

## **Course Description**

This course provides a foundation for the study of the healthcare landscape as a complex, dynamic, value based, operational system with the core tenet of patient centered care. The course emphasizes achievement of competencies, which enables learners to maximize both the value they add to their respective organizations and the efficiency with which they do so. Content areas include: evolving health care delivery systems, population health initiatives, value-based healthcare, key healthcare policy legislation, consumerism, cultural competency and quality of care metrics. Evidenced based strategies are used to engage and challenge learners to foster the development of confident, competent managers for healthcare systems. The course is delivered in person and via the University's web-based learning platform. An array of traditional and web-based resources, exercises, as well as supplemental resources, are utilized to teach related concepts.

## **Credits/Modes of Instruction**

This three (3) credit graduate-level, web-based course is delivered via the Moodle web platform: <http://moodle.rutgers.edu>. A host of resources related to the course content, structure and delivery can be found at the course "landing page" in Moodle. These include instructional information on navigating Moodle, the syllabus (course goals, objectives, grading, etc), weekly module content, as well as assignments. The evidence of learning outcomes attainment shall be demonstrated by students' achievement of an average grade of "B" or higher on weekly discussions, a mid-term and final exam as well as a final paper and other ad hoc assignments. Students can expect to spend 15- 20 or more hours per week on this course - some weeks more, some weeks less.

## **Prerequisites**

All learners are required to have earned a minimum of a bachelor's degree from an accredited four-year college or university in the US; with minimum of 3-years full-time experience in health care and either be aspiring towards or currently in a supervisory or managerial capacity.

## **Course Goals and Objectives:**

### **Goals**

To introduce current and aspiring healthcare managers to the fundamental principles and forces that drive the changing healthcare landscape.

## **Objectives**

Explain the basic tenets and characteristics of the United States (US) Health care system.

Compare and contrast comparative healthcare systems within the US and beyond to illuminate best industry practices.

Evaluate the economic, social and legislative, policy changes impact on population health and public health systems in the US.

Examine the differences and practical management implications of public vs private and for profit vs non-profit healthcare systems.

Explain the concept of consumerism and how it drives healthcare delivery today.

Review governance within health care organizations and throughout the US health care system.

Describe the complexity, dynamic nature and uniqueness of transcultural healthcare in terms of workforce, environment, and societal expectations.

Examine major legislation and policies which help shape the healthcare landscape, including the Patient Protection and Affordable Care Act of 2010.

Describe specific ways in which health managers can identify, evaluate, synthesize and utilize evidence-based resources.

Explain the changing trends in health care marketing and its importance to the long-term success of health care organizations.