

## Request for Umstead Review

**Submitted by:** Fayetteville State University Department of Nursing's Collaborative Institute for Interprofessional Education & Practice (CI-PEP)

**Contact Persons:**

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The Department of Nursing's Collaborative Institute for Interprofessional Education & Practice (CI-PEP) at Fayetteville State University (FSU) seeks an Umstead Review to determine whether biopsychosocial services that serves the communities of Fayetteville and surrounding counties can continue to exist as an exception with a slightly different infrastructure than was afforded by HRSA funding. We seek to understand if such services that are provided constitute unfair or unauthorized competition with an existing or proposed nongovernmental entity and/or if an exception could be granted. We believe that the activities we propose serve the students of FSU and enable the community of Fayetteville to utilize the University's faculty expertise, facilities, and equipment.

FSU is requesting that the proposed activity in this document be granted an exception under the Umstead Act as we believe that the activities of CI-PEP is consistent with the provisions of the subsections, "l", "m", and "o" of G.S. §66-58(b)(8) as followed:

- 1) (l.) Activities that further the mission of the University as stated in G.S. 116-1;
- 2) (m.) Activities that serve students or employees of the University or members of the immediate families or guests of students or employees; and
- 3) (o) Activities that enable the community in which the constituent institution or other University entity is located, or the people of the State to utilize the University's facilities, equipment, or expertise.

Because of the close proximity of the campus to one of the largest military bases, the FSU Board adopted a mission statement imploring FSU to "extend its services and programs to the community, including the military." Thus, we adhere to a core value to engage with the military to provide services. In line with the FSU mission and values, we believe that CI-PEP should service not only our veteran and active duty students and employees, but also the broader military community.

See the attached mission statement and core values: <http://www.uncfsu.edu/mission>.

### Description of Proposed Activity

Currently, CI-PEP provides *free* biopsychosocial and holistic services to 690 clients (397 females; 293 males), which is grant funded through June 30, 2015. Since March 19, 2013, the populations that sought our free holistic biopsychosocial services are spouses/family members (243), veterans (252), active duty (186), and others (9). Additionally, there are 104 couples (208 clients; including 1 mother-son; 2 mother-daughters) who seek services together, which denote our efforts toward psychosocial wellness, family reintegration and stability around deployment.

This CI-PEP has also provided a great opportunity for undergraduate and graduate students to engage in interprofessional learning as it offers a clinical training site for social work, psychology, and nursing students. Almost 200 hundred students have sought training through the Institute for their internship or clinical hours or as a service learning project through the

University’s Office of Civic Engagement & Service Learning. Services provided include massage, acupuncture, Migun Wellness, individual/couples/family counseling, support groups, health education and coordination of referrals. Although unique, this psychosocial model of mental wellness (CI-PEP) sufficiently aligns with integrated practice models outside of health care systems and bridges the gap between health services and community prevention. Our CI-PEP supports the promotion of mental wellness and quicker access to services that are not always available, accessible, or affordable to this population. Between the walls of FSU, we have safely removed the barriers to seeking mental health services for many military personnel relative to their fear of stigmatization and perceived career loss; which every effort to sustain these viable services is critically importance.

Our success to date has been phenomenal; however, CI-PEP has been funded by HRSA for almost 3 years. We have been successful in meeting the needs of our increasing referrals, which has subsequently lessen the burden with military affiliates like the Fayetteville VA Medical Center, Fort Bragg Robinson Clinic, etc., who sends their clients to us, which has decrease the high volume and longer access to care on the patients’ end. We see on average 45-55 clients per 2 day (Tuesdays and Wednesdays) for all services. We have 2 licensed psychologists, 1 licensed SW, student interns, 1 licensed psychiatric nurse practitioner, massage therapist and acupuncturist, and a Migun Wellness bed.

