

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

The course introduces students to the multifaceted concepts of population health as it relates to health care management including medical care, health care policy, the determinants of health, and sociopolitical factors. Major topics include: health care policy and reform, health behavior change, data analytics for population disease management, workplace health, and translation of effective research into practice. Special emphasis will be placed on developing basic skills relevant to community assessment and health promotion strategies. Assignments and discussions provide opportunities to apply epidemiological analysis techniques with an emphasis on assessment of challenges and benefits of population-based interventions.

Course Overview:

In this course, students will examine the growth and need for a population health approach for addressing the challenges of promoting a healthy population in the twenty-first century. Students will learn about the current approaches toward wellness, why they are not working, and what needs to change to improve population health outcomes in the United States and create a culture of health and wellness within health organizations and the community. Students will learn about the roles that policy, technology, research, and marketing can play in improving population health and the importance of theories that underpin health behavior. Students will gain an understanding of the social determinants of health, health disparities, and the significance of health promotion programs in identifying risk factors and formulating preventive strategies. Through course content, readings, class discussion, critical thinking exercises, mastery exercises, and a portfolio program, students will become familiar with the primary issues and challenges facing population health. At the conclusion of the course, students will conduct a health assessment and analysis of their community and propose interventions for mitigating a pervasive population health issue.

Course Learning Outcomes:

1. Discuss the concepts and principles of population healthcare and their impact on the U.S. healthcare system.
2. Assess a population health program for targeted communities and the solutions for addressing population health needs.

3. Evaluate the social, economic, political, and cultural determinants that impact the population's health outcomes.
4. Assess how the recent transition to value-based health can promote population health initiatives and programs.
5. Analyze the role of community engagement in the development of population health programs.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Nash, D. B., Fabious, R. J., Skoufalos, A., & Clarke, J. L. (2016). *Population health: Creating a culture of wellness* (2nd ed.). Burlington, MA: Jones & Bartlett. ISBN-13: 9781284047929

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapters 1, 2, & 4 in *Population Health: Creating a Culture of Wellness*
- Golden, S., Maruthur, N., Mathioudakis, N., Spanakis, E., Rubin, D., Zilbermint, M., & Hill-Briggs, F. (2017). The case for diabetes population health improvement: Evidence-based programming for population outcomes in diabetes. *Current Diabetes Reports, 17*(7), 51. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5553206/>
- Levine, M., & Fraser, M. (2018). Elements of a comprehensive public health response to the opioid crisis. *Annals of Internal Medicine.*

- Naccarella, L., Butterworth, I., & Moore, T. (2016). Transforming health professionals into population health change. *Journal of Public Health Research*, 5(1), 643.

Discussion (25 points)

Critical Thinking: Title (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Chronic Disease Infographic

As a part of a series of infographics, you have been asked to develop the first infographic to feature on your healthcare organization's website. The infographic will visualize vital information about the problem to those in your community. The infographic should include the most current state data for your place of residence that is available to you. Strive for data that is published within the past five years.

1. Create an infographic that presents statistical data on one chronic disease that is impacting your county or state (e.g., cancer, diabetes, hypertension, etc.). sections of the infographic should include:
 - a. Data on the incidence rates of newly diagnosed cases the chronic disease during a specified year.
 - b. The prevalence of actual number of cases at a specific period of time in general and by gender and race.
 - c. The most current mortality rates that are available to you for the chronic diseases in general and by gender and race that are impacting your county or state.
 - d. Use a chart or graph to support your information.
2. Prepare one to two additional pages of narrative that include the following:
 - a. An analysis of the data presented within the fact sheet.
 - b. A discussion on how a population-health approach could be used to address existing or potential healthcare disparities gleaned from your research.
 - c. A description of an initiative implemented at the local, state, or national level that addresses one of the health issues presented in the fact sheet.
3. Support your thinking with at least two credible sources (e.g., industry white papers or peer-reviewed journals, for example) in addition to the course textbook and the source of the data. The CSU-Global Library is a good place to find your sources.
4. Your paper must follow the requirements in the CSU-Global Guide to Writing and APA.
5. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Option #2: Chronic Disease Needs Statement for Grant Proposal

You are employed by a nonprofit health community clinic that is applying for grant funding to support its chronic disease prevention program for chronic diseases that impact your county or state. You have been asked to prepare the Need Statement for the grant. The Need Statement provides facts and evidence to the support the need for the project you are proposing.

