The Medical University of South Carolina (MUSC) has nearly 13,000 employees, making up approximately 12% of the Charleston economy. With over 100 outreach locations across the state, MUSC cares for more than one million patients annually. MUSC is the state’s only academic health science center and is composed of six colleges: College of Dental Medicine, College of Graduate Studies, College of Health Professions, College of Medicine, College of Nursing, and College of Pharmacy.

The College of Health Professions offers 12 different academic programs. The online Master of Science in Health Informatics (MSHI) Program is primarily for working health care professionals looking to advance their education in health care information systems, data management, and analytic systems.

**BACKGROUND**

MUSC should have an attractive MSHI program, however, in the 2018-2019 academic year, the MSHI program only had 12 enrollments in their 40 student capacity. This analysis seeks to answer the question: What is the MUSC MSHI program lacking compared to their competitors to make it more appealing to prospective students?

**PURPOSE**

The purpose of this competitive analysis is to uncover market trends and gaps, encourage differentiation, market more effectively, and have quantifiable benchmarks to make the MSHI program more attractive to applicants.

**DEFINED VARIABLES**

- **Estimated Tuition** - Approximate cost of tuition using cost per credit hour multiplied by number of credit hours
- **Time to Complete (Years)** - Amount of time a full-time student would complete the program
- **Concentration** - Specialized focus areas available within Health Informatics
- **Class Delivery** - Class format (online, hybrid, on-campus)
- **Credit Hours** - Amount of hours needed to complete the degree
- **Start Dates** - Available dates to start the program
- **CAHIIM Accreditation** - Accrediting organization for degree-granting programs in Health Informatics
- **Student Testimonials** - Student endorsements for the program
- **Statistics** - Quantitative evidence to support the program

**RESULTS**

- **Figure 1.** The estimated tuition for each university
- **Figure 2.** The number of start dates available for each university
- **Figure 3.** The percentage of Universities with Concentrations
- **Figure 4.** The percentage of Universities with CAHIIM Accreditation

**CONCLUSIONS**

- **Estimated Tuition** - Figure 1.
  - Average Tuition of Competition: $36,100
  - MUSC: $34,100
- **Time to Complete (Years)** - Average Completion Time of Competition: 1.9
  - MUSC: 2
- **Concentration** - Figure 3.
  - 1/3 of universities have a concentration
- **Class Delivery** - 2/3 of Health Informatics programs are completely online
- **CAHIIM Accreditation** - Figure 4.
  - There are only 15 online Health Informatics programs with CAHIIM Accreditation
- **Student Testimonials** - Only 30% of programs have student testimonials on their websites
- **Statistics** - About 60% of programs have some type of statistics on their websites

**RECOMMENDATIONS**

- **Structural Perspective**
  - Concentration
    - Add focus areas to create a more personalized experience
  - Multiple Start Dates
    - Increases flexibility to start program
  - CAHIIM Accreditation
    - Necessary to be eligible for specific certification exams in Health Informatics
- **Marketing Perspective**
  - Student Testimonials
    - Attest to student experience and value of program
  - Statistics
    - Include more information on faculty-student ratios, expected income after graduation, job placement, etc.

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