

Michele M. McGowan
Professor and Program Director
Undergraduate Healthcare Management Concentration
Graduate Health Care Administration

William G. McGowan School of Business
AACSB International Accredited
michelemcgowan@kings.edu

EDUCATION

2014	D.B.A., Accounting	Nova Southeastern University, Fort Lauderdale, Florida
1995	M.S., Taxation	King's College, Wilkes-Barre, Pennsylvania
1988	B.S., Accounting	University of Scranton, Scranton, Pennsylvania
1986	B.S., Chemistry-Business	University of Scranton, Scranton, Pennsylvania

LICENSES/CERTIFICATIONS

Certified Public Accountant (CPA); Pennsylvania license #CA063742
Certified Internal Forensic Healthcare Auditor (CIFHA)
 Credential of the American Institute of Healthcare Compliance (AIHC)
Certified Healthcare Financial Professional (CHFP)
 Credential of the Healthcare Financial Management Association (HFMA)
Fellow of the Healthcare Financial Management Association (FHFMA)

ACADEMIC APPOINTMENTS

King's College; Wilkes-Barre, Pennsylvania (AACSB accredited)

2021 – present	Professor, Healthcare Administration
2018 – present	Graduate Program Director, Healthcare Administration
2015 – 2021	Associate Professor, Healthcare Administration
2005 – 2015	Assistant Professor, Healthcare Administration
2001 – 2004	Instructor, Accounting

EMPLOYMENT

Prudential Retirement Services; Moosic, Pennsylvania

1997 – 1998	Compliance and Technical Support
1995 – 1996	Tax, Accounting and Systems Support
1993 – 1994	Business Process Improvement
1991 – 1993	Operations Review

Prudential Insurance Company of America; Newark, New Jersey

1989 – 1991	Corporate Tax Division
1988 – 1989	Group Healthcare Auditing Division

Specialty Restaurant Corporation; Anaheim, California

1987 – 1988	Divisional Auditor
1986 – 1987	Unit Auditor

PUBLICATIONS

Refereed Journal Articles

- 2021 Lincoln, K., Lopez, J., & McGowan, M. (2021). Addressing systematic causes of physician burnout: Improving joy in work. *The Guthrie Journal*, 73(1).
<https://www.guthriejournal.org/2021/03/15/addressing-systemic-causes-of-physician-burnout-improving-joy-in-work-3/>
- 2021 McGowan, M. M. & Beaupré, J. (Winter, 2021). The unaffordable, Affordable Care Act. *Journal of Health Care Finance*, 47(Special Feature 1), 19-20.
- 2020 McGowan, M. (2020) Internal Medicine Associates: Decision analysis in an evolving healthcare environment. *IMA Educational Case Journal (IECJ)*, 13(3), 1-6. [2019 IMA Summer Case Writing competition, 3rd place]
- 2020 McGowan, M. & Branche, D. (2020). Developing a social marketing plan to address wicked problems: A tool for transforming learning. *Journal of Health Administration Education*, 36(4), 373-382.
- 2018 McGowan, M. M., Chan, S. H., Yurova, Y. V., Lui, C., & Wong, R. M. K. (2018). The influence of institutional regulatory pressure on nonprofit hospital audit quality. *Journal of Governmental & Nonprofit Accounting*, 7(1), 1-23. doi:10.2308/ogna-52327
- 2017 McGowan, M., Jones, W., & Lohin, J. (2017). Putting together the proper pieces: An exercise examining the picture of governing board diversity. *Journal of Health Administration Education Special Issue Discussing the Dimensions of Diversity*, 34(2), 345-356.
- 2017 Healey, B., McGowan, M., Marchese, M., & Evans, T. (2017). Development of a new strategy to reduce the incidence of chronic diseases and their complications. *Academy of Business Disciplines Journal*, 10(1), 12-23.
- 2016 McGowan, M. M., Healey, B. J., & Evans, T. M. (2016). Cost-effectiveness analysis: Extending dental care coverage to Medicare beneficiaries. *Journal of Economics and Economic Education Research*, 17(3), 193-200.
- 2016 McGowan, M. M., & Boscia, M. W. (2016). Opening more than just a bag: Unlocking the flowchart as an effective problem-solving tool. *Journal of Health Administration Education*, 33(1), 211-219.
- 2010 Healey, B. J., & McGowan, M. (2010). The enormous cost of medical errors. *Academy of Health Care Management Journal*, 6(1), 17-24.
- 2009 Boscia, M. W., & McGowan, M. M. (2009). Developing and accessing student information literacy competency. *Developments in Business Simulation & Experiential Learning*, 36, 267-269.
- 2008 Kile, J., Healey, B. J., & McGowan, M. (2008). Charging for medical telephone care. *Academy of Health Care Management Journal*, 4(1), 57-68.
- 2007 Costello, B. M., Healey, B. J., & McGowan, M. (2007). The prescription for good health may not be found in access to the health care system. *Academy of Health Care Management Journal*, 3(1-2), 29-48.

