions

Other

Associate Professor, School of Business and Economics, Fayetteville State University. (January 2005 - Present).

Owner, Practice Innovations. (January 1987 - Present).

Adjunct Faculty, Vanderbilt University. (January 2003 - December 2008).

Administrative Assignments

Director. (February 1, 2011 - May 5, 2011).

Licensures and Certifications

Master Gardener, NC State Department of Horticultural Science. (December 5, 2009 - Present).

Professional Memberships

AMERSA-MAINSTREAM Academy of Faculty Scholar.

Association for Marketing and Health Care Research.

Society for Human Resources Management.

Individual Member, Association of University Programs in Health Adm.. (September 1, 2010 - Present).

Development Activities Attended

Seminar/Workshop, "Enrollment/Budget Projection Workshop," FSU. (September 1, 2011).

Faculty Service-learning orientation, "Community Partner & Faculty Service-learning Orientation," FSU. (August 12, 2011).

Technology Related Training, "Bronco Advantage Training," FSU. (August 10, 2011).

Technology Related Training, "CAPP training," FSU. (July 18, 2011).

Semester-long Series for Writing Intensive Courses, "Writing Intensive Courses Faculty Meetings," Fayetteville State University. (January 9, 2010 - May 20, 2011).

Seminar/Workshop, Fayetteville State University. (2009).

Seminar/Workshop, Fayetteville State University. (2009).

Seminar/Workshop, AMERSA. (2008).

Seminar/Workshop, AUPHA. (2008).

Seminar/Workshop, NC SOPHE: NC Society for Public Health Education. (2008).

TEACHING

Teaching Experience

Fayetteville State University

BADM 603, Graduate Healthcare internship, 1 course.

HCM 310, 1 course.

HCM 320, Managed Care, 6 courses.

HCM 330, Health Care Policy and Law, 3 courses.

HCM 370, Healthcare marketing management, 1 course.

HCM 450, 3 courses.

HCM 490, Healthcare Internship, 5 courses.

HCM 676, Current Topics in Health Care, 1 course.

HCM 680, Human Resource Management in Healthcare, 2 courses.

HCM 682, Health Care Marketing, 3 courses.

HCM 684, Human Resources for Health Care, 2 courses.

MGMT 311, Principals of management, 4 courses.

MGMT 410, Human Resource management, 14 courses.

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Hogan, R. B., Hogan, B. (2010). Caveats for Marketing Your Gastroenterology Practice. *Clinical Gastroenterology and Hepatology*(8), 1030-1031.

Hogan, B., Wood, P. (2009). Hogan, B. & Wood, P. R. (2009). 'Real-Time' Human Resource Management Instruction: Using Current Events to Improve Relevance, Research and Practice in Human Resource Management, 17(2), 68-80. *Singapore Human Resources institute*, 17(2), 68-80. www.shri.org.sg

- Vadlamudi, R., Adams, S., Hogan, B. (2008). Nurses attitudes, beliefs and confidence levels regarding care for those who abuse alcohol: Impact of educational intervention. *Nurse Education in Practice*, 0(0), 0.
- Ernst, F.A., Hogan, B., Cook, M., Vallas, M., Fuller, D. (2008). Superior self-regulatory skills in African-American college students: Evidence from tobacco and alcohol use. *Journal of Black Studies*, 0(0), 0.
- Hogan, B., Hershey, L., Richey, S. (2007). A Case Study Using a Patient Satisfaction Survey to Improve the Delivery and Effectiveness of Drug Addiction Treatment Services: Marketing Implications and Org. Impact. *Health Marketing Quarterly*, 21(2-Jan), 93-106.
- Hogan, B., Adams, S. (2007). Screening & Referral for Alcohol Problems: What will it take? *Substance Abuse*, 28(1), 59.
- Hogan, B., Hershey, L. (2007). Using a Sponsorship to Improve the Success of Blood Drive Donations. *Health Marketing Quarterly*, 24(2-Jan), 51-61.
- Hogan, B., Hershey, L., S. R. (2007). A Case Study Using a Patient Satisfaction Survey to Improve the Delivery and Effectiveness of Drug Addiction Treatment Services: Marketing Implications and Org. Impact. *The Hayworth press*, 24(1/2), 93-106. hmq.haworthpress.com
- Hogan, B., Hershey, L., Hogan, R. B., Callum, C. (2007). Using a Sponsorship to Improve the Success of Blood Drive Donations. *Health Marketing Quarterly*, 24(1/2), 51-61. hmq.haworthpress.com

