

FORMATTING INSTRUCTIONS



2024 Business & Health Administration Association [BHAA] Conference

The Palmer House Hilton, Chicago, Illinois
April 10 – April 12, 2024

The Business & Health Administration Association invites you to submit competitive papers/abstracts and/or special session proposals for the **37th Annual Conference** to be held in conjunction with the Midwest Business Administration Association International. This year celebrates the 60th Annual Meeting for the MBAA.

The BHAA is a growing and vibrant organization, under the umbrella of the MBAA International. The 2023 conference was extremely successful. Many outstanding papers were submitted by individuals from world-renowned educational institutions and healthcare organizations. A similar high quality program is being planned for the 2024 BHAA conference. The conference will have approximately seventeen distinct specialty tracks chaired by highly qualified and well-known individuals. These specialty tracks are designed to attract papers from academicians, practitioners, and students in health care management, nursing, pharmacy, medicine, allied health, related health professions, and others either working or interested in any aspect of the health care delivery industry. As in past years, the MBAA conference is excited to promote Interactive Teaching Posters sessions. Interested members are encouraged to submit poster proposals that display their effective learning methods or tools. Accepted presenters are expected to interact throughout the

session with interested colleagues. More information will be forthcoming.

This conference offers the best value of any national or international conference. Included in the registration fee is top-notch entertainment in Chicago.

All submissions will be peer-reviewed. Based on recommendations of reviewers, all complete manuscripts submitted by **the MBAA due date** will be considered for **the BHAA Distinguished Paper Award**. Awards may also be given for the **Best International Paper Submission** (primary author must be working at an institution outside the United States) and the **Best Student Co-authored Paper Submission** (primary author must be a student and at least one author should be a faculty member or healthcare industry personnel). Depending on the recommendation of the Track Chair, a **Best Paper in each Track** may also be recognized. A select number of outstanding papers presented at the Conference and published in the Conference Proceedings will be considered for expedited review by journals with which the BHAA has an affiliation.

SPECIFIC GUIDELINES FOR SUBMISSION

1. All submissions must be submitted through the MBAA's submission portal (<https://new.precisionconference.com/mbaa>) by January 15, 2024.
2. Papers/abstracts/proposals must **NOT** have been previously presented or published nor submitted to, or be under consideration at other conferences or journals. Statements to this effect must be contained in the required letter of transmittal that must accompany the paper.
3. Papers, including references, tables, figures, cover pages, etc., may not exceed **20** double spaced typewritten pages. Special sessions proposals should not be more than **four** pages and abstracts should not exceed more than **two** pages. The first page (cover page) of the paper should contain the title of the paper as well as the full names and addresses of all authors. Please identify the contact author. The second page should have the title of the article and the abstract. The article should start from the third page onwards. The manuscript should **NOT** contain any reference to the author(s). Authors' names must appear only on the cover page. Papers with multiple authors should clearly indicate which author is the contact author.
4. All papers/abstracts/special session proposals will be blind-reviewed.
5. All accepted papers, abstracts and special session proposals will be published in the **BHAA Conference Proceedings**. Authors of full papers have the option of having only the abstract published in the Proceedings. **At least one author of papers published in the BHAA Conference Proceedings must pre-register for the conference with BHAA as primary organization.** Colleagues and co-authors are strongly encouraged to register and attend the meeting.

The following are some proposed tracks for the 2024 conference. Information regarding track chairpersons will be included in a subsequent email.

PROPOSED TRACKS

Healthcare Management
Health and Wellness
International Healthcare
Qualitative Research
Clinicians
Healthcare Economics
Corporate Healthcare
Student Led Papers
Pharmaceutical Marketing
Healthcare Marketing
Healthcare Education
Healthcare Informatics and Technology
Nonprofit/Charitable Organizations
Physical Therapy
Nursing
Ethical and Legal Issues in Healthcare
Global Healthcare Reform
Public Health

Author Guidelines for Papers and Extended Abstracts.

1. Authors submitting a paper or abstract to the BHAA conference **MUST** follow the criteria listed below to ensure acceptance of their paper into the **PUBLISHED** conference proceedings. **NOTE**: Failure to follow the criteria may result in non-acceptance of a paper or abstract for inclusion in the publication of the conference proceedings.
2. Submit papers or abstracts via email as a **Word Document ONLY**. (No other format will be accepted.) Papers or abstracts can be submitted to the appropriate track chairperson or to the program chairs. Contact information is listed at the end of this document.
3. As each paper or abstract is received via email submission, a return email will be sent acknowledging receipt of the paper or abstract.