However, we request an Umstead determination as we would like to continue to educate / train our graduate and undergraduate nursing, psychology, and social work students as CI-PEP offers an efficient clinical training site for our students and affords our graduates to be ‘collaboration ready’ as many of their educational and practicum experiences in the Institute is centered around interprofessional teamwork, communication and collaboration through services provided. We seek approval to charge our clients a nominal fee for continual use of our services, primarily counseling, massage, and the use of our Migun Wellness bed at a below market rate since we provide clinical oversight and training to our graduate SW, undergraduate nursing and foreseeable graduate nurse practitioner students, and psychology interns students who will provide these services while being supervised by a licensed psychologist, psychiatric nurse practitioner, certified massage clinical instructor, and licensed clinical social worker. We also plan to partner with Miller Motte College and Fayetteville Technical Community College to use our CI-PEP massage space and current clientele to service our clients requesting to self-pay for services rendered, while gaining clinical supervision and instructions on massage techniques. We have provided 821 massages to date; however, we have scheduled 1543 vs. actual, which may account for longer wait time, snow days, university closings, deployment, and other reasons. This high volume of interest and utilization demonstrates that we have the clientele to enter contractual partnerships with other schools for their massage training and instruction. In addition, proceeds that are generated will be used to continue providing services to clients under the educational mission of FSU and the nursing department.

Below provides the breakdown of proposed cost.

Services	Student Interns fulfilling Internship or Clinical Hours	Licensed / Certified Personnel, e.g., PMHNP, Psychologist, LCSW, Massage Therapist as client options over students
Counseling	\$60.00 (To University/CI-PEP)	\$120.00 or course reduction
Massage	\$35.00 (To University/CI-PEP)	\$70.00 (no faculty on site) will use Massage Schools Clinical Instructors (To University-CI-PEP)
Migun Wellness	\$18.00 (To University/CI-PEP) \$9.00	\$35.00 (market value – full 45-minute session) (To University/CI-PEP)  \$20.00 (market value – 30-minute session) (To University/ CI-PEP)

The Institute's leaders conducted a sustainability focus group to explore ideas from our customers on ways to sustain CI-PEP beyond the funding cycle so as to avoid service interruptions. Please refer to the attached feedback results, page 4. Additionally, pages 6 – 10 provide a client feedback summary (Fall 2014), which data collection is ongoing.

### **Frequency of the activity**

Beginning August 2015, we will open every Tuesdays and Wednesdays from 12:00 pm – 8:00 pm from our original time of 9:00 am – 8:00 pm. We are closed during the University's scheduled closings and holidays. We are also available during the summer months as well.

### **Geographic area of the Proposed Activity**

The Collaborative Institute for Interprofessional Education & Practice is currently housed in the recently opened 37,458 square foot, environmentally sustainable Southeastern North Carolina Nursing Education and Research Center (SNERC) on the Campus of FSU where the Departments of Nursing and Psychology are also housed. CI-PEP is housed on all three floors of SNERC.

There is ample space in the CI-PEP and has provided a great facility for CI-PEP's activities and training. Room 114 is the Family Room, which is a child-friendly space and has been certified by the State of NC as a Child Drop in Center. Room 232 is our Waiting Reception area, where the staff completes intake forms on walk-ins or callers. It has a caller access number. This is a very cozy atmosphere that is better than most outpatient waiting rooms.



Room 232 is the counseling service area which also has a waiting area. In the counseling space, there are 4 private counseling/interview rooms, 1 large family counseling room, an open space area conducive for debriefing, pre or post conferences for students, and / or treatment teams meetings. There is also a smaller conferencing space in this room as well. This area also has a locked space for medical record storage if necessary; however we use a HIPAA secured EMRs (electronic medical records). On the third floor, Room 318, there is a massage therapy room, which space is set up for all the comforts of a massage, including, aromatherapy, music therapy, a very cozy massage table, adequate lighting, etc. Room 315 is the space for our Migun Wellness bed. Migun offers the effects of acupressure, acupuncture, heat-therapy (moxibustion), chiropractic and massage. It is a migun thermal massage systems that provides total health, pure relaxation, balance and meditation to therapeutic relief, which is also cozy with adequate lighting and soft music. Room 330 is our Holistic Therapy room and has all the comforts of a space conducive for acupuncture/acupressure. It has privacy curtains for clients with additional dividers that separate the space from the full nursing laboratory.

