

# Health Administration, Information & Communications

## Career Opportunities

Health Information Personnel  
Health Sciences Library Personnel  
Health Services Administrator  
Nursing Home Administrator  
Patient Relations Liaison



## Average Salary Range

\$30,000 – \$55,000

## Educational Requirements

Students interested in health information careers should take high school courses in business, computer science, physiology, math, biology, English and chemistry.

Registered record administrators must earn a bachelor's degree from an accredited college program and pass a certification exam.

Accredited record technicians must complete an associate's degree from an accredited college program or through the American Health Information Management Association's Independent Study Program and by passing a credentialing exam.

Certified coding specialists must have a high school diploma, on-the-job training, a coding education from seminars or college classes and pass a certification exam.

## Educational Institutions

American Public University, Applied Career Training, Beta Tech, Blue Ridge Community College, Braxton School of Business, Bryant & Stratton College, Career Training Solutions, Center for Employment Training, Central Virginia Community College, Community Memorial Health Healthcenter, Dabney S. Lancaster Community College, Danville Community College, ECPI College of Technology, Greensville Memorial Hospital, James Madison University, Jefferson College of Health Services, J. Sargeant Reynolds Community College, Kee Business College, Lord Fairfax Community College, Medical Careers Institute, Miller-Motte Tech College, Mountain Empire Community College, National College for Business & Technology, Norfolk State University, Northern Virginia Community College, Paul D. Camp Community College, Richmond School of Health & Technology, Riverside School of Health Occupations, Sanz School, Southwestern Virginia Community College, Tidewater Community College, Tidewater Tech, Virginia Highlands Community College, Virginia School of Technology, Virginia Western Community College, Williamsburg Community Hospital, Wytheville Community College

## Professional Associations

Virginia Health Information Management Association  
c/o Carol F. Smith, RHIA, UVA Health System  
P.O. Box 800476  
Charlottesville, VA 22908-0476  
(434) 924-2196

American Health Information Management Association  
919 N. Michigan Ave., Suite 1400  
Chicago, IL 60611-1683  
(312) 787-2672 or [www.ahima.org](http://www.ahima.org)

Health information managers (Registered Record Administrator, Accredited Record Technician, and Certified Coding Specialist) are professionals who secure, analyze and integrate a variety of health care and financial data used to evaluate patient care, plan health care activities and help providers.

Registered record administrators (RRA):

- interact with medical, financial and administrative staff to interpret data for patient care, research, statistical reporting and planning.
- protect the privacy of patients' health information.

Accredited record technicians (ART):

- examine medical records for accuracy.
- report patient data for reimbursement.
- create disease registries for researchers.

Certified coding specialists (CCS):

- assign a code to each diagnosis and procedure found in a patient's record.
- report codes to insurance companies to pay for a patient's medical expenses.

Health information personnel may work in hospitals, clinics, HMOs, insurance companies, law firms, consulting firms, physician offices, nursing homes, health data organizations and other settings.



# Health Sciences Library Personnel



Health sciences librarians and health sciences library technicians collect, organize, evaluate and help others to obtain information. They provide physicians, nurses, allied health personnel and other health care professionals, administrators, researchers, students and consumers with information needed for patient care, education, biomedical research and health care administration.

Health sciences librarians:

- select and purchase books, journals, audiovisuals and computer software; license electronic resources.
- organize materials into manageable collections.
- develop and maintain catalogs, which are often computerized.
- set up computerized information networks for institutions.
- develop and manage World Wide Web sites; select quality Web sites for customized Web pages.
- plan and manage budgets and personnel.
- locate information for health professionals, students, patients and their families, and the general public.
- instruct individuals on how to use the library and information resources.
- supervise health science library technicians.

Health sciences library technicians:

- assist in organizing the library's collections and in providing services to users.
- record and index journal issues.
- pay invoices for information resources.
- help students use computers.
- update information on Web sites.
- answer questions at information desks.

Health sciences library personnel may work in academic medical centers, community hospitals, pharmaceutical companies, research facilities, consumer health libraries, government agencies, associations and foundations.

## Average Salary Range

\$32,000 – \$50,000 (librarians)  
\$16,500 – \$27,500 (technicians)

## Educational Requirements

Students interested in working in the health sciences library field should select challenging high school courses in science, English, math and computer skills.

Health science librarians should have a bachelor's degree in a life science and a master's degree from an accredited library and information science school. Many graduate library schools offer special courses or internships in health sciences librarianship.

Health sciences library technicians' education and training requirements vary depending upon the employer. Some community colleges offer two-year educational programs for library technicians. In some cases on-the-job training and/or additional course work is required.

## Educational Institutions

Several universities in Virginia offer certification and/or a master's degree in education in school media librarianship, but none offer a general health sciences librarianship.

The University of Tennessee-Knoxville and Catholic University offer graduate extension courses in library sciences at various sites in Virginia. Several library schools now offer degrees via distance education programs.

## Professional Associations

Medical Library Association  
65 E. Wacker Place, Suite 1900  
Chicago, IL 60601-7298  
(312) 419-9094  
[www.mlanet.org/career](http://www.mlanet.org/career)

American Library Association  
50 E. Huron  
Chicago, IL 60611  
1-800-545-2433  
[www.ala.org](http://www.ala.org)

Special Library Association  
331 South Patrick Street  
Alexandria, VA 22314-3501  
(703) 647-4900  
[www.sla.org](http://www.sla.org)

## Average Salary Range

\$35,000 – \$165,000

## Educational Requirements

Students intending to pursue a career in health services administration should prepare by taking challenging high school courses in science, math, business and English, including advanced placement courses.