Conference Proceedings

- Hogan, B., Gehrke, E., Poletti, M., Sadler, K. (in press). *College student exposure to nature: the relationship to knowledge and attitudes toward the environment*. Assoc Marketing and Healthcare Research.
- Hogan, B., Matthews, D., Lyon, M. (2011). In AMHCR (Ed.), *Handwashing for disease prevention: analysis of public facilities*. Association for Healthcare Marketing and Research.
- Hogan, B., Okhomina, D. (2009). *Disaster Mitigation: Are Small Minority Businesses Prepared?*. N/A: Association for Health Care Marketing & Research.
- Hogan, B. (2008). *Creating the G.I. Associates Brand; Applying the Brand Concept to Gastroenterology*. Breckenridge, CO: Proceedings of the Association for Health Care Marketing & Research Annual Meeting.
- Hogan, B., Wood, P., Herd, A. (2007). *Newspaper coverage of human resource management issues: implications for business curricula*. Louisville, KY: Proceedings of the 2007 Society of Industrial Relations and Human Resources Conference.
- Hogan, B., Sutton, J., Cummings, S., Hodges (2007). *Change starts here: a process to accomplish strategic goals in healthcare organizations*. Honolulu, Hawaii: Proceedings of the 7th Annual Hawaii International Conference on Business.
- Hogan, B., Wood, P., Herd, A. (2007). *Real Time HRM: The use of current events in Human Resources Instruction*. Honolulu, Hawaii: Proceedings of the 7th Annual Hawaii International Conference on Business.

Okhomina, D., Hogan, B. (2007). *The Influences of Supportive Environment in Entrepreneurial Orientation*. Honolulu, Hawaii: Proceedings of 7th Hawaii International Conference on Business.

Hogan, B., Ewing, M. (2007). *Always Home: An entrepreneurial response to downsizing in the aging population*. Jackson Hole, Wyoming: Proceeding of the Association for Marketing and Health Care Research Annual Meeting.

Periodicals

Hogan, B., Hogan, R. B. (2011). *Practice Management Toolbox: Marketing your Gastroenterology Practice* (8th ed., vol. 5, pp. 21). AGA Institute.

Other

Hogan, M. (2008). In GI Associates Medical Editors (Ed.), *GI Consult*. Jackson, Mississippi: G.I. Associates.

Hogan, M. (2008). In GI Associates Medical Editors (Ed.), *GI Digest*. Jackson, Mississippi: GI Associates.

Presentations Given

Hogan, B., AUPHA Undergraduate conference, "Three Service Learning Projects Proven to Engage and Excite Students," Association of University Programs in Healthcare Administration, Birmingham, AL. (November 5, 2011).

Hogan, B., AUPHA Annual Conference, "Taking it to the Streets: Using community-based research to enhance learning.," Assoc of University Programs in Health Administration, Charleston, SC. (June 24, 2011).

Hogan, B. (Presenter & Author), Lyon, M. (Author Only), M. D. (Author Only), AMHCR, "Hand washing for disease prevention: analysis of public facilities," Assoc. of Marketing & Healthcare Research, Steamboat Springs, CO. (February 25, 2011).

