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PUBH 6534 - Health Policy and Management

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Georgia Southern University
Jiann-Ping Hsu College of Public Health

PUBH 6534--Health Policy and Management
Fall 2016

Instructor:	**Julie Reagan, PhD, JD, MPH**
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Office Hours:	Tuesday 1:00 to 6:00 p.m.
Class Meets:	Monday and Wednesday 10:10 a.m. to 11:25 a.m.
	Info Technology (IT) Building, Room 2205

Prerequisites: None

Folio Address: https://georgiasouthern.desire2learn.com/d2l/home

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 Texts:

1. Longest, BB. Health Policymaking in the United States, 6th ed. By Health Administration Press. 2016. **Note:** Do not use an earlier edition! The 2016 version contains important updates.
2. Shi, L and JA Johnson. Novick & Morrow's Public Health Administration: Principles for Population-Based Management, 3rd Edition, 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: Face-to-face lecture. Class meetings will be a combination of lecture, class discussion, and active participation. Computer generated presentations utilizing Folio will be used to augment in-class lectures. You are encouraged to complete the recommended readings and activities (as listed in this syllabus and in Folio) prior to class lectures.

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 and marketing.

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 heath 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 Learning 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 U.S. (1)

2. Describe legal principles, values, and ethical dilemmas in public health. (2)

3. Describe health 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. (6)

6. Describe how "systems thinking" can contribute to solving public heath organizational problems. (8)

7. Demonstrate leadership skills for building partnerships in public health. (10)

8. Define principle concepts and core functions of public health and describe how these concepts and functions interact and are 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)

Assessment of Student Learning:

- **Readings & Assignments**: Textbook reading assignments are indicated in the course schedule below and in Folio. Additional assignments specific to each lecture will be posted in modules in Folio. Please follow the instructions for assignment completion posted within each module. **You are responsible for any additional materials provided online, so please check Folio regularly.**

- **Exams**. A total of 4 exams will be administered. Three of the exams will each be worth 20% of the final grade. A fourth exam, a comprehensive final, will be worth 25% of the course grade. The exams will consist of multiple choice questions. Exams will be given in class and will be open-book, open-notes. Notes, notebooks, and textbooks are allowed. Computers or other digital technology will <u>not</u> be allowed. The final exam will be comprehensive.

- **Writing Assignment :** You will be required to conduct research and draft a research paper on an assigned health policy topic. This assignment is worth 15% of the total grade. Specific instructions will be provided in class and in Folio.

- **In-Class Participation**: Class participation is an integral part of the learning process. This course requires 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 healthcare news. Thoughtful participation is important and will be considered for the final grade calculation.

- **Attendance Policy**: Federal regulations require attendance to be verified before distribution of financial aid allotments. Thus, attendance will be verified at the first class meeting. Students not attending the first class will be dropped from the class. Regular attendance throughout the semester is expected and will be considered for final grade calculations. A sign-in sheet will be available at each class.

Instructor Response Times:

- Email: within 24 hours (expect longer response times on weekends & holidays)
- Exams: within 1 week
- Writing Assignment: within 2 weeks

Grading:

Assignment	Percentage
Exam 1	20
Exam 2	20
Exam 3	20
Exam 4 (Comprehensive Final)	25
Writing Assignment	15
Total	100

Grading Scale:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
0-59%	=	F

Make-up Exams and Late Assignments: Late assignments will not be excused, and make-up exams will not be provided, except in cases of illness, injury, or extenuating circumstances. In such circumstances, or if you need additional time to satisfactorily complete any course requirement, please consult with the instructor within a reasonable amount of time.

Except in cases of extenuating circumstances and instructor approval, any assignment turned in late will be lowered one letter grade for each day the assignment is late.