Compose a Need Statement that addresses the following:

1. Problem Description: What is the problem? Who does it affect? When and Why?
 - a. Provide statistical data on the chronic diseases that is impacting your county or state (e.g. cancer, diabetes, hypertension, etc.).
 - b. Include data on the incidence rates of newly diagnosed cases of each chronic disease during a specified year and the prevalence of actual number of cases at a specific period of time.
 - c. Identify who this problem affects the most, disparities, and other population trends in the disease.
 - d. Include data on mortality rates for each disease. Present this information in the form of a table or chart that is included within the body of Need statement, not to exceed one page.
2. Problem Recognition: Why is this a problem? How does it affect the community? What other community stakeholders might see this as a problem?
3. Problem Implications: What will happen to the population and the community if the chronic disease is not solved?
4. Problem urgency: Why the issue needs to be addressed now?
5. Population health approach: Discuss how a population-health approach could be used to address existing or potential healthcare disparities gleaned from your research.
6. Initiative to address: Describe an initiative implemented at the local, state, or national level that addresses one of the health issues discussed.

Your assignment must:

- Be two to three pages in length, not including the required title and references pages.
- Be supported by at least two peer-reviewed or well-respected industry sources, in addition to the course textbook. The CSU-Global Library is a good place to find your sources. Be sure to include your sources used on the required references page.
- Be formatted according to the CSU-Global Guide to Writing and APA.
- The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Portfolio: Project Reminder (0 points)

Options #1 and #2:

This week review the Portfolio Project in the Module 8 folder. You have two options to choose from but you will complete only one. This week decide which option you will choose.

In weeks 3 and 5, you will complete a Portfolio Milestone corresponding to the Portfolio option you choose to complete.

Note that the CSU-Global Library offers you many research and writing tools, including the Healthcare Research Guide.

Module 2

Readings

- Chapters 3, 5, & 15 in *Population Health: Creating a Culture of Wellness*
- Courtemanche, C., Marton, J., Ukert, B., Yelowitz, A., & Zapata, D. (2018). Early effects of the Affordable Care Act on health care access, risky health behaviors, and self-assessed health. *Southern Economic Journal*, 84(3), 660-691.
- Egen, O., Beatty, K., Blackley, D., Brown, K., & Wykoff, R. (2017). Health and social conditions of the poorest versus wealthiest counties in the United States. *American Journal of Public Health*, 107(1), 130-135.
- Krisenberg, K. (2016). Income inequality: When wealth determines health: Earnings influential as lifelong social determinant of health. *The Nation's Health*, 46(8), 1,16-17.

Discussion (25 points)

Critical Thinking: Title (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Health Policymaking in the United States (Handout)

A group of college students from Canada, France, and the United Kingdom participate in the international internship exchange program at the hospital where you work, and they are learning more about population health in the United States.

On several occasions, the students have expressed a desire to learn more about why a wealthy country such as the United States does not offer universal healthcare coverage to its residents. The students argue that the people in their countries are healthier than Americans, that their citizens live longer, and that their countries pay less per capita on healthcare than the United States.

Because you are a recent graduate of CSU-Global with a degree in healthcare management and are a newly promoted member of the management staff, the CEO has asked that you take the lead in ensuring that questions posed by the interns are addressed.

Through your course in population health, you understand that healthcare policies in the United States are influenced by many factors. You have decided to prepare a two- to three-page handout using a table format* that explains some of the historical, political, legal, cultural, and economic influences that shape healthcare policies relevant to population health in the United States.

- Consider information presented both in your textbook and that you uncover in your research.
- The handout should consist of a two-column table. List the following factors in column one and a detailed explanation of each in column two. See example below*.
- The table should include in-text citations and a reference page. Support your assignment with at least three credible sources in addition to the course textbook. At least one source must be peer-reviewed. The CSU-Global Library is a good place to find these sources.
- The submission should be two to three pages in length, not including the required title and reference pages.
- Format your submission according to the CSU-Global Guide to Writing and APA.
- The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company, and industry information.

***Example of two-column table**

FACTOR:	EXPLANATION:
Historical	
Political	
Legal	
Cultural	
Economical	

Option #2: US Healthcare Policy Introduction Webinar

A group of college students from Canada, France, and the United Kingdom participate in the international internship exchange program at the hospital where you work, and they are learning more about population health in the United States.

On several occasions, the students have expressed a desire to learn more about why a wealthy country such as the United States does not offer universal healthcare coverage to its residents. The students argue that the people in their countries are healthier than Americans, that their citizens live longer, and that their countries pay less per capita on healthcare than the United States.

Because you are a recent graduate of CSU-Global with a degree in healthcare management and are a newly promoted member of the management staff, the CEO has asked that you take the lead in ensuring that questions posed by the interns are addressed.