Thus, we believe we are well positioned to continue to offer services and student training at CI-PEP through an Umstead Act exception. We also request that should the panel determine that the proposed activities violate the Umstead Act, then how might the activities of CI-PEP be structured so there are no violations.

## Focus Group Results – December 2014

### 1. How likely would you continue to use our services if you had to pay a nominal fee?

All clients in the three focus groups stated they would continue to use services after the funding period ended and were willing to pay for the services at CIPEP.

#### *Some excerpts from the focus group:*

“Institute is extremely important and has been helpful to me. I an active duty soldier and it is a big deal to keep this out of your record.”

“The services I received here was quicker than my access to other services.”

“ ...I think that spouses and veterans might not be sensitive to having this on their records but it is a big deal for active duty military. I have been in counseling for about a year now..”

“I would continue to use counseling regardless of billing insurance or fee....it has been my life saver “

“By providing services later during the evening more people are able to take advantage...”

### 2. How much would you pay out of pocket for massage; acupuncture, migun wellness and counseling?

#### *Client responses:*

The out of pocket cost the clients in the focus group were willing to pay were in the range of:

Massage Therapy - \$25 -\$55 or sliding scale

Acupuncture - \$35- \$50 or sliding scale

Counseling - \$50 -\$100 or sliding scale

#### *Some excerpts from focus group:*

“... acupuncture has been so beneficial, sleep has improved ....”

“ I would pay whatever the fee is for counseling.....”

### 3. Please share with us anything else you feel is helpful in determining how we can best sustain our Institute outside of the funding period.

“This Institute is important and has helped me and my family. I don’t know what I would do without it.” 2

“It is astounding. Removes stigma and so many people go without getting the help they need for depression, anxiety, PTSD. I have PTSD. It does make a difference when people get help.”

“This has been phenomenal to me and other veterans. I was referred here from Robinson Clinic. I got in here right away and one place told me they wouldn’t see me for 2 mos.”

“I wasn’t sleeping and now I can sleep. I do not want this program to go away.”

“Have you thought about fundraising options, e.g., church, MWR, VFR, Action Figure Therapy (somewhat bizarre but a place to go where you might get support for this or fundraising ideas)”

“U.S. WFT moments on Facebook (warned of explicitness of information that may not be appropriate for all audiences).”

“Check with USO, they provide funding for soldiers, and government task forces.”

“Charging a fee for the groups/sessions...” “I really enjoyed those.”

# Fayetteville State University

*The Collaborative Institute for Interprofessional Education & Practice (CI-PEP)*

*A HRSA Funded IPCP Project*

## Client Feedback Survey Summary | Fall 2014

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### **OVERVIEW:**

During the fall 2014 semester CI-PEP administered a *Client Feedback Survey* that was completed by participants (clients) at the Institute immediately after receiving services. The purpose of the survey was to reduce the amount of time between the client receiving the services from the Institute and obtaining their feedback on experiences in order to get a better understanding of how well the Institute provided its services. The fall 2014 survey was completed by 120 participants from September to November 2014.

Below is a summary of the findings of the *Client Feedback Survey* for fall 2014.

### **SUMMARY OF RESULTS:**

#### Overview of Instrument:

The *Client Feedback Survey* included 7 items with a section for General Comments. The survey began with asking the clients to indicate the number of times they have visited the clinic over the past few years and the services they received that specific day. The clients chose one service from among the following: (a) Acupuncture, (b) Individual Counseling, (c) Family Counseling, (d) Group Counseling, (e) Massage Therapy, and (f) Migun Wellness.

