

Providence Medical Center Hosts Visitor From Kenya

Carolina Asukuya from Kenya, Africa, visited Providence Medical Center Oct. 29 through Nov. 11, as part of a one-month visit to the United States to study personnel systems and procedures.

Asukuya will take the knowledge she gains back with her to Kenyatta National Hospital, where she is responsible for setting up a personnel program for the facility's 3,500 employees.



Carolina Asukuy

A 1,008-bed facility, Kenyatta Hospital recently made the transition from being government-owned and operated to being a semi-private institution. The personnel program that Asukuya will establish will be the first one the hospital's ever had.

Many of the personnel issues that face Caroline and the staff at Kenyatta are well known to health care professionals in the United States.

A shortage of nurses, for example, is a growing problem in Kenya. A burgeoning

population, the lure of higher-paying jobs at other institutions, and cuts in the numbers of new nursing students the colleges will accept are all factors contributing to a shortage of nursing personnel at Kenyatta Hospital, Asukuya explains.

One way Kenyatta Hospital is addressing the shortage is the addition of a new cadre, or position, equivalent to the nurses' aides we have in the United States.

Another familiar issue pressing on the African government and health care providers is that of treating patients who cannot pay for the medical care.

In Africa, everyone who works pays into and is covered by a national health insurance fund, much as we pay into Social Security in this country. The problem for health care providers arises, of course, with those who cannot or do not work who are unable to pay for their care. "We don't know yet how the government will choose to deal with this issue," Asukuya says.

A personnel concept applied at Providence that was new to Asukuya was the Equal Opportunity Employer program (EOE). While there are labor laws affecting employees, there is no program like EOE implemented in Africa, she explains.

Asukuya was pleasantly surprised by the people she met during her first visit to the United States. "I had heard that Americans are very friendly when they visit other countries, but not so friendly when you visit theirs," she said. "So I was surprised by how friendly and helpful everyone has been!"

After leaving Providence, Asukuya headed for Washington, D.C.



FUNDING--The first installment of a \$150,000 AT&T Foundation grant was presented recently to (right) Dr. M. Lucius Walker, Jr., Dean of Howard University's School of Engineering, by AT&T's Robert L. Ingram. The AT&T Foundation grant will be used by the School of Engineering for student scholarships, improvements to laboratory facilities and faculty attendance at technical seminars. In addition to this grant, AT&T also announced computer equipment and software donations to the Schools of Engineering and Business. Engineering will receive 4186,790 worth of equipment while Business will get equipment valued at \$164,567.

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Bernard Crowley Named Vice President Of CaliforniaCare For Blue Cross Of California

WOODLAND HILLS, CA--Bernard Crowley has been appointed vice president of Blue Cross of California's health maintenance organization (HMO), CaliforniaCare, according to an announcement by Ronald Williams, senior vice president of Marketing and Related Products for Blue Cross of California.



Bernard Crowley
Vice President, CaliforniaCare

"Bernard Crowley joins Blue Cross of California with extensive experience in the management of insurance organizations, particularly HMOs," Williams said. "His outstanding leadership will be essential in providing CaliforniaCare members with better service and health care coverage."

As vice president, Crowley is responsible for the overall administration of CaliforniaCare, which has reached more than 220,000 members since its inception in 1986.

Prior to joining Blue Cross, Crowley was senior vice president of IPA and Group Operations in Los Angeles for Cigna Health Plans, and vice president of the Central Division Operations in Dallas, Texas from 1984 to 1989. He has served in leadership roles at several other insurance companies, focusing primarily on the development and implementation of health maintenance organizations and preferred provider organizations. From 1980 to 1981, Crowley was on the board of directors for the Group Health Association of America.

Crowley received a bachelor's degree in secondary education from Southern Illinois University in 1971, and a master's degree in health organization and administration from the University of Cincinnati in 1972.

A native of Illinois, he has lived in California since 1986. Crowley currently lives with his wife and two children in Woodland Hills.

Founded in 1937, Blue Cross of California is a nonprofit organization providing health insurance coverage and Medicare benefits to 5 million Californians. Total health care benefits paid in 1988 exceeded 46 billion.

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