Conference Proceedings

- 2018 Healey, B. J., McGowan, M., & Evans, T. (2018). Control diabetes, save Medicare. *Institute for Global Business Research Conference Proceedings*, 2(1), 136-141.
- 2016 McGowan, M. M., Healey, B. J., & Evans, T. M. (2016). Cost-effectiveness analysis: Extending dental care coverage to Medicare beneficiaries. *Proceedings of the Academy of Economics and Economic Education*, 19(1), 2-9.
- 2015 Healey, B., Marchese, M., McGowan, M., & Miller, A. (2015). Rational health care reform: Providing dental coverage for the Medicare population. *Proceedings of the Business Studies Academy*, 7(2), 18-21. [student-faculty collaboration]

- 2015 McGowan, M., Kramer, W., & Healey, B. (2015). Overcoming barriers to veteran mental health care through the use of post-secondary education support services. *Proceedings of the Business Studies Academy*, 7(2), 22-26. [student-faculty collaboration]
- 2014 McGowan, M., Yurova, Y., & Chan, S. (2014). Audit firm size and audit quality in nonprofit hospitals: Evidence from Circular A-133 audits. *Proceedings of the Academy of Accounting and Financial Studies*, 19(1), 19-24.
- 2009 McGowan, M., & Healey, B. J. (2009). The enormous cost of medical errors. *Proceedings of the Academy of Health Care Management*, 6(2), 27-30.
- 2008 Kile, J., Healey, B. J., & McGowan, M. (2008). Charging for medical telephone care. *Proceedings of the Academy of Health Care Management*, 5(1), 9. [student-faculty collaboration]
- 2008 Marchese, M., McGowan, M., & Healey, B. J., (2008). Innovation in the expansion of health education programs. *Proceeding of the International Conference on Health Care Systems*, (2008), 126-135.
- 2007 Costello, B., Healey, B. J., & McGowan, M. (2007). The prescription for good health may not be found in access to the health care system. *Proceedings of the Academy of Health Care Management*, 3(2), 1-5. [Distinguished research award]

Manuscripts in Process

Morristown Memorial Hospital: The Nonprofit Property Tax Exemption Debate, a case study accepted to the North American Case Research Association Annual Conference, October 2020, with Barry Williams and Joe Lohin.

Certification-embedded education programs: A vision to elevate performance. Target journal: *Journal of Health Administration Education*

AWARDS AND HONORS

- 2021 King's College; 20 Year Service Award
- 2021 The Honorable Max and Tillie Rosenn Award for Faculty Excellence
- 2020 Association of University Programs in Health Administration Annual Meeting, Poster Session Award Winner; 1st place
- 2019 Institute of Management Accountants Educational Case Journal Summer Case Writing Competition; 3rd Place
- 2019 Beta Gamma Sigma; The International Business Honor Society
- 2016 King's College; 15 Year Service Award
- 2014 Delta Epsilon Iota; Academic Honor Society
- 2014 Sigma Beta Delta; International Honor Society for Business, Management, and Administration
- 2013 Association of University Programs in Health Administration Annual Meeting, Poster Session Award Winner; 3rd place
- 2011 King's College; 10 Year Service Award
- 2008 Association of University Programs in Health Administration Annual Meeting, Poster Session Award Winner; 2nd place
- 2007 Allied Academies Fall Conference: Distinguished Research Award