The following section of the survey asked clients questions about their experiences with the clinic and all responses were appropriate for the given question or statement with varying choices on a Likert-scale. In general the questions asked about their overall rating of the service, differences in health as a result of services, expectations regarding services, likelihood of returning to the Institute, recommending the Institute to others, and whether or not the services would reduce the number of visits to their primary care physician. See Table 1.

#### Summary of Findings:

Of the 120 clients who completed the survey, 50 clients (42%) visited the Institute 1 to 3 times; 21 clients (18%) visited 4 to 6 times; 5 clients (4%) visited 7 to 9 times; 28 clients (23%) visited 10 or more times; and 16 clients (13%) did not indicate the number of visits when completing the survey. Although all services offered by the Institute were provided to at least one client, the majority of the 120 clients who completed the feedback form, received Massage Therapy services (48%). The remaining top services provided to clients included Individual Counseling (19%), Migun Wellness (18%), and Acupuncture (13%). See figure 1.

## CI-PEP Client Participation (Fall 2014 | N=120)

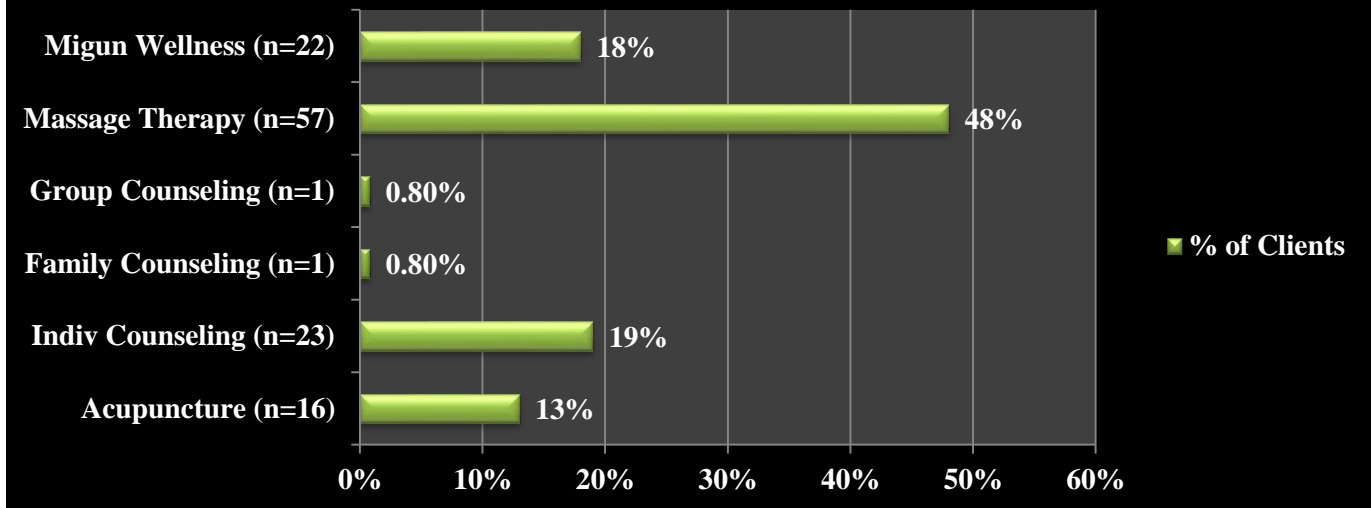


Figure 1.

### General Experiences:

When clients were asked to rate the services they received, nearly all (94%) rated the respective service as “excellent.” Of the 120 clients, seven (7) rated their services as “good,” and no clients rated their overall experience as either “okay” or “poor.” In addition, when asked how well the services met their expectations, 71% (n=85) indicated that the services “exceeded” their expectations while 28% (n=34) indicated that the services “met” their expectations, and no clients indicated that their expectations were not met. (Note: Two (2) clients did not respond to this question.)