Through your course in population health, you understand that healthcare policies in the United States are influenced by many factors. You have decided to record a webinar consisting of 8-10 slides that explains how the following five factors that shape healthcare policies in the United States are relevant to population health: historical, political, legal, cultural, and economical factors.

Directions:

Develop a brief webinar presentation for your colleagues:

1. **Create a high-level slide deck:** The slide deck should consist of the following slides (each slide should be high-level bullet/sub-bulleted information):
 - Introduction
 - Overview
 - At least one slide for each factor (5)
 - Include 3-5 bulleted points to discuss on each slide.
 - Works referenced page
 2. **Record audio for supporting information:** Use your computer audio or phone to record an audio file that accompanies your high-level slide deck and provides more detail on each slide.
 - Briefly, discuss why this policy discussion is important.
 - Discuss more detail on each bullet point such as the description and implications of each factor for health policy.
 - Provide examples from the text, readings, or your own research that support your bulleted points.
 - During the presentation, discuss at least three credible sources and how they support your main points (cite these at the end).
- Consider information presented both in your textbook and that you uncover in your research.
 - Support your assignment with at least three credible sources in addition to the course textbook. At least one source must be peer-reviewed. The CSU-Global Library is a good place to find these sources. (The presentation should include in-text citations and a reference page for these.)
 - The submission should be eight to ten slides in length, not including the required title and reference slides and your audio file as an attachment.
 - Your presentation should follow professional design principles, using color, font, and graphics effectively. Follow CSU-Global Visual Presentation Tips.
 - You may use PowerPoint or another program (e.g., Google, SlideRocket, or Prezi) to create your presentation. If you use an online tool, include in a Word document any information necessary for your instructor to access your presentation and upload this with your presentation.
 - The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Module 3

Readings

- Chapters 6, 7, & 8 in *Population Health: Creating a Culture of Wellness*
- Lee, J., Lee, D., Kim, K., Shim, J., Sung, E., Kang, J., & Hwang, J. (2017). Development of tailored nutrition information messages based on the transtheoretical model for smartphone application of an obesity prevention and management program for elementary-school students. *Nutrition Research and Practice, 11*(3), 247-256. Retrieved from

<https://www.synapse.koreamed.org/search.php?where=aview&id=10.4162/nrp.2017.11.3.247&code=0161NRP&vmode=FULL>

- Muench, F., & Baumel, A. (2017). More than a text message: Dismantling digital triggers to curate behavior change in patient-centered health interventions. *Journal of Medical Internet Research, 19*(5), E147.

Discussion (25 points)

Portfolio Milestone (20 points)

Choose the option that corresponds to that of the final Portfolio Project you have decided to complete. (If you have not yet decided, go to the Module 8 folder to review those two options for your final project.) Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Community Needs Assessment and Program Planning

In Week 1, you were asked to review the Portfolio Project options in the Module 8 folder to choose which option you would like to complete. If you have not done so, you must do that now. You will complete the Milestone option that corresponds to the Portfolio option you have chosen.

For Portfolio Project option 1 deliverables:

1. View the Module 8 video on The Basics of Good Project Management.
2. Visit the website Community Toolbox.
3. Write one page on the two to three major “takeaways” from the above activities that you believe will be helpful in preparing for your Portfolio Project Option #1.
4. Format your submission according to the CSU-Global Guide to Writing and APA.
5. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Option #2 Confronting the Top Issues Facing Hospitals

In Week 1, you were asked to review the Portfolio Project options in the Module 8 folder to choose which option you would like to complete. If you have not done so, you must do that now. You will complete the Milestone option that corresponds to the Portfolio option you have chosen.

For Portfolio Project option 2, complete the following:

1. View the video Key players in cultivating health.
2. Read the Becker’s Hospital Review article Breaking down siloes to facilitate responsive population health management.
3. Write one page on the two to three major “takeaways” from the above activities that you believe will be helpful in preparing for your Portfolio Project Option #2.
4. Format your submission according to the CSU-Global Guide to Writing and APA.
5. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Module 4

Readings

- Chapters 9, 10, & 11 in *Population Health: Creating a Culture of Wellness*

- Castro, E., Van Regenmortel, T., Vanhaecht, K., Sermeus, W., & Van Hecke, A. (2016). Patient empowerment, patient participation and patient-centeredness in hospital care: A concept analysis based on a literature review. *Patient Education and Counseling, 99*(12), 1923-1939.
- Dennis, S., & Short, S. (2018). Patient safety and safety culture in primary health care: A systematic review. *BMC Family Practice, 19*(1), 1-12.
- Kessler, C., Tsipis, N., Seaberg, D., Walker, G., Andolsek, K., & Herzog, M. (2016). Transitions of care in an era of healthcare transformation. *Journal of Healthcare Management, 61*(3), 230-242.

