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Spring 2015

## PUBH 6534 - Health Policy and Management (Online)

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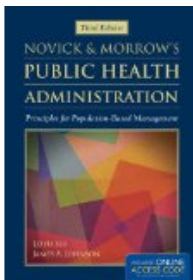
Georgia Southern University  
Jiann-Ping Hsu College of Public Health

**PUBH 6534: Health Policy and Management**  
Spring 2015

|                               |   |
|-------------------------------|---|
| <b><u>Instructor:</u></b>     | <b>Bettye Apenteng, PhD</b>   |
| <b><u>Office:</u></b>         | Hendricks Hall 2010   |
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| <b><u>Office Hours:</u></b>   | By appointment (email me to schedule)   |
| <b><u>Folio Address:</u></b>  | <a href="https://georgiasouthern.desire2learn.com/d2l/home">https://georgiasouthern.desire2learn.com/d2l/home</a> |
| <b><u>Class Meets:</u></b>    | Online  |

**Prerequisites:** None

**Catalog Description:** The course provides a comprehensive introduction and overview to public health management and administration. The course context is based on managerial decision making and the practical knowledge, tools, processes and strategies required by organizational management. This course overviews the basics of administration, including public health law, human resources management, budgeting and financing, health information management, performance measurement and improvement, ethics, leadership, communication, media relations, and legislative relations in public health; introduced as processes are strategic planning, program development and evaluation, budget preparation, and constituency building for collaboration. Emerging areas of public health policy and management are also discussed as contexts to apply practical knowledge, tools and strategies.



**Required Text:** *Novick & Morrow's Public Health Administration: Principles for Population-Based Management, 3<sup>rd</sup> Edition*, by Leiyu Shi and James A. Johnson. Publisher: Jones & Bartlett. 2014.

**Secondary Text:** Additional articles, supplemental materials, and URLs/website addresses will be supplied by the instructor during the course.

**Course Credit:** This is a three-credit hour course.

**Course Delivery Platform:** Online

**M.P.H. Health Policy and Management Core Competencies:** Upon graduation a student with an MPH in Health Policy and Management should be able to:

1. Define the main components and issues of the organization, financing and delivery of public health systems in the US.
2. Describe the legal, values and ethical dilemmas in public health that are inherent in efforts to control cost, while assuring access and quality of services for the public.
3. Define the methods of ensuring community health safety and preparedness.
4. Compare the policy development, assessment, and evaluation process for improving the health status of populations.
5. Describe the principles of program development, management, budget preparation with justification and evaluation as related for public health initiatives.
6. Define principles of strategic planning, quality improvement, and marketing in public health practice.
7. Define quality, cost benefit and performance improvement concepts to address organizational performance issues in public health.
8. Define how "systems thinking" can contribute to solving public health organizational problems.
9. Demonstrate health policy and management effectiveness using appropriate channels and technologies.
10. Compare leadership skills for building partnerships in public health.
11. Define trends in planning, resources allocation, and financing and their effects on consumers, providers, and payers in public health.
12. Compare the economic, professional, social and legislative influences on public health systems in the US.
13. Define population and individual ethical considerations in relation to benefit, cost and burden of public health programs.
14. Compare the potential impacts of policy and management on the conduct of public health research and practice.

**Course Objectives:** Upon completion of the course students should be able to:

1. Define the main components and issues of the organization, financing and delivery of public health systems in the US. (1, 11)
2. Describe the legal principles, values and ethical dilemmas in public health. (2)
3. Describe health policymaking process, including policy formulation, implementation, modification and assessment. (4)
4. Describe the principles of performance and evidence-based management as related to public health initiatives. (7, 12)
5. Define principles of strategic planning and marketing to public health. (6)
6. Define how "systems thinking" can contribute to the solving public health organizational problems. (8)
7. Demonstrate leadership skills for building partnerships in public health. (10)

8. Define principle concepts and the core functions of public health and how these concepts and functions interact and made operational at different governmental and nongovernmental levels. (1, 8)
9. Demonstrate an understanding of core concepts related to healthcare quality and safety and their impact on cost and delivery of services. (4, 7)