When asked if the client would return to the Institute for the same or different services, 90% (n=108) indicated that they would return for the same service, nine (9) of the clients would return for both the same and a different service, and none of the clients indicated that they would not return or were unsure if they would return. All clients indicated they would return for either the same or a different service. More specifically, all clients who indicated they would return for a difference service *and* the same services were those who had receive massage therapy and would return also for the Migun Table.

Finally, when clients were asked if they would recommend the services at the Institute to others, 98% (n=117) indicated they would “very likely” recommend the Institute. Of the 120 who responded only three (3) would “somewhat likely” recommend the Institute and no clients indicated they would not recommend or were unsure they would recommend the Institute to others.

### Impact on Health:

With regard to general experiences with the Institute, clients were asked to rate the difference in their physical or mental health as a result of receiving the respective service. Of the 119 who responded to the survey item, 86% (n=103) indicated that they felt “much better than before” coming to the Institute. As well, 15 of the

respondents (13%) indicated that they felt “about the same as before” and only one (1) was unsure if they felt any difference. See figure 2 for the top four services frequented by clients.

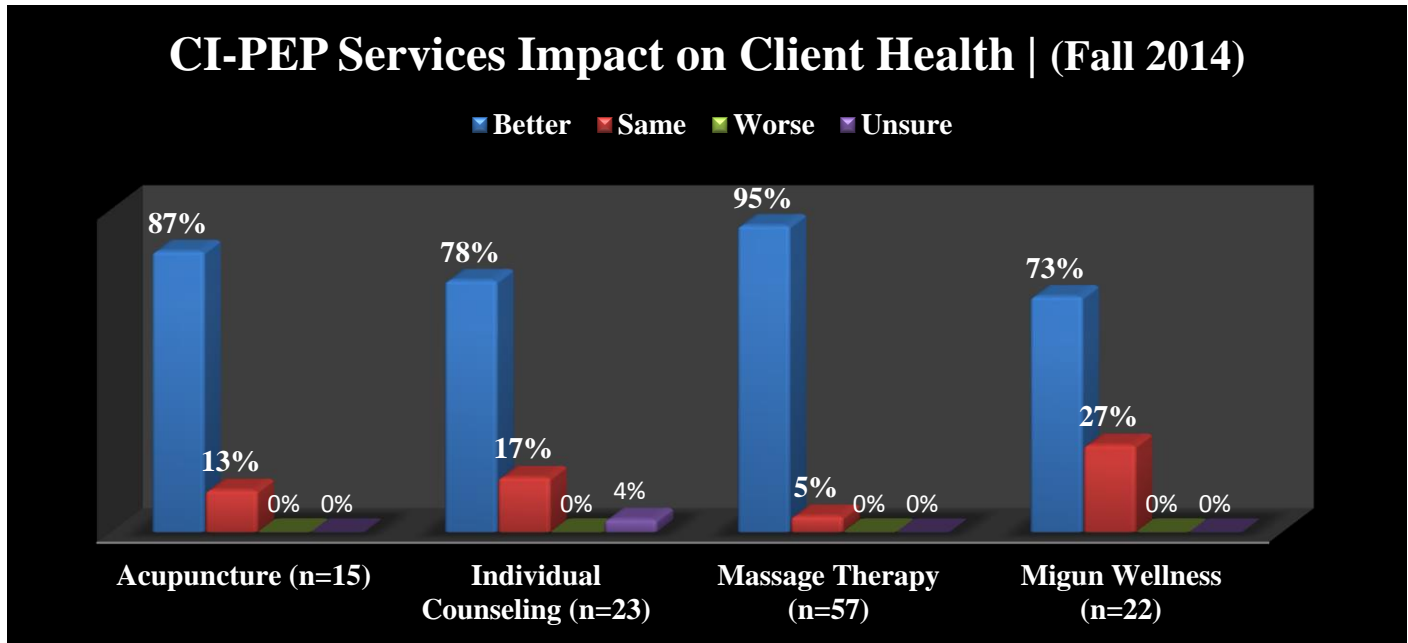


Figure 2.

