

EXPAND YOUR  
CAREER OPTIONS IN THE  
HEALTHCARE FIELD

"HEALTHCARE RELATED JOBS ARE THE FASTEST GROWING OCCUPATIONS IN THE NATION AND IN THE LEHIGH VALLEY. THIS GROWTH IS EXPECTED TO CONTINUE FOR THE NEXT 10 YEARS AND WE NEED TO RESPOND TO THIS TREND WITH A WELL-TRAINED WORKFORCE. RIGHT NOW, WE HAVE OVER 1000 EMPLOYMENT OPPORTUNITIES IN THE GREATER LEHIGH VALLEY AREA, RANGING FROM NURSING ASSISTANT TO HEALTHCARE MANAGER TO PHYSICIAN. IF YOU ARE UNSURE ABOUT THE DIRECTION OF YOUR CAREER PATH, STOP AND CONSIDER THE BENEFITS OF TRAINING FOR A FUTURE IN HEALTHCARE MANAGEMENT."

NANCY DISCHINAT  
Executive Director  
Lehigh Valley Workforce  
Investment Board, Inc.



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**Introducing  
An Accelerated  
Bachelor's Degree  
in Business  
Administration with  
a Concentration  
in Healthcare  
Administration**





**It's Here:  
A Unique Program of  
Study that Responds to  
the Growing Employment  
Opportunities in the  
Healthcare Field**

All recent employment forecasting points to healthcare as being the #1 growth industry in the Lehigh Valley. As local healthcare organizations expand their services, these organizations will need well-trained employees to take on leadership roles. This presents varied opportunities for clinicians and other professionals to seek promotion into management positions.

The Wescoe School's new Bachelor's of Business Administration Degree with a Healthcare concentration can provide students with the competitive edge necessary to separate themselves from other aspiring leaders.

Healthcare organizations know that management positions often require a unique set of skills that are normally not addressed in clinical training. The Wescoe School's purpose for offering this concentration is to prepare tomorrow's healthcare leaders by developing

their abilities in key areas such as interpersonal communication, critical thinking, strategic planning and ethical decision making.

An individual currently working in another area of business who is hoping to gain an education and credentials to help make a successful transition into the expanding healthcare field is also well-suited to this program. Students will learn to apply sound business principles to the specific challenges of the healthcare industry. In keeping with the philosophy of our other Accelerated Degree programs, courses will be project-based and focused on practical application.

**Get started today. Be a part of this exciting new program of study at Muhlenberg College.**

*The curriculum covered in this unique program combines an established business education foundation with skills that prepare students for careers such as:*

- Assisted Living Manager
- Director of Nursing
- Health Information Specialist
- Healthcare Facility Admissions Director
- Healthcare Project Manager
- Home Care Agency Manager
- Hospital Materials Management Director
- Managed Care Professional
- Medical Practice Manager
- Medical Records Administrator

- Nursing Home Administrator
- Registered Nurse Assessment Coordinator
- Therapy Services Director
- Utilization Review Manager
- ...and more!

**For more information or to schedule an appointment, contact The Wescoe School at: 484-664-3300 or [www.muhlenberg.edu/wescoe](http://www.muhlenberg.edu/wescoe)**