**Academic Integrity:** Students are expected to follow guidelines outlined in the *Student Conduct Code 2013-2014* policy regarding academic dishonesty. Any student found in violation of academic honesty will receive a grade of 'F' for the course. It is the student's responsibility to familiarize him/herself with the student policies and expectations set forth in the *GSU Student Conduct Code 2013-14*. The handbook can be found at <http://deanofstudents.georgiasouthern.edu/conduct/wp-content/uploads/sites/3/2013-2014-SCC-8.19.13.pdf>. You are also expected to follow guidelines set forth in the entire JPHCOPH Student handbook: <https://docs.google.com/file/d/0B2ms15eoGveqOHIEUW53X0ZSWVE/edit>

**Academic Misconduct:**

Academic Misconduct according to GSU's policy includes (but is not limited to):

***Cheating***

- a) submitting material that is not yours as part of your course performance;
- b) using information or devices that are not allowed by the faculty;
- c) obtaining and/or using unauthorized materials;
- d) fabricating information, research, and/or results;
- e) violating procedures prescribed to protect the integrity of an assignment, test, or other evaluation;
- f) collaborating with others on assignments without the faculty's consent;
- g) cooperating with and/or helping another student to cheat;
- h) demonstrating any other forms of dishonest behavior.

***Plagiarism***

Plagiarism is defined as, "*appropriating and putting forth as one's own the ideas, language, or designs of another*" (The Living Webster, 1975), and it is strictly forbidden. Written and oral presentations must be a student's own work. Students plagiarizing or cheating in any form will face disciplinary action which could result in failure of this course, or suspension or expulsion from the University. Copying from written materials, presentations, websites, etc. without source acknowledgement and reference is plagiarism. *Read it, appreciate it, learn from it, and make sure you source it – and then reflect it with your own thoughts and words!*

Plagiarism according to GSU's policy includes (but is not limited to):

- a) directly quoting the words of others without using quotation marks or indented format to identify them;
- b) using sources of information (published or unpublished) without identifying them;
- c) paraphrasing materials or ideas without identifying the source;
- d) unacknowledged use of materials prepared by another person or agency engaged in

the selling of term papers or other academic material.

If you are uncertain about what constitutes plagiarism, please contact the Instructor. If you are accused of either cheating or plagiarism by a JPHCOPH faculty, the policy, as per the Student Affairs website

(<http://deanofstudents.georgiasouthern.edu/conduct/resources/faculty/academic-dishonesty/>) will be enforced.

### **Students with Special Needs and Disabilities:**

If you have needs that require assistance from the instructor, please contact the instructor during the first week of class so your needs can be met. Students with disabilities and special needs should contact the Student Disabilities Resource Center (SDRC) as soon as possible:

*Student Disabilities Resource Center (SDRC):*

<http://studentsupport.georgiasouthern.edu/sdrc/>

**Class Participation & Attendance Policy:** Class participation is an integral part of the learning process. Students will be expected to remain current with the readings, contribute to discussion of the week's topics, have completed the current week's assignments, ask questions, make comments, and agree/disagree with the professor and peers. You are responsible for any material covered or distributed online, including any announcements, so please check the course folio page regularly. Federal regulations require attendance be verified prior to distribution of financial aid allotments.

### **Course Requirements**

This course assumes substantial and informed student participation. General discussion of theory and practice is encouraged and expected of all students. *At a minimum*, being informed requires class engagement, completion of assigned readings and projects, and attention to health care news and world events. Thoughtful participation is important and will be reflected in part in the final grade. Failing to participate meaningfully in class discussions or project presentations will result in a lower grade.