Hogan, B., Matthews, D. (Author Only), AMHCR Annual conference, "Handwashing for disease prevention: facility barriers on campus," AMHCR, Lak Tahoe, NV. (February 2010).

Hogan, B., Association for Health Care Marketing & Research Annual Meeting, "Disaster Mitigation: Are Small Minority Businesses Prepared?," Jackson, WY. (February 2009).

Hogan, M., Fayetteville Area Medical Managers Association, "Fayetteville States Healthcare Management Programs," Fayetteville, NC. (April 2008).

Hogan, B., Proceedings of the Association for Health Care Marketing & Research Annual Meeting, "Creating the G.I. Associates Brand; Applying the Brand Concept to Gastroenterology," Breckenridge, CO. (February 2008).

Hogan, B., Wood, P., Herd, A., Proceedings of the 2007 Society of Industrial Relations and Human Resources Conference, "Newspaper coverage of human resource management issues: implications for business curricula," Louisville, KY. (October 2007).

Hogan, B., Sutton, J., Cummings, S., Hodges, Proceedings of the 7th Annual Hawaii International Conference on Business, "Change starts here: a process to accomplish strategic goals in healthcare organizations," Honolulu, Hawaii. (May 2007).

Hogan, B., Wood, P., Herd, A., Proceedings of the 7th Annual Hawaii International Conference on Business, "Real Time HRM: The use of current events in Human Resources Instruction," Honolulu, Hawaii. (May 2007).

Hogan, B., Ewing, M., Proceeding of the Association for Marketing and Health Care Research Annual Meeting, "Always Home: An entrepreneurial response to downsizing in the aging population," Jackson Hole, Wyoming. (January 2007).

Media Contributions

Newspaper

Fayetteville Observer. (March 21, 2011).

Fayetteville Observer. (May 18, 2009).

Contracts, Grants and Sponsored Research

Grant

Hogan, Beth, "Peter Magrath Award," Sponsored by Magrath.

Hogan, Beth, "Summer Research Stipend," Sponsored by Fayetteville State University, Fayetteville State University, \$4,000.00. (June 1, 2011 - August 5, 2011).

Hogan, Beth, "Disaster Preparedness for Minority Businesses," Sponsored by North Carolina Small Business and Technology Development Center, (SBTDC), \$2,000.00. (2008).

Awards and Honors

2nd Place Poster Session, AUPHA. (June 24, 2011).

Research in Progress

"Emergency Preparedness for Minority Businesses Final Report"
Final report of research based on small grant

"Emergency Preparedness for Small Minority-owned Businesses" (Writing Results)
Journal article describing results of grant

"Emergency Preparedness in Independent Pharmacies in North Carolina" (Writing Results)
A collaborative project with Dr. Susan Miller and her graduate student. Data was collected Spring, 2011 and a final report generated.
Executive Summary

This study provides a brief overview of the level of emergency preparedness within North Carolina's independent pharmacies from the perspective of pharmacy owners and managers. One hundred and fifteen of the 624 possible respondents started the survey, representing 18% of the total number of pharmacies; however, eighty-seven respondents completed the survey in its entirety. Results indicated that most independent pharmacies have experienced some type of emergency situation and most also have written disaster plans. Far fewer report maintaining an emergency supply kit onsite, but most have access to necessary supplies, like power generators and weather proofing materials, in cases of an emergency.

Most respondents felt they had access to adequate resources for emergency planning, mainly through the North Carolina Board of Pharmacy (NCBOP), the North Carolina Association of Pharmacists (NCAP) or personal experience. Many respondents, however, desired more concrete guidelines from NCBOP because it mandates written emergency plans for pharmacies. Many respondents also wanted continuing education credits made available to them and either classroom instruction or free manuals to help improve already existing plans. Local news, the NC Public Health Regional Surveillance Teams and ASHP were not useful sources for the respondents. They preferred NCBOP, NCAP or personal experience. Time was a big constraint for respondent's feeling of comfort concerning existing plans and training employees. Some requested financial help for obtaining emergency supplies, like two-way radios and power generators.