Course Schedule, Topics and Assignments

Week	Dates	Module	Module Title	Textbook Readings	In Class Discussion
1	Mon 8/14	CO	Course Orientation	None	Course Orientation and Introductions
	Wed 8/16	1	Introduction to Health and Health Policy	Health Policymaking in the United States (HP): Chapter 1	Introduction to Health Policy
2	Mon 8/21	2	Authority of Governments to Make Policy	Public Health Administration (PHA): pp. 140-151	The Georgia Constitution; Case Studies
	Wed 8/23	3	Context and Process of Health Policy Making	HP: Chapter 2	Policy "Context" Examples
3	Mon 8/28			HP: Chapter 3	Policy "Process" Examples
	Wed 8/30	4	Policy Formulation	HP: Chapter 5	Policy Formulation "Agenda Setting" Examples
4	Mon 9/4		**Labor Day – No Class**	None	No class
	Wed 9/6	4, cont.	Policy Formulation, cont.	HP: Chapter 6	Policy Formulation "Legislation Development" Examples
5	Mon 9/11	5	Policy Implementation	HP: Chapter 7	Overview Of State and Federal Executive Agencies
	Wed 9/13			HP: Chapter 8	Policy Implementation Examples
6	Mon 9/18	6	Policy Modification .	HP: Chapter 9	Examples of Policy Modification: How all three Branches of Government can modify a policy
	Wed 9/20			HP: Chapter 4	The Role of Courts in Policy Modification
7	Mon 9/25		None	None	Game: You're a Health Policy Expert

	Wed 9/27	E1R	Exam 1 Review	None	**Exam 1 (Modules 1-6)**
8	Mon 10/2	7	Overview of Public Health Administration	PHA: Chapter 1	No Class
	Wed 10/4	8	Public Health Administration & Practice Framework	PHA: Chapter 4	Healthy People 2020
9	Mon 10/9	WA	Writing Assignment	None	Explanation of Writing Assignment
	Wed 10/11	9	Professionalism & Ethics	PHA: Chapter 6	Measles Vaccinations -- Ethics
10	Mon 10/16	10	Public Health Law	PHA: Chapter 7	Measles Vaccinations -- Law
	Wed 10/18	11	Financial Management	PHA: Chapter 9	No Class
11	Mon 10/23	12	Public Health Workforce & Human Resource Management	PHA: Chapters 10-11	Careers in Public Health; Sample Public Health Workforce Job Postings
	Wed 10/25	E2R	Exam 2 Review	None	**Exam 2 (Modules 7-12)**
12	Mon 10/30	13	Public Health Leadership	PHA: Chapter 12	Who are the public health leaders? What attributes do they have?
	Wed 11/1	14	Strategic Planning	PHA: Chapter 16	HHS 2014-2018 Strategic Plan https://www.hhs.gov/about/strategic-plan/index.html
13	Mon 11/6	15	Performance Management	PHA: Chapter 17	No Class -- APHA
	Wed 11/8	16	Engaging Communities & Constituency Building	PHA: Chapter 18	No Class -- APHA
	Sun 11/12		**Writing Assignment due by 11:30 p.m.**		

					CDC's Gateway to Health Communication & Social Marketing Practice https://www.cdc.gov/healthcommunication/audience/index.html
14	Mon 11/13	17	Marketing	PHA: Chapter 21	
	Wed 11/15	ER3	Exam 3 Review	None	**Exam 3 (Modules 13-17)**
15	Mon 11/20		Thanksgiving Holiday	None	No Class
	Wed 11/22		Thanksgiving Holiday	None	No Class
16	Mon 11/27	18	Healthcare Quality & Safety	PHA: Chapter 26	Patient Safety & Quality Example: Johns Hopkins Medicine http://www.hopkinsmedicine.org/patient_safety/
	Wed 11/29	19	Public Health Systems Research	PHA: Chapter 20, pp. 431 to 434	No Class
17	Mon 12/4	FER	Final Exam Review	None	Final Exam 3:00 -- 5:00 p.m.

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.

Academic Integrity: Students are expected to follow the 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 become familiar with the *Student Conduct* Code.
Students are also expected to follow the guidelines set forth in the JPHCOPH Student Handbook.

- GSU Student Conduct Code: http://deanofstudents.georgiasouthern.edu/conduct/wp-content/uploads/sites/3/2013-2014-SCC-8.19.13.pdf.
- JPHCOPH Student Handbook: https://docs.google.com/a/georgiasouthern.edu/file/d/0B2ms15eoGveqOHlEUW53X0ZSWVE/edit.

Texting and Use of Cell Phones (and Other Technologies)
Please do not text in class or use your cell phone during class! Texting during class (or in a meeting) is disruptive and rude…at least to me. My preference is that you put cell phones away during class meetings so they are not a source of temptation.

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 instructor's consent;
    g. Cooperating with and/or helping another student to cheat; and/or
    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 properly cite the source – and then reflect on 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, the policy, as per the Student Affairs website (http://deanofstudents.georgiasouthern.edu/conduct/resources/faculty/academic-dishonesty/), will be enforced.