GRANTS AND FELLOWSHIPS

- 2020 King's College Service-Learning Grant
- 2019 King's College Service-Learning Grant
- 2018 King's College Service-Learning Grant
- 2017 King's College Service-Learning Grant
- 2017 King's College Summer Research Grant

2016 King's College Center for Excellence in Learning and Teaching Innovation Grant

INVITED TALKS

- 2020 Association of Programs in Health Administration (AUPHA) Virtual Panel Session: *Pivoting to 100% Online Learning*
- 2019 TecBRIDGE Innovation Conference 3: Smart Machines and Materials; Scranton, PA
Talk title: *Smart machines in healthcare – teaching the management side of major investments*
- 2019 NEPA Learning Conference; Scranton, PA
Talk title: *Don't be sheepish about learning! Striving and thriving in a learning organization*
- 2018 Northeastern Pennsylvania Chapter of the Healthcare Financial Management Association
Talk title: *Healthcare in China and Saudi Arabia*. A presentation with King's Healthcare Administration International Students

CONFERENCE ACTIVITY/PARTICIPATION

Papers Presented

- 2021 McGowan, M. & Quosigk, B. *Liquidity and Availability of Resources of Not-for-Profit Healthcare Systems: The Implementation of ASU 2016-14*. American Accounting Association Governmental & Nonprofit Midyear Meeting.
- 2021 McGowan, M., Sakelaris, V., & Mehrotra, S. *The Stories of Women are All Around Us, Let's Illuminate Them!* Kings/Wilkes Gender Studies Conference.
- 2020 McGowan, M. *Capital Investment Decision Making for Medical Technology: Looking Beyond the Traditional Finance-Based Perspective*. American Accounting Association Teaching, Learning and Curriculum Conference.
- 2020 McGowan, M., Lohin, J., Williams, B. *Morristown Memorial Hospital: The nonprofit property tax exemption debate*. North American Case Writing Association Conference
- 2019 Li, H., & McGowan, M. *Did the Affordable Care Act reduce racial/ethnic and gender disparities in healthcare? A literature review*. Global Landscapes Conference. [student-faculty collaboration]
- 2019 Eckman, S., & McGowan, M. *A global perspective on vaccine hesitancy*. Global Landscapes Conference. [student-faculty collaboration]
- 2019 McGowan, M., Saracina, T., & Hickman, M. *Integrating healthcare into the accounting curriculum through a capital investment decision making simulation*. Sharpen Your Teaching Skills Session, American Accounting Association (AAA) Southeast Region Meeting.
- 2018 McGowan, M. *Lorenzo's Oil: Critical-thinking, problem-solving and the scientific method in action!* Sharing Best Teaching Practices. AAA Southeast Region Meeting.
- 2018 Healey, B., McGowan, M., & Evans, T. M. *Control diabetes: Save Medicare*. Institute for Global Business Research.
- 2018 Ortolani, D., and McGowan, M. *The impact of teeth whitening on oral health related quality of life in adult patients*. Global Landscapes Conference. [student-faculty collaboration]
- 2018 Tennesen, R., & McGowan, M. *Reducing costs and carbon footprints: Future anesthesia plans to address environmental concerns*. Global Landscapes Conference. [student-faculty collaboration]
- 2018 Gajula, R., & McGowan, M. *Dental anxiety and self-esteem*. Global Landscapes Conference. [student-faculty collaboration]
- 2017 McGowan, M., Saracina, T., & Witek, L. *Internal Medicine Associates: The going concern of independent physician practices in an era of healthcare reform*. AAA Southeast Regional Meeting. [student-faculty collaboration]