### **Course Requirements:**

- **Quizzes:** Students will also complete 1 course orientation quiz and 3 content quizzes. Content quizzes will assess whether the student completed all the assigned readings for that week. There **will be no make-up quizzes** if a student fails to complete a quiz.
- **Discussion Posts:** Discussion is an integral component of this course. Students will be asked to respond to 6 discussion questions over the course of the semester. Additionally, for each discussion question, they are also required to respond to the posts of at **least one** other colleague. At the end of the week, students are required to submit a written summary or synopsis of the week's discussion for grading. Synopsis should be limited to 150 words. Initial posts are due on the Thursday of

the week in which discussion is due. Synopsis is due on the Sunday of the week in which discussion is due.

- **Assignments:** Students will complete 4 graded assignments. Instructions for each assignment as well as grading rubric will be provided in Folio.
- **Policy Paper.** Students will complete a health policy analysis paper. Topic choices will be provided by the instructor or chosen by the student with instructor approval. The manuscript must **be 5-10 pages, double spaced, and include at least 5 reference citations.** Full instructions and guidance on content and format will be provided in Folio.
- **Midterm and Final Examinations:** The first midterm examination will cover material assigned and/or discussed in class through the first half of the semester. The final examination will cover material assigned and/or discussed in class through the semester
- **Group Presentation:** Students will work in small groups (instructor will assign groups at the beginning of the semester) students in the class will work in small groups of their choosing over the course of the semester to expand their understanding of a chosen health care program or policy (approved by the Instructor). Students will evaluate the success of the program or the policy based on evidence from the literature. The group will work together to research the issue and develop a thorough but succinct presentation on the subject matter. One **narrated** PowerPoint presentation appropriately formatted and sourced which reflects the work of the entire group will be required of all groups. Group members should be prepared to take questions from the class and the Instructor. All students in a given group will earn the same grade for the presentation. **A rubric outlining the expectations of this assignment will be provided.** More details on this assignment will be provided as the semester progresses.
- **Class Participation:** Students are also encouraged to interact and engage in discussions on course content with the instructor and peers, using discussion assignments as well as the “General Discussion Section” in Folio. Class participation will be evaluated based on the quality and frequency of such interactions.

**Instructor Response Times:**

- Email: Within 48 hours
- Discussion posts: Within 48 hours
- Assignment grades: Within a week of submission date.
- Midterm and Final Examination grades: Within a week of submission date.
- Group Presentation grades: Within a week of submission date.
- Policy Paper grades: Within 2 weeks of submission date.
- Exceptions: Response times on weekends may vary.

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|------------------------|--|------|
| <b><u>Grading:</u></b> | Discussion Posts & Class Participation | 10%  |
|                        | Quizzes                                | 5%   |
|                        | Assignments                            | 5%   |
|                        | Midterm                                | 25%  |
|                        | Final Exam                             | 25%  |
|                        | Policy Paper                           | 15%  |
|                        | Group Project                          | 15%  |
|                        | Total                                  | 100% |

|                              |         |   |   |
|------------------------------|---------|---|---|
| <b><u>Grading Scale:</u></b> | 90-100% | = | A |
|                              | 80-89%  | = | B |
|                              | 70-79%  | = | C |
|                              | 60-69%  | = | D |
|                              | 0-59%   | = | F |

For calculation of your final grade, all grades above will be included.

**Make-up Exams and Late Assignments:** Make-up exams are not provided, except in hardship cases which should be discussed in advance with the Instructor. Any assignment turned in late will be lowered one letter grade for each day the assignment is late. There will be no scheduled make-up times for exams or paper presentations. If a student cannot take an exam or complete an assignment within the scheduled time, they must consult with the Instructor prior to the scheduled due date.

There are times when extraordinary circumstances occur (e.g., serious illness, death in the family, etc.). In such circumstances, and/or if you need additional time to satisfactorily complete any course requirement, please consult with the professor within a reasonable amount of time. *Nota Bene:* Extensions are not guaranteed and will be granted solely at the discretion of the professor. **NO EXTRA CREDIT PROJECTS WILL BE ASSIGNED!**

### **Syllabus**

The course syllabus and schedule of topics provide a general plan for the course; deviations may be made by the Instructor as necessary. Refer to Folio for specific reading requirements for each week. Any changes to the syllabus will be announced in advance. Additional reading materials may be required and made available to students via Folio or other means. In addition, as noted in the “Course Requirements” section above, students are expected to independently access and be familiar with health care issues and topics as presented in various media.