The content varied for each individual written emergency preparedness plan. No single topic appeared in every plan. The majority of plans heavily focused on the proper storage and security of refrigerated or controlled medications. Also, plans emphasized the instructions on how to properly maintain medical records during an emergency event. Employee contact lists were common elements in plans as were instructions on how to dispense medication without computer access. Instructions on processing insurance for prescriptions dispensed during an event lacked as did information on obtaining medication shipments from distributors or a backup source during a disaster event.

Participation in iodine distribution or the H1N1 pandemic was high amongst respondents. Many reported collaborating with local health departments to provide H1N1 vaccinations or medications (Tamiflu® or Relenza®) as well as acting as a source of information for patients. Two respondents also noted distributing tuberculosis medications during a suspected outbreak in a Micronesia community.

Business operations for pharmacies during disaster events were moderately robust. Most pharmacies were out of operations for less than a week during a past emergency event. Only 5% of pharmacies closed the business for longer than a month. Greater than half of pharmacies would continue paying employees for 1 to 2 weeks during a future event, but only 5% of pharmacies would continue to pay employees past 4 weeks. Most respondents noted that they could continue paying business expenses for one to three months, but only thirteen percent would continue paying expenses for nine months or more.

The range of demographics evenly represented the eastern, central and western regions of North Carolina. Most respondents were from rural pharmacies that processed between 100 and 200 prescriptions daily and were within five miles of another pharmacy and the local health department. Many pharmacies also serviced other facilities such as group homes, hospice and long-term care facilities. The average staff consisted of six pharmacists, about half of which were immunizers.

This survey demonstrated that emergency preparedness is primarily each pharmacy's independent responsibility. No single state or federal leadership standardizes the approach or expectations of emergency disaster plans for North Carolina pharmacies, causing confusion from owners and managers about the requirements of their plans.

The following sections will detail the objectives, methodology, provide results tables with comments, discussion and recommendations. This study will hopefully bring attention to the lack of a uniform approach to emergency preparedness in North Carolina pharmacies and, additionally, suggest that a strong emergency preparedness movement could better position pharmacies to deal with future disasters and pandemics.

"Employee tendency to disclose substance abuse" (On-Going)

"Handwashing Facility Evaluation" (Writing Results)

Hand washing is a simple, inexpensive process that is proven effective in reducing the spread of disease. Proper hand washing technique is well described by public health sources and the requirements for the process are minimal. However, evidence suggests that hand washing practice is underutilized among the general public as well as among healthcare providers.

"Real Time Human Resource Management Instruction Using current events to improve relevance" (Writing Results)

This study explored the breadth of HRM issues reported by the local newspaper that would conceptually support the content areas taught within college-

"Tendency to Disclose Co-worker Substance Abuse" (On-Going)

Status: The IRB for this project has been approved; MOU with Gallup Organization has been approved; data collection was started during Summer Session and is ongoing Fall, 2011

Employee Disclosure of Co-worker Substance Abuse

Description of the Research Project

Background:

We know that substance abuse has an enormous economic impact on U.S. businesses. We also know that most individuals with substance abuse problems are employed. However, little is known about the tendency of workers to disclose (or not disclose) substance abuse by co-workers.

The concept of employee engagement has been shown to be a factor that influences various aspects of employee behavior, but no studies have measured the relationship between employee engagement and their tendency to disclose co-worker substance abuse. Similarly, no studies could be found that measured the importance of other variables that might mediate an employee's choice about disclosing substance abuse of co-workers.

Purpose of the Research Project

The purpose of this project is to determine whether or not employee engagement is related to the tendency of employees to disclose co-worker substance abuse. Secondly, variables that might mediate that choice will be explored.