Formatting a Full Paper Submission

Ensure that **ALL** author(s), for each paper or abstract submitted, have the correct mailing address, telephone contact number, Fax number, and email address for each of the authors listed on the submitted paper or abstract. **The following formatting information is presented in the correct format style for a paper.**

Title (centered, Bold print, Times New Roman # 18 point font), (next enter one blank line)

(In italics Times New Roman #10 font, bold print, and centered on the page, list each author with one author per line, his or her university/organization affiliation. DO NOT use titles such as Dr., Mrs., or Mr., etc. After last authors name enter one blank line and draw a single line across the page.

ABSTRACT (insert one blank line below the line drawn across the page, then in all CAPS, in italics Times New Roman #10 font, bold print, and centered on the page type **ABSTRACT**), (next enter a single blank line)
(Type in abstract content (100 word limit) in italics Times New Roman #10 font, using full justification format, single-spaced), (next enter one blank line then draw a single line across the page)

Enter one blank line, and type in **INTRODUCTION** (centered on page, in all CAPS, Times New Roman #10 font, bold print), (next enter two blank lines) (secondary headings must be bold print, left justified, first letter capitalized then lower case, with a single blank line above and below each secondary heading)

Begin typing in the body of the paper in Times New Roman #10 font, full justification, single-spaced, double space between paragraphs with a 0.5-inch indentation at the beginning of each paragraph. Each additional heading (i.e. METHODS, RESULTS, CONCLUSION, etc.) should follow the format as listed for the INTRODUCTION heading. Tables, charts, etc. are in the body of the paper where they should appear and should use the WORD document format function tools.

REFERENCES (same format as other major headings)

References may be cited using **Journal of Marketing or APA style**. Please use the (parentheses) style in the body of the paper. **Example:** Social media is fast becoming an important tool in health care delivery (**Willis, 2013**).

Reference page: A complete list of all references cited within a submitted paper is required at the end of each paper. Please use Times New Roman #10 font and single-space each reference while inserting one blank line between each new reference listed. Italicize all publication names. Use (parentheses) to enclose the year and the month or issue number. Including such phrases as, "References available upon request" are unacceptable. Using such phrases will result in a paper being returned to the author(s) for correction. It is not necessary to "tab" or indent in the reference section.

IMPORTANT NOTE: Papers submitted with Footnotes, Headers, Footers, and/or page numbers is unacceptable. Papers or abstracts submitted using One Note or End Note is unacceptable. Papers submitted using any of the aforementioned will be returned to the author(s) for formatting corrections and resubmission. Please remember this error on the part of author(s) could result in a submitted paper NOT being included in the conference proceedings publication due to time limitations if the paper is originally submitted at or near the deadline submission date.

Formatting Checklist:

1. Did you use Word Document format only?
2. Author(s) mailing addresses, telephone numbers, Fax numbers, and email addresses proper listed ?
3. Is the **Title** centered on the page, in Times New Roman #18 font, and in bold print?
4. Is there a single blank line between the title and the author(s) name?
5. Is the author(s) names (with no proper titles) in italics Times New Roman #10 font, bold print, centered on the page and one author per line entered properly?
6. Below the last author name is there a single blank line then a single line drawn across the page?
7. Is there a single blank line below the line drawn across the page?
8. Have you typed the word **ABSTRACT** in bold print, all CAPS, italics Times New Roman #10 font, and centered on the page?
9. Have you entered a single blank line below the word **ABSTRACT**?
10. Have you typed your abstract in italics Times New Roman #10 font, using full justification format, single-spaced, and limited to 100 words?
11. Have you entered a single blank line and drawn a line across the page after the abstract material?
12. Have you entered a single blank line below the line drawn across the page and typed the word **INTRODUCTION** in all caps, bold print, in Times New Roman #10 font, and centered on the page?
13. Have you entered a single blank line below the **INTRODUCTION** heading?
14. Are all other major headings within the paper formatted like the format style used for the **INTRODCUTION** heading? Are secondary headings formatted correctly?
15. Have you typed the body of the paper:
 - a) Using full justification format
 - b) Times New Roman #10 font
 - c) Single-spaced for the body of the paper
 - d) 0.5 paragraph indentation
 - e) Double-spaced between paragraphs
 - f) Have you followed the same format for headings in the paper as you used for the INTRODCUTION format?
 - g) Are your secondary headings formatted correctly?
 - h) Are your tables, figures, charts, etc. formatted using WORD document table format function tools and inserted within the paper where they should appear?
 - i) You did not use page numbers, footnotes, headers, or footers?
 - j) You did not use One Note or End Note?
 - k) Have you used the correct referencing format style consistently throughout the paper (last name, date)?
 - l) Have you followed the correct entry format for the reference page entries?