- 2017 McGowan, M. *If you build it, will it be financially feasible? A capital investment decision making simulation.* Global Landscapes Conference.
- 2017 Healey, B., Marchese, M., & McGowan, M. *Improving health by talking more and testing less.* Allied Business Academies International Conference.
- 2016 McGowan, M. M. *Cost accounting will save healthcare.* Association of University Programs in Health Administration (AUPHA) Annual Meeting.
- 2016 Maresca, G. & McGowan, M.M. *Community Paramedicine: Principles, Practices and Benefits.* *Global Landscapes Conference.* Wilkes-Barre, Pennsylvania. [student-faculty collaboration]
- 2016 Thomas, K., & McGowan, M. M. *Medically supervised heroin injection centers.* Global Landscapes Conference. [student-faculty collaboration]
- 2016 Zeoli, K., McGowan, M. M., & Healey, B. J. *Utilization of health promotion programs: Reducing the global burden of chronic disease.* Global Landscapes Conference. [student-faculty collaboration]
- 2015 McGowan, M., Chan, S., Yurova, Y., & Liu, M. *The influence of institutional regulatory pressure on the audit quality of nonprofit hospitals.* AAA Annual Meeting.
- 2015 McGowan, M., & Saracina, T. *Accounting for healthcare sustainability: Patient care, planet protection and bottom line resuscitation.* AAA Southeast Regional Meeting.
- 2015 Kramer, W., & McGowan, M. *Educational attainment: A pathway to veteran's health outcomes.* Global Landscapes Conference. [student-faculty collaboration]
- 2014 Kopco, N., & McGowan, M. *The case for healthcare sustainability: Healing patients, safeguarding the planet, and resuscitating the bottom line.* Global Landscapes Conference. [student-faculty collaboration]
- 2009 Healey, B. J., Kile, J., & McGowan, M. *Use of marketing tools to increase the use of colorectal cancer screening in Luzerne County, Pennsylvania.* American Public Health Association Annual Meeting. [student-faculty collaboration]
- 2009 Bosica, M. W., & McGowan, M. M. *Developing and accessing student information literacy competency.* Association for Business Simulation and Experiential Learning Annual Conference.

Panel Sessions

- 2020 New Views Panel - *Experiences of a global case-writing collaborative in a time of disruption.* North American Case Research Association Conference
- 2019 Panel moderator - *Non-Profit healthcare philanthropy, what's profit have to do with it? Mission and margin in health care.* Horizons of Business Education Conference; King's College.
- 2019 Panel member - *A SWOT analysis on accounting for entrepreneurs.* AAA Southeast Region Meeting.
- 2018 Panel member - *The need for technology education and training to prepare accounting students for technology intensive careers.* AAA Southeast Region Meeting.
- 2014 Panel member - *Reality bytes: A collaborative discussion on the infusion of virtual reality teaching tools.* AUPHA Annual Meeting.

Poster Sessions

- 2020 McGowan, M. *Certification-embedded education programs: A vision to elevate performance.* AUPHA Virtual Annual Meeting. [Poster Session Award Winner, 1st place]
- 2019 Hickman, M., McGowan, M., & Saracina, T. *Strategies for teaching business ethics: Do religiously based institutions have a higher calling?* AAA Southeast Region Meeting.
- 2018 McGowan, M. M., & Senyigit, Y. B. *The usefulness of the statement of cash flows in analyzing not-for-profit hospital financial performance.* AAA Annual Meeting.
- 2018 McGowan, M. M. *Engagement, innovation, impact: Using a service-learning project to address the opioid epidemic.* AUPHA Annual Meeting.

