

# SVPSA CABINET REPORT: April 1, 2014

# IOWA STATE UNIVERSITY™ Student Health



## Clinical Services

We are hard at work for a **major electronic health record upgrade**, which is planned to **go-live in June**. Our goal is to have approx. **8-10 hours of training** for all staff before the upgrade.



## Lab/X-Ray

Overheard in Lab in March: "That literally was **the best poke I have ever had**...are you done already?!"



## Physical Therapy

PT recently implemented a physical performance test, called the "**Vail Sports Test**," to help us evaluate and determine the functional abilities of our patients that have had **ACL surgery**. In a recent peer reviewed journal, the test was found to have excellent reliability.



## Pharmacy

The students (patients) love the **texting** telling them that they can pick up their prescriptions. It's a **great service** that the students really, really like!



## Communications

Our **Student Health Advisory Committee** (SHAC) hosted **Dr. Thomas Hill, SVPSA**, at its most recent SHAC Outreach event.



## Prevention Services

Prevention Services had **five student employees and interns** in their department this year with weekly hours ranging from two to twenty.



## Administration

We participated in the **Iowa Severe Weather Awareness week** by providing information to the staff on the daily topics and focusing on tornados. We had a "Tornado Drill" on March 26th to coincide with the State of Iowa drill.



## Health Information Management

The **Health Information Technician II** position was filled that was vacated in January through a retirement. We're also in the process of interviewing for a **Medical Records student position** to assist with workflow throughout the summer.

# specializing in **students:** Communications

## Winning Website

The recently updated Cyclone Health website has been judged a **winner** in the Office of University Marketing's Outstanding Marketing Practice Award competition.

The entries for the contest were judged by **Dr. Tom Hayes**, chair and professor of marketing at Xavier University and a nationally respected higher education marketing speaker and consultant. Dr. Hayes commented that our website had, "**excellent use of brand** and good metrics. The site is **very user-friendly and laid out well**."

**"The site is very user-friendly and laid out well."**

**—Dr. Tom Hayes**  
*Chair and Professor of Marketing  
Xavier University*



The **communications department** worked with **Flying Hippo Digital Marketing Agency** to develop and design the student-centered website. The site features all of the services available to students, profiles of the Student Health providers and factoids on how we "specialize in students." In addition, an entire section of the site is dedicated to new students and their parents to help them prepare for health concerns when away from home. The section also helps them navigate the mandatory immunization submission and prevention education for all new students.

Student Health will be presented with the award at the Office of University Marketing's Spring Summit the afternoon of

Tuesday, April 22. We will also receive **\$500 worth of free services** from the Office of University Marketing for a future project. University Marketing will be showcasing the website at the annual summit.

"I believe it is important for attendees representing units across the university to learn from your efforts," said Carole Custer, Director of University Marketing.