EXAMPLE:

POTENTIAL BENEFITS OF USING FACEBOOK IN THE HEALTHCARE INDUSTRY: A LITERATURE REVIEW

xxxxxxxxxxx, MS
Health Care Administration Program
College of Business
Marshall University Graduate College
100 Angus E. Peyton Drive
South Charleston, WV 25303
(304) 746-1968
(304) 746-2063 FAX
xxxxxxx@live.marshall.edu

[William Willis, DrPH, MSHA](#)
Assistant Professor
Health Care Administration Program
College of Business
Marshall University Graduate College
100 Angus E. Peyton Drive
South Charleston, WV 25303
(304) 746-8946
(304) 746-2063 FAX
willis23@marshall.edu

zzzzzzzzzzzz, DrPH, MD, MBA, MPH – CONTACT AUTHOR
Associate Professor
Health Care Administration Program
College of Business
Marshall University Graduate College
100 Angus E. Peyton Drive
South Charleston, WV 25303
(304) 746-1968
(304) 746-2063 FAX
zzzzzzzzzzzz@marshall.edu

POTENTIAL BENEFITS OF USING FACEBOOK IN THE HEALTHCARE INDUSTRY: A LITERATURE REVIEW

*William Willis, Marshall University
Bob Professor, Marshall University*

ABSTRACT

Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012. Facebook is an inexpensive tool for healthcare organizations to help increase recognition, educate the public, and reach new patients and increase market share. A revolutionary way of sharing and communicating information, it can substantially influence healthcare services etc.....

INTRODUCTION

The number of people using the internet continues to rise. By 2016, three billion people will be online (Jones, 2011). Out of every seven minutes spent on the internet, one minute is expended on Facebook (Martine, 2010). Since its origination in 2004, Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012 (Boggs, 2012). In 2011, Facebook had sales of \$3.7 billion with \$1 billion profit margin and an estimated net worth between \$75 -\$100 billion.

The delivery of healthcare is in a transition as more individuals are seeking the internet for medicinal information (Willis, 2013). The practice of online medicine has allowed for greater accessibility and efficiency to meet patient's needs. Approximately 20% of patients seek medical advice through social media networks and Facebook is the sound network. Women between ages 45 and 65 years old are the primary users of Facebook, as well as main purchasers of healthcare. This has a positive correlation for healthcare providers because the opportunity is given to target the accurate consumer. Facebook opened registration to organizations in April of 2006, and in two weeks 4000 groups had joined. As of October 2011, 1,068 United States (U.S.) hospitals had a Facebook page.

METHODOLOGY

The methodology utilized in this literature review conformed to the principles of a systematic search. For the intent of this research query, a comprehensive and exhaustive review was not feasible due to the abundance of studies of heterogeneous quality along with time constraints. The literature review was conducted in distinct stages including the following: determining the search strategy, establishing inclusion criteria, scrutinizing the texts for validity and relevancy, and extracting and analyzing the data.

The methodology for this qualitative study was a literature research and review of case studies. The electronic databases of PubMed, Academic Search Premier, and ProQuest were searched for the terms 'Facebook', OR 'social media networks', AND 'modern healthcare'. Reputable websites of the American Medical Association, the New England Journal of Medicine, and other reliable healthcare websites were also used. Citations and abstracts identified by the search were assessed in order to identify relevant articles.

RESULTS

The results presented were extracted from case studies, journal articles, and different websites from diverse sources, including consulting companies. Assessment of various healthcare systems were compared to illustrate the utility of Facebook.

A marketing consulting firm, Verasoni, conducted a study in partner with Simon Associates Management, on how hospitals across the U.S. are using social media, particularly Facebook. The study was conducted during December 15, 2010 through January 12, 2011. This was an observational study of 120 hospitals ranging from academic medical centers, community hospitals and safety net hospital located in all 50 states. Of the 120 hospitals selected, all had some type of presence on Facebook, regardless of the type of institution or facility size.

