Think about doing an article for the Kearney Hub during the 2014-2015 academic year. Also, consider promoting your program, students, and/or event on NTV (time to be determined) and KGFW Talk of the Town. (4th Wednesday of each month at 9:35) A schedule will be sent in the fall.

**Criteria for the Hub article:**
- 500 words or less
- Business tips/backed by your research if you so choose
- Long text or short bullet points
- Author picture and short bio
- Every other month to start

I will send it on to the Hub after the Dean’s approval.

**Faculty, Administration, and Staff:**


**Dr. Kay Hodge**, Management, attended the MBAA International Conference in Chicago and presented two critical incidents, "Who’s Training Whom?" and “Too Bit for his Britches.” She also participated in a panel, “Getting involved in the Society for Case Research.” She has attended the MBAA International Board meeting and the Society for Case Research Board meeting, both of which she is a member.

**CBT Impact**

Hollman Media, LLC of Kearney is the recipient of the prestigious Walter Scott Entrepreneurial Business Award for 2014. Kearney’s Intellicom Computer Consulting Services was the awardee in 2006, Xpanxion in 2013 and Valley Medical Management Services in 2012, all four were CBT nominations.

As stated in the award ceremony’s program: “Travis and Angela Hollman started their web development business in 2000 while finishing their degrees at UNK. With less than $100 to their names, the couple decided to bootstrap the business on their own and grow it through manageable, calculated risks. In 2008, the business began. The company hired its first outside employee shortly thereafter. Today they employ 10 developers, programmers and designers building award-winning websites and innovative mobile apps. Nearly all of their staff is composed of current or former UNK students. The company’s WeatherThreat.com closings and alerts systems has been used millions of times in the past decade. Some of the biggest names in radio have recently helped to expand this service to scattered locations throughout the U.S.”
Hollman Media is currently working with Nebraska researchers from the U.S. Department of Agriculture to produce a free app aimed at helping cattle producers identify the real-time risk potential for heat stress to their livestock. The app would allow producers to be proactive in mitigating that stress. The company also is working on a community app that is a collaboration between UNK, the Kearney Area Chamber of Commerce, Good Samaritan Hospital, Kearney Visitors Bureau, the City of Kearney and several other institutions within the Kearney community. Hollman Media has consistently leaned on UNK talent to achieve appreciable growth year after year. They recently purchased a 7,000 square-foot school building next to the new I-80 bypass. The remodeled building and campus-style setting is an enticing opportunity for a community of students who are considering a tech-centered career in rural Nebraska.”

**Shawn Kaskie**, CRRD, was named the Financial Services Champion of the Year 2014 for Congressional District 3. The selection criteria is very stringent with judges looking at an individual’s advocacy efforts to increase the usefulness and availability of accounting or financial services for small businesses. Shawn’s services ranked high on these elements making him very worthy of this prestigious SBA award. CRRD’s $150,000 RFI Rural Sourcing grant earned the following *national press:* In December, Bloomberg BusinessWeek interviewed Xpanxion CEO Paul Eurek about the rural sourcing concept, and how his company had used it to their advantage. [Read more>>](http://www.businessweek.com/articles/2014-01-03/for-jobs-revival-rural-townswork-with-business)

Attached you will find a project in which **Dr. Kathy Zuckweiler** is involved as a consultant for PHYND Technologies. The project is related to cost analysis and process improvements from cloud-based health care provider information management software.

Read the press release for the Bauhard SMIF has generated some nice coverage this week including the UNK website, KHAS TV (Hastings) and KGFW Radio (Kearney). Here are the few links: [http://www.khastv.com/story/unk-students-getting-wall-street-experience-20140508](http://www.khastv.com/story/unk-students-getting-wall-street-experience-20140508) [http://unknews.unk.edu/2014/05/07/new-100k-fund-gives-students-real-investmentexperience/](http://unknews.unk.edu/2014/05/07/new-100k-fund-gives-students-real-investmentexperience/) [http://www.kgfw.com/kgfw-news/2014/05/08/gift-creates-new-fund-for-student-useat-unk](http://www.kgfw.com/kgfw-news/2014/05/08/gift-creates-new-fund-for-student-useat-unk)

What are you doing? Where are you going? What impact are you making? Tell me, please!
**Students:**

May 8, 2014 the following College of Business & Technology May graduates were honored for their academic performance. Accounting: Michael Florance, Papillion; Michael Dentlinger, Omaha; Chaney Black, Spencer. Economics: Stephanie Smyth, Gibbon; Sara Wilson, Grant; Aaron Gorecki, North Loup. Family Studies/Interior Design: Crystal Shortall, Bayard; Britanee Butterfield, North Platte; Ashley Pick, McCook. Industrial Technology: Tom Wenzke, Kearney; Christina Ritz, Arcadia; Dustin DeKay, Ogalalla; Anton Jelinek, David City; Brock Drudik, Hastings; Jared Maslowsky, Kennard. Management: Aliese Hoffman, Red Cloud; Andrew Broadfoot, McCook; Jordan Bloesser, Colorado Springs; Luke Conrad, Valley; Brenda Scripter, Holdrege; Shad Bride, Saint Johns, AZ. Marketing/MIS: Jackie Ziemke, Waco; Jacobi Goodell, Kearney; Abby Rosenbaum, Sidney; Yeswant Nadella, India. MBA: Megan Thies, Petersburg.