- 2018 Jones, W., Branche, D. D., & McGowan, M. M. *Students' experiences and outcomes: Narratives of engagement in social marketing*. AUPHA Annual Meeting.
- 2016 McGowan, M. *Evolution hospital tax-exemption: From Rev. Rul. 69-545 to IRS Code §501(r)*. AUPHA Annual Meeting.
- 2015 McGowan, M., Saracina, T., & Godfrey, E. *Teaching global accounting concepts to local students*. AAA Southeast Regional Meeting.
- 2013 McGowan, M. *Opening more than just a bag*. AUPHA Annual Meeting. [Poster Session Award Winner, 3rd place]
- 2012 McGowan, M., & Hosseini, H. *The transformation of non-profit hospitals to for-profit: Embracing the social, economic, and educational impact of this change*. AUPHA Annual Meeting.
- 2010 McGowan, M., & Boscia, M. *From account classification to financial statement preparation: An exercise to teach students to conceptualize rather than memorize*. AUPHA Annual Meeting.
- 2008 McGowan, M., & Boscia, M. *Diagnosing and developing student information literacy competencies in the health care administration program*. AUPHA Annual Meeting. [Poster Session Award Winner, 2nd place]
- 2009 McGowan, M. *Modeling transformational leadership in the classroom*. AUPHA Annual Meeting.

Campus or Departmental Talks

- 2018 *Audit quality and the cost of debt capital for nonprofit hospitals*. King's College Center for Excellence in Teaching (CELT) Faculty Development Day.
- 2017 *If you build it, will it be financially feasible? A capital investment decision making simulation*. King's College CELT Innovation in Teaching Grant Presentation.
- 2016 Discussion on James Lang's *Small teaching: Practical strategies to help your students succeed*. King's College Faculty Development Day.

TEACHING EXPERIENCE

Graduate: Healthcare Financial Management, Managerial Accounting for Healthcare Administration, Healthcare Operations Management, Total Quality Management in Health Care, Quantitative Business Methods for Health Care, Research Methodology, Health Law, Healthcare Marketing and Branding, Strategic Management in Health Care, Healthcare Economics, Introduction to Health Services Systems, Health Care Administration Capstone Project

Undergraduate: Introduction to Financial Reporting, Introduction to Management Control and Planning, Advanced Managerial Accounting, Tax Accounting, Accounting Information Systems, Introduction to Financial Accounting II, Advanced Accounting, Accounting Policy & Professional Responsibility, Production/Operations Management, Financial Management, Healthcare Finance

Delivery methods include face-to-face, on-line, and blended learning
Familiarity with 2U, Moodle, and Blackboard learning management systems

SERVICE TO PROFESSION

International Journal of Services and Standards

2020 – present Editorial Board Member

Journal of Health Care Finance

2020 – present Guest editor for a special edition

Northeastern Pennsylvania Chapter of the Healthcare Financial Management Association

2021 – present Treasurer

2020 – present Board Member
2019 – present Membership Committee Member

Association of University Programs in Health Administration

2020 – present Finance, Economics & Insurance Faculty Forum, Chair-Elect
2013 – present First-Time Conference Attendee/New Member Mentor
2014 – 2016 Finance, Economics & Insurance Faculty Forum, Chair
2012 – 2014 Finance, Economics & Insurance Faculty Forum, Chair-Elect
2011 – 2012 Finance, Economics & Insurance Faculty Forum, Vice-Chair
2012 – 2012 Body of Knowledge Project (Finance, Economics & Insurance), Team Co-Leader

American Accounting Association

2017 – 2019 Annual Meeting, Forensic Accounting Section Liaison
2015 – present Annual Meeting, Paper Reviewer and Discussant
2017 – present Southeast Region Meeting, Paper Reviewer and Discussant
2017 – 2017 Teaching, Learning and Curriculum Section Midyear Colloquium, Reviewer

Journal/Book Manuscript Peer Review

2017 – present Journal of Accounting Education
2011 – present Health Administration Press
2008 – present Journal of Health Administration Education

COLLEGE SERVICE

Faculty Governance

2020 – 2021 Tenure and Promotion Committee, Chair
2019 – present Tenure and Promotion, Third-Year Review Committee
2017 – present Tenure and Promotion Committee, Division D Representative
2016 – 2017 Faculty Benefits Committee, Chair
2015 – 2016 Faculty Benefits Committee, Chair-Elect
2015 – 2017 Faculty Council, Faculty Benefits Committee Representative
2015 – 2017 Institutional Planning & Resource Committee, Faculty Benefits Committee Representative
2006 – 2009 Faculty Council, Division D Representative
2001 – 2002 Curriculum and Teaching Committee, Division D Representative