Methodology

A survey instrument that includes demographic variables, an employee engagement scale, questions about tendency to disclose co-worker substance abuse and selected potential mediating variables will be developed and pilot tested Spring Semester, 2011. The questionnaire will be administered to students within classes at FSU in Summer Semester II and Fall, 2011, to survey approximately 700 individuals during the summer and fall of 2011 in order to study the relationship between employee engagement and disclosure of coworker substance abuse".

As a service component, a fact sheet about employee substance abuse and the impact on the U.S. economy will be developed (as a laminated bookmark) and given to participants after they complete the survey.

Students within MGMT 410 (Spring Semester, 2011) helped to develop and pilot the materials within the class as a service-learning activity. As such, they also completed the NIH training module for Human Subjects.

Data Analysis/Expected Results

Ultimately the information from completed survey forms will be entered into a spreadsheet so that data can be analyzed. The resulting findings will be published in a professional journal, will likely be released to the public media and will be posted on a website available to students and businesses. In addition, students will learn about the costs of substance abuse within businesses and hopefully, be able to incorporate that knowledge in future workplace decisions. It falls within the realm of human resources management to provide a safe and healthy workplace, including those factors related to workplace substance abuse.

SERVICE

Department Service

Committee Chair, MGMT Dept. Appointments, Promotions & Tenure Committee. (September 2011 - Present).

HCM Information/Lunch and Learn Sessions. (September 2009 - Present).

Community liaison for development of internships for HCM, Development of internships for HCM. (June 1, 2009 - Present).

Committee Chair, MGMT Dept. Curriculum Committee. (September 2011 - September 2012).

College Service

Ethics Assessment development, Assessment committee.

Developed and piloted proctoring system for SBE, Proctoring Center for SBE. (February 15, 2011 - Present).

Sub-committee chair, Ethics assessment sub-committee. (May 2010 - May 2011).

University Service

Committee Member, Faculty Senate Appeals and Reconsiderations Committee. (January 2008 - Present).

Committee Member, Assessment Committee; School of Business and Economics. (September 2007 - Present).

Professional Service

Member, Member, International Working Group, East Tennessee State University School of Graduate Studies. (2004 - Present).

Reviewer, Journal Article, AMERSA, Providence, RI. (May 31, 2009 - July 31, 2009).

Reviewer, Paper or Article, 7th Annual Hawaii International Conference on Business. (2007).

Annual Hawaii International Conference on Business. (2007).

Session Chair, Annual Meeting of Association for Healthcare Research and Marketing. (2007).

Session Chair, Healthcare Faculty Recruitment Committee, Fayetteville State University, Dept of MGMT. (2007).

Reviewer, Paper or Article, Southwestern Business Administration Journal (SBAJ). (2007).

Voting Faculty Representative, East Tennessee State University Safety Standing Committee. (August 2004 - August 2007).

Public Service

Officer, Vice President, Cumberland Health Net, Fayetteville, NC. (May 30, 2010 - Present).

Goodyear Corporation MOU. (March 2009 - Present).

Volunteer, Master Gardener volunteer, Fayetteville, NC. (January 1, 2009 - Present).

Officer, President/Elect/Past, Fayetteville Family Life Center. BOD Chair-Elect; Chair, Marketing Committee, Fayetteville, NC. (September 2006 - Present).

Organized MGMT 410 classes as service learning, FSU Service Learning, Fayetteville, NC. (September 1, 2010 - May 3, 2011).

Contact person for HCM MOU, Cape Fear Valley Health System, Fayetteville, NC. (January 1, 2011 - May 1, 2011).

Speech or Presentation at Community Meeting, Master Gardener, Fayetteville, NC. (April 22, 2011).

Media Interview: Fayetteville Observer. (May 2009).

Service Learning. (November 2008 - December 2008).

Consulting

For Profit Organization, Maris, West & Baker;, 18 Northtown Drive, Jackson, MS 39211. (January 2005 - Present).

AHEC, Fayetteville, NC. (September 2008).