The Industrial Technology Department initiated the following 19 students into Epsilon Pi Tau National Honor Society on Friday, May 2, 2014:

Hiroyuki Adachi – Kanagawa-Ken, Japan
Blake Augustyn – Ord, NE
Austin Doyle – North Platte, NE
Kade Folchert – North Platte, NE
Cody Goltl – McCook, NE
Brandon Ingraham – Ord, NE
Anton Jelinek – David City, NE
Benjamin Koski – Utica, NE
Peijie Li – Kunming, China
Skyler Manville – Morrill, NE
Takeru Mikami – Isikawa-Ken, Japan
Colin Millar – North Platte, NE
Takumi Nozuru – Kanagawa, Japan
Mitch Peters – Kearney, NE
Alexandria Petersen- York, NE
Cameron Riecke – Omaha, NE
Alec Rowe – Cozad, NE
Stephanie Sotelo-Canales – Grand Island, NE
Austin White – Oxford, NE
Students are required to have a minimum GPA of 3.25 on a 4.0 scale & represent the top 10% in the Industrial Technology Department. http://www.epsilonpitau.org/

Epsilon Pi Tau’s missions is to:
• Promote and recognize the achievement of academic excellence.
• Promote the values and contributions of professionals in technology.
• Provide a medium for the professional development and recognition of individual members for leadership and achievement.
• Enhance the status of practitioners and the professions in technology.
• Foster and encourage the acceptance among its members of the ideals of technological capability and skill, social and professional proficiency, and research and its applications and products.
• Advance understanding, appreciation and awareness of technology as both an enduring and influential human endeavor and an integral element of culture.

Experiential Learning/Internship

Alumni News
Tell me about your alumni!
Please remember to forward your news items to Marsha Yeagley so that proper coverage can be provided. Your news may be added to the next Dean's List, and/or posted on the "Notables" section of the website, or the Dean's page of the site. When appropriate, a news release will be sent to students' hometown newspapers and/or the Hub, as well as covering the item in the June publication of the College of B&T Annual Report. Remember that what you and your students do "makes a difference." In order to send the press release to the students' hometown newspaper, please provide the hometown. Help us in the recruitment and retention process by informing Marsha of your news.
Send to:
yeagleym@unk.edu.

Please only send information regarding papers and presentations after the fact.
Marsha K. Yeagley
Senior Lecturer, Marketing/MIS Department
Coordinator of College Communications
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Nebraska Co-Funds Research to Show Cost Savings that Hospitals Gain from Provider Information Management

KEARNEY, NE, APRIL 24, 2014 -- PHYND Technologies has been awarded a grant from the Nebraska Department of Economic Development to compare and analyze how much hospitals currently spend on managing health care provider information versus using the PHYND provider information management (PIM) platform.

The State of Nebraska previously, through a private nonprofit corporation, invested $500,000 in PHYND Technologies as part of its economic development efforts aimed at boosting the state's technology industry. The additional funds will support further product development efforts. PHYND is based in Kearney.

“PHYND Technologies is bringing new high-paying jobs to Kearney,” said Gov. Dave Heineman. “These are the jobs we want to continue to attract to Nebraska. These positions will help launch our young people on their own career paths to success.”

A PHYND customer, the large and respected Yale New Haven Health System in Connecticut, expects to save several million dollars annually by using the PHYND provider information management platform, according to PHYND founder and CEO Thomas White.

The research project will be directed by Kathryn Zuckweiler, Ph.D, associate dean, Graduate Studies & Research and associate professor, Management, University of Nebraska-Kearney. The research findings are expected to be available to the public by the end of 2015.

"The grant from Nebraska's Economic Development Department will enable us to provide objective third-party analysis of our system versus the manual process," White said. "We think the research will validate the anecdotal reports and provide compelling proof that hospitals can save a million dollars or more annually by using the PHYND platform."

White said that health care IT systems (EMR, ancillary systems, third-party systems) have redundant entries for each provider, are managed independently of each other, and have no single, easily managed repository for provider information. PHYND solves that problem and complements these systems, he said.

Hospitals manage provider information (referring and credentialed physicians, nurses and mid-levels) in departmental "silos" across clinical and financial systems, which creates unnecessary costs.

Each department manages its own provider information and each system manages the information slightly differently -- two addresses versus one, no way to add custom fields (EMR IDs, others) and more. As a result, users do weird things with the data that renders it unusable in other systems -- average cost $500,000 annually.
Hospitals also interface the EMR provider data with other systems, pushing bad data around. Example: hospitals frequently create "dummy" profiles on first-time referring providers (or if they can't find the providers name) so they can admit or treat a patient. This creates significant delays in billing -- average cost $750,000 annually.

Departments send data changes to the EMR security team or the medical staff office. Average annual cost of $500,000 to simply change phone, fax, and addresses (usually doesn't include the referral base).

By avoiding multiple entries and duplication of effort, the PHYND system can save hospitals and large provider groups much money and help improve the quality of patient care, White said.

For hospitals and large provider groups, White said, PHYND is the only software that provides the tools needed to manage provider data that goes way beyond the basics.

An additional optional service, PHYNDER Verification Service, ensures that hospitals have validated information on all providers whenever it is needed.

Since PHYND is cloud-based, there is no software to install or hardware to buy. It is available via the web on a subscription basis and provides an integrated flow of information for any hospital IT system.

**About PHYND Technologies**

PHYND Technologies, founded in 2013, is the maker of PHYND, the health care industry’s first Provider Information Management (PIM) solution for hospitals, large provider groups and Accountable Care Organizations (ACO). PHYND is a global platform that includes work-flow tools to capture provider profile information across the health care enterprise, administer quality control, and customize sections for unique departmental use. It is cloud-based and interoperable with all IT systems. PHYND enables hospitals to save at least $1 million annually by eliminating duplication of effort and billing delays associated with manual provider information management processes. In addition, PHYND enhances patient care by enabling faster communications and a tighter relationship between providers and health care organizations. Visit [www.PHYND.com](http://www.PHYND.com).

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