Other

2019 – present Holy Cross Day of Service
2016 – 2016 Adjunct Faculty Excellence in Teaching Award, Committee Member
2014 – 2019 Global Landscapes Conference, Session Chair and Discussant
2013 – 2015 Strategic Planning Working Group, Camps and Workshops
2013 – 2015 Strategic Planning Working Group, Online Education
2013 – 2014 Faculty Volunteer for Freshman Orientation Activities
2011 – 2012 Academic Orientation Session Leader
2011 – 2012 Presidential Inauguration – Procession Subcommittee Member

SCHOOL AND DEPARTMENTAL SERVICE

2018 – present Graduate Healthcare Administration Program, Program Director
2018 – present Upsilon Phi Delta, the national honor society for graduate and undergraduate students in healthcare administration programs, Advisor
2017 – present Eastern Pennsylvania Healthcare Executive Network, an independently chartered chapter of the American College of Healthcare Executives, Program Liaison
2016 – present School of Business, Assurance of Learning Committee Member

- 2011 – present Healthcare Administration Graduate Program, Internship Advisor
- 2011 – present Healthcare Administration Graduate Program, Capstone Project Advisor
- 2005 – present Healthcare Administration Graduate Program, Student Advisor
- 2018 – 2019 The Horizons of Business Education, Conference Planning Committee Member
- 2018 – 2019 Healthcare Administration Faculty Search Committee
- 2013 – 2014 School of Business, Critical Thinking Assurance of Learning
- 2009 – 2010 Preparation of CAHME Accreditation Self-Study Documentation

COMMUNITY INVOLVEMENT/OUTREACH

Board Membership

Northeastern Pennsylvania Healthcare Foundation

- 2011 – present Board Member
- 2021 – present Careers in Care Scholarship Committee Member
- 2020 – present Investment Committee Member
- 2013 – 2015 Grants Committee Chair

Woman's Golf Association of Glenmaura National Golf Club

- 2015 – 2016 Chair
- 2013 – 2015 Chair-elect

Mercy Healthcare Foundation, Mercy Hospital; Scranton, Pennsylvania

- 2009 – 2011 Board Chair
- 2007 – 2008 Board Vice-Chair
- 2006 – 2007 Board Member

Mercy Hospital; Scranton, Pennsylvania

- 2009 – 2011 Mission and Governance Committee of the Board of Directors, Mercy Healthcare Foundation Representative

Other

- 2015 – 2017 Northeastern Pennsylvania Genealogical Society, Treasurer
- 2007 – 2014 Monsignor Andrew J. McGowan Cornerstone Award, Board Member

Committee Membership

- 2015 – present Scranton Area Community Foundation Women in Philanthropy, Healthcare Impact Circle
- 2016 – 2019 Geisinger SpringBoard Healthy Scranton, Scranton Healthy Food Access
- 2014 – 2016 Glenmaura National Golf Club Women "Fore" Women Charity Golf Tournament
- 2014 – 2015 Scranton Area Community Foundation Women in Philanthropy, Planning Committee
- 2014 – 2014 Scranton School for Deaf & Hard of Hearing Children, 5th Anniversary Planning Committee
- 2008 – 2010 Luzerne County Pennsylvania Colorectal Cancer Task Force

Community Volunteer

- 2007 – present Family-to-Family Thanksgiving Food Basket Program, Volunteer
- 2010 – 2017 Boy Scouts of America, Troop 316, Adult Leader
- 2009 – 2016 Janet Rothenberg Memorial Gymnastics Meet, Assistant Meet Director

PROFESSIONAL MEMBERSHIPS

- American Accounting Association (AAA)
- American College of Healthcare Executives (ACHE)

American Institute of Certified Public Accountants (AICPA)
American Institute of Healthcare Compliance (AIHC)
Association of University Programs of Health Administration (AUPHA)
Healthcare Financial Management Association (HFMA)
Institute of Management Accountants (IMA)
Medical Group Practice Management (MGMA)
North American Case Research Association (NACRA)
Pennsylvania Institute of Certified Public Accountants (PICPA)