## Course Schedule, Topics and Assignments

| Week                       | Dates          | Topic   | Readings & Activities                             | Assignment   |
|----------------------------|----------------|---|---|--|
| <b>1</b><br><b>Online</b>  | 1/12 –<br>1/18 | Course Orientation<br>Introduction to Health and<br>Health Policy                             | Folio Course<br>Orientation<br>Module<br>Module 1 | 1. Course Orientation<br>Quiz.<br>2. Introduce Yourself<br>3. Discussion 1 |
| <b>2</b><br><b>Online</b>  | 1/19 –<br>1/25 | The Context and Process of<br>Health Policymaking<br>Policy Formulation                       | Folio Module 2<br><br>Folio Module 3              | 1. Discussion 2<br><br>2. Discussion 3                                     |
| <b>3</b><br><b>Online</b>  | 1/26 –<br>2/1  | Policy Implementation<br>Policy Modification  | Folio Module 4<br>Folio Module 5                  | 1. Assignment 1<br>2. Assignment 2   |
| <b>4</b><br><b>Online</b>  | 2/2 –<br>2/8   | Public Health Management<br>Overview  | Folio Module 6                                    | 1. Quiz 1  |
| <b>5</b><br><b>Online</b>  | 2/9 –<br>2/15  | MIDTERM WEEK  | NO MODULE   | 1. <b><u>Midterm</u></b>   |
| <b>6</b><br><b>Online</b>  | 2/16 –<br>2/22 | Public Health Financial<br>Management   | Folio Module 7                                    | 1. Quiz 2<br>2. Policy paper topics<br>assigned or selected                |
| <b>7</b><br><b>Online</b>  | 3/2–<br>3/8    | Public Health Law and Ethics  | Folio Module 8                                    | 1. Discussion 4  |
| <b>8</b><br><b>Online</b>  | 3/8–<br>3/15   | Leadership and Strategic<br>Planning  | Folio Module 9                                    | 1. Assignment 3  |
| <b>9</b><br><b>Online</b>  | 3/16 –<br>3/22 | SPRING BREAK  | NO MODULE   | No Assignment  |
| <b>10</b><br><b>Online</b> | 3/23 –<br>3/29 | Public Health Human Resource<br>Management  | Folio Module 10                                   | 1. Discussion 5<br>2. Draft of Policy<br>Paper due                         |
| <b>11</b><br><b>Online</b> | 3/30 –<br>4/5  | Public Health Performance and<br>Evidence-based Management                                    | Folio Module 11                                   | 1. Discussion 6  |
| <b>12</b><br><b>Online</b> | 4/6 –<br>4/12  | Public Health Marketing<br><br>Communication and<br>Constituency Building in<br>Public Health | Folio Module 12<br><br>Folio Module 13            | 1. Policy Paper due<br><br>2. Quiz 3                                       |
| <b>13</b><br><b>Online</b> | 4/13 –<br>4/19 | Health Quality & Safety   | Folio Module 14<br><br>Folio Module 13            | 1. Assignment 4  |
| <b>14</b><br><b>Online</b> | 4/20 –<br>4/26 | Public Health Systems<br>Research and the Future of<br>Public Health                          | Folio Module 15                                   | No Assignment  |
| <b>15</b><br><b>Online</b> | 4/27 –<br>5/3  | GROUP PROJECTS DUE  | NO MODULE   | 1. Group<br>Presentations  |
| <b>16</b><br><b>Online</b> | 5/4 –<br>5/8   | FINALS WEEK   | NO MODULE   | <b>FINAL</b>   |



**Disclaimer:** The contents of this syllabus are as complete and accurate as possible. The instructor reserves the right to make any changes necessary to the syllabus and course material. The instructor will make every effort to inform you of changes as they occur. It is the responsibility of the student to know what changes have been made in order to successfully complete the requirements of the course.