A graduate degree in health or business administration and significant experience are required.

## Educational Institutions

Central Michigan University, George Mason University, James Madison University, Jefferson College of Health Sciences, Mary Baldwin College, Marymont University, Norfolk State University, Old Dominion University, Shenandoah University, St. Leo University, Strayer University, Virginia Commonwealth University, Virginia Wesleyan College

## Professional Associations

Virginia Health Care Association  
2112 W. Laburnum Ave., Suite 206  
Richmond, VA 23227  
(804) 353-9101  
[www.vhca.org](http://www.vhca.org)

American Health Care Association  
1201 L St., N.W.  
Washington, DC 20005  
(202) 842-4444  
[www.ahca.org](http://www.ahca.org)

Virginia Hospital & Healthcare Association  
4200 Innslake Drive  
Glen Allen, VA 23060  
(804) 965-0475 or (804) 965-5724  
[www.vhha.com](http://www.vhha.com)

American Hospital Association  
1 N. Franklin, #27  
Chicago, IL 60606  
(312) 422-3000  
[www.aha.org](http://www.aha.org)

American College of Healthcare Executives  
1 N. Franklin, #1700  
Chicago, IL 60606  
(312) 424-2800  
[www.ache.org](http://www.ache.org)



Health services administrators typically direct and coordinate the functions and staff activities at hospitals, health systems and other health care organizations. They oversee organizational strategy, financial planning, personnel administration, purchasing, public relations, contract negotiations and patient services.

Health services administrators:

- maintain and develop institutional standards, policies and procedures.
- administer fiscal operations, such as budgeting and accounting.
- plan and oversee marketing activities for services.
- direct medical, nursing, allied health, technical, volunteer, clerical, service and/or maintenance departments and staffs.
- oversee hiring and training.
- develop or expand programs/services, such as research or rehabilitation.
- serve as liaison to community and business leaders and the medical staff.
- represent the organization at community events and meetings.

In small organizations, health services administrators direct daily operations. In larger hospitals and health systems, they supervise others responsible for these functions.

Health services administrators may work in health maintenance organizations, preferred provider organizations, health insurance companies, voluntary health agencies, clinics, medical practices, nursing homes and other specialized medical facilities.

Some health services administrators are physicians who have received additional training in administration; others have backgrounds in business or nursing.

# Nursing Home Administrator

Nursing home administrators plan, organize and direct the operations of nursing homes or other long-term care facilities.

Nursing home administrators:

- direct medical, nursing and technical personnel and fiscal management activities.
- maintain and develop standards, policies, programs and operating procedures.
- direct fiscal operations, such as budgeting and accounting, and establish rates for services.
- direct employee hiring and training.
- compile, analyze and prepare reports.
- speak at community gatherings and conduct public relations and marketing activities.
- meet with families of individuals seeking admittance to a nursing home.

Most nursing home administrators work in a nursing home; others may work in the business offices of a large nursing home corporation that manages several facilities. They are accountable to a proprietor or governing board. Some administrators also may be involved in teaching, research or other professional activities.



## Average Salary Range

\$48,000 – \$66,000

## Educational Requirements

Students intending to pursue a career as a nursing home administrator should prepare by taking the most challenging high school courses available in science, math, business and English.

In Virginia, licensed nursing home administrators must hold a bachelor's degree or higher in nursing home administration or in a health administration field. They also must have completed a 400-hour program in nursing home administration and a two-part exam. Some nursing home administrators also are trained as physicians, registered or licensed practical nurses or allied health professionals.

Nursing home administrators also can qualify by successfully completing an Administrator-in-Training (AIT) program as specified by the certifying board. The 2,000-hour program must be completed in 24 months and a two-part examination must be completed successfully.

## Educational Institutions

George Mason University  
Mary Baldwin College  
Old Dominion University  
See Health Services Administrators

## Professional Associations

Virginia Health Care Association  
2112 W. Laburnum Ave., Suite 206  
Richmond, VA 23227  
(804) 353-9101  
[www.vhca.org](http://www.vhca.org)

Virginia Association of  
Nonprofit Homes for the Aging  
4201 Dominion Blvd., Suite 100  
Glen Allen, VA 23060  
(804) 965-5500  
[www.vanha.org](http://www.vanha.org)

# Patient Relations Liaison

## Average Salary Range

\$22,000 – \$41,000

## Educational Requirements

Students wishing to pursue a career as a patient representative should take challenging high school courses in science, math and English

Educational requirements vary depending on the hospital. Many hospitals prefer applicants with health or social services background. Some prefer a bachelor's degree and hospital experience, including conflict resolution and direct patient contact.

## Educational Institutions

Some hospitals offer on-the-job training.

Patient relation liaisons work with hospital patients and their families to address any concerns or special needs. They also work directly with administrators to solve patient and family problems.

Patient liaisons:

- act as intermediaries to hospital administrators on behalf of patients and their families.
- collect data about patient care problems and report it to the appropriate departments.
- evaluate patient satisfaction and make suggestions for changes or improvements.
- investigate and direct inquiries and complaints to the appropriate hospital staff.
- interpret the hospital philosophy, policies, procedures and services to patients, their families and visitors.
- educate health care professionals on ways to humanize patients' hospital experiences.
- collaborate with hospital risk management program personnel to ensure better service.

Patient liaisons may specialize and work in a particular health care setting, such as a nursing home, children's hospital or clinic. They also work in public health programs.