Finally, clients were asked to indicate how likely the services they received from the Institute would reduce the number of visits they would typically make to their primary care physician. Interestingly, over half (58%) indicated that it was “very likely” they would visit their primary care physician less often as a result of receiving services at the Institute. Of the 120 clients who responded to this survey item, 24% indicated “somewhat likely,” and 5% indicated “not at all likely.”

When given the option of “somewhat likely” and “not at all likely,” clients who believed that the visits to the Institute would not reduce their visits to their primary physicians 13% indicated it was mainly because the visits were for different purposes.

**Open-Ended General Comments:**

*General Descriptors:* The comments provided by the participants clearly supported the frequency findings provided in the previous sections of this summary. For example, the comments regarding the overall services were considered “excellent” by 94% of the clients and the most popular descriptor of the services include “excellent” and “great.” The other descriptors of the overall experience at the Institute included “awesome,” “amazing,” and “wonderful.”

*Interactions with providers and staff:* When commenting on the interactions with the providers and staff, the clients’ comments included, but were not limited to, the following:

- Professional
- Personable
- Informative
- Listens to me



- Courteous

Outcome of Experience: Comments more specific to the outcome of the experience included:

- “Thank you for the emotional transition”
- “I feel like a new person”
- “My joints and muscles feel a lot better”
- “The [provider] goes above and beyond”
- “Great relaxed feeling”
- “The Migun services are helpful for chronic pain”

Concerns or Improvements: In addition to providing comments about the overall experience, the interactions with providers and staff, and outcomes of the experiences, clients also identified ways in which the Institute could be more helpful to them.

- “Less time between services” (massage therapy)
- “The Migun bed [was] just a little rough on the tailbone”
- “No signs on the building, bad directions from police department”

In summary, the clients indicated that the overall services were excellent (94%), the services exceeded their expectations (71%), and they were very likely to recommend the services to others (98%). In addition, the clients indicated that the services would very likely reduce their visits to their primary physician (58%) and the services helped them to feel much better than before visiting the Institute (86%). Finally, nearly all of the clients indicated they would come back to the Institute for the same service (90%) and a few of them (8%) would return for both the same service and a different service. See Table 1.

**Table 1** CI-PEP Client Feedback Survey Results by Survey Item (Fall 2014)—N=120

EXPERIENCE	RATING			
2. Overall, how would you rate the service you received today?	Excellent <b>(94.2%)</b>	Good <b>(5.8%)</b>	Okay (0%)	Poor (0%)
3. Overall, how would you rate the difference in your physical or mental health as a result of the service you received today?	I feel much better than before <b>(85.8%)</b>	I feel about the same as before <b>(12.5%)</b>	I feel worse than before (0%)	Unsure (0.8%)
4. How well did the service meet your expectations? (N=119)	Exceeded Expectations <b>(70.8%)</b>	Met Expectations <b>(28.3%)</b>	Did Not Meet Expectations (0%)	
5. Do you plan to come back to the Institute for the same service or a different service? (N=119)	Same Service <b>(90%)</b>	Different Service If so what service(s) <i>(Migun Table or Massage)</i>	Unsure (0%)	Do not plan to return (0%)

**Table 1.** Continued

EXPERIENCE	RATING			
6. How likely will your visits at the Institute reduce the number of visits you typically make to your primary care physician? ( <i>N</i> =118)	Very Likely <b>(58.3%)</b>	Somewhat Likely <b>(24.2%)</b>	Not At All Likely (5%)	The services are different (12.5%)
7. How likely will you recommend the Institute to others?	Very Likely <b>(97.5%)</b>	Somewhat Likely <b>(2.5%)</b>	Not At All Likely (0%)	Unsure (0%)

**Note:** For Q5, an option of “two choices” was added since there were 9 participants who selected more than one choice. These participants selected both the “same service” and “a different service.”