DISCUSSION

Hospital perspective (secondary heading)

Facebook has been around for almost 10 years and healthcare organizations have just recently established a presence on the network. The majority of hospitals are not actively engaging in Facebook as only a few hospitals across the country are using it to its full potential. The hospitals that are fully utilizing Facebook are the top-ranked hospitals that have more attainable resources. Patients appreciate direct contact with healthcare providers and few physicians participate in discussion on Facebook. Physicians could be gaining referrals from patient's interaction on Facebook, contingent upon abiding HIPAA and employer social media guidelines.

CONCLUSION

Facebook use by healthcare suppliers can improve patient and staff communication, marketing coverage, and provider recognition. It is imperative for healthcare organizations to take advantage of the opportunities Facebook offers to remain current in the delivery of healthcare.

REFERENCES

1. List reference one, single-spacing the reference using no indentions. Insert one blank line between references one and two. DO NOT indent in the references.
2. List reference two then enter one blank line between references two and three.
3. Continue forward entering the remaining references using the same formatting style as described.
4. Lacson, S., Bradley, C., and Arkfeld, D. Facebook Medicine. *J Rheumatol*, 2009, 36 (1), 211.
5. Howell, W. Facebook Isn't Just for Status Updates or Playing Games Anymore. *Hosp Health Netw*. 2011, 85 (4), 13.
6. Moubarak, G., Guiot, A., Benhamou, Y., Benhamou, A., and Hariri, S. Facebook activity of residents and fellows and its impact on the doctor – patient relationship. *J Med Ethics*, 2010, 37(2), 101-104.

Format Style for Extended Abstract Submissions

TITLE (centered, Bold print, Times New Roman # 18 point font), (next enter one blank line)

Author(s) name, University/Organization (In italics Times New Roman #10 font, bold print, and centered on the page, list each author with one author per line, his or her university/organization affiliation. DO NOT use titles such as Dr., Mrs., or Mr., etc. After last authors name enter one blank line and draw a single line across the page.

ABSTRACT (insert one blank line below the line drawn across the page, then in all CAPS, in italics Times New Roman #10 font, bold print, and centered on the page type **ABSTRACT**), (next enter a single blank line)
Using full justification, single-spacing, Times New Roman #10 font type in abstract content (DO NOT use italics) limited to one page in length. Double-space between paragraphs with 0.5 inch indentation at the beginning of each paragraph. Enter a single blank line at the end of the abstract and draw a line across the page.

Below the line at the end double-space and enter the appropriate information pertaining to author(s).

SEE EXTENDED ABSTRACT EXAMPLE ON THE NEXT PAGE

FACEBOOK UTILIZATION IN HEALTH CARE DELIVERY

*Kent Willis, Marshall University
Bob Professor, Marshall University*

ABSTRACT

Facebook has become a worldwide social phenomenon, encompassing more than 800 million active users as of January 2012. Facebook is an inexpensive tool for healthcare organizations to help increase recognition, educate the public, and reach new patients and increase market share. A revolutionary way of sharing and communicating information, it can substantially influence healthcare services.

The methodology for this qualitative study was a literature review using case studies as well. The search was limited to sources published in the last ten years because Facebook did not exist before then. A total of 39 references were reviewed and selected for this research study.

The vast majority of hospitals had below 1,000 followers. The information typically presented on Facebook included but was not limited to patients' stories, expert opinions by medical professionals, details about what to expect from a particular test or procedure, and health tips. The most common interactive feature was photo-sharing. The majority of organizations connected their Facebook with YouTube videos and Twitter pages. In one in-direct case of Facebook utilization, Facebook helped physicians treat a patient in the Emergency Department.

The majority of hospitals are not actively engaging in Facebook. Facebook use by healthcare suppliers can improve patient and staff communication, marketing coverage, and provider recognition. This study was limited to the fact that there was little previous research on the utilization of Facebook by the healthcare establishment. The practical implication of this study was that more healthcare organizations, in particular hospitals, need to have a policy of social media for providers to follow. Physicians must adhere to all patient privacy and confidentiality and refrain from posting recognizable patient information online.

Kent Willis, Dr.PH.
College of Business, Graduate School of Management
Marshall University
Tel: 304-746-8967
Fax: 304-746-2063
willis23@marshall.edu

Additional author information as needed.

Good Luck. We look forward to seeing you at the conference. Should you have questions, please do not hesitate to contact Dan Friesner or Kelly Haugen (BHAA Program Chairs) or ????? (Proceedings Editor).

IMPORTANT: Do not forget to send your registration materials (with BHAA as primary affiliation) and conference registration payment (submitted online at <https://mbaainternational.org/>) !