Discussion (25 points)

Critical Thinking: (90 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Concept Map for Patient Health Advocacy and Assistance

Develop a concept map that illustrates and analyzes patient advocacy and assistance for both the consumer and provider. The concept map should include:

1. The importance and drivers for patient advocacy for consumers.
2. The importance and drivers for patient advocacy for healthcare organizations/providers.
3. The benefits of patient advocacy and assistance for each stakeholder.
4. The challenges and potential obstacles for each stakeholder. Use shapes and arrows to group ideas and link concepts.
5. Write a 1-2 page summary that discuss how your concept map illustrates the relationship of these concepts and why it is important.
6. Include in-text citations in the body of the outline and cite them on the reference page. Use two to three credible sources. The CSU-Global Library is a good place to find these sources.
7. Format your entire paper according to the CSU-Global Guide to Writing and APA.
8. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Option #2: Patient Advocate Introduction Training Presentation

You have been charged with developing an introductory presentation for a new group of patient advocates at a large healthcare organization. Develop a slide deck for the introduction to the training that:

1. Describes why patient advocacy and assistance is important.
2. Illustrates the benefits and challenges of patient advocacy for both consumers and healthcare organization.
3. Defines transition of care, why it's important, and its relationship to patient care.
4. Identifies and describes a model that the organization has selected to support patient advocacy and transitions of care.
 - Describe 2-3 benefits of the model for the patient.
5. Evaluate one way in which patient advocacy and assistance is supported by the Patient Protection and Affordable Care Act.
6. The presentation should include 8-10 slides.
7. Include in-text citations in the body of the outline and reference these on the reference page. Use two to three credible sources. The CSU-Global Library is a good place to find these sources.

8. Your assignment must be written according to the CSU-Global Guide to Writing and APA.
9. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Module 5

Readings

- Chapter 12, 13, & 14 in *Population Health: Creating a Culture of Wellness*
- Casey, J., Schwartz, B., Stewart, W., & Adler, N. (2016). Electronic health records and population health research. *Frontiers in Public Health Services & Systems Research*, 5(5), 15-22.
- Handmaker, K., & Hart, J. (2015). 9 steps to effective population health management: The success of an accountable care organization ultimately depends on the extent to which it intelligently deploys technology solutions for data analytics, care team workflows, and patient engagement to improve population health while reducing costs. *Healthcare Financial Management*, 69(4), 70-76.

Discussion (25 points)

PORTFOLIO PROJECT MILESTONE (20 points)

Complete the option that corresponds to that of the Portfolio Project you have chosen to complete (see the Portfolio Project description in the Module 8 folder). Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Bibliography, Community Needs Assessment

Submit a bibliography of at least two peer-reviewed sources and two other sources (industry-related, textbook, statistics, etc.) that you will use to locate state, national, or global health data for the Module 8 Portfolio Project, Option #1.

Review the complete requirements of the Portfolio Project Option #1 in the Module 8 folder.

- Format your submission according to the CSU-Global Guide to Writing and APA.
- The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Option #2: Bibliography, Confronting the Top Issues Facing Hospitals

Submit a bibliography of at least two peer-reviewed sources and two sources that you will use to locate information for the Module 8 Portfolio Project, Option #2.

Review the complete requirements of the Portfolio Project Option #2 in the Module 8 folder.

- Format your submission according to the CSU-Global Guide to Writing and APA.
- The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Module 6

Readings

- Chapters 16 & 20 in *Population Health: Creating a Culture of Wellness*

- Elia, J., & Rouse, M. J. (2016). Do workplace wellness programs work? *Plans & Trusts*, 34(5), 12-17.
- Grossmeier, J., & Hudsmith, N. (2015). Exploring the value proposition for workforce health: Business leader attitudes about the role of health as a driver of productivity and performance. *American Journal of Health Promotion*, 29(6), TAHP2-5.

Discussion (25 points)

Critical Thinking: Title (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Updating Your Workplace Wellness Strategy

Read the article: Is it Time to Rethink Your Employee Wellness Strategy?

Your organization has approximately 6,000 employees and offers a wellness program that only includes physical wellness. The Vice President of Human Resources has been reading that the future of employee wellness is more holistic and includes other areas of wellness, such as emotional wellness, and wants to update the Employee Wellness Strategy to reflect it.

To begin planning for this update, the Human Resources VP has asked you to prepare a brief Strategy Report that provides objective insight into the future of workplace wellness programs.

Because you have taken a course in population health, you recognize that such a program would benefit not only the employees, but also the organization, community, and society as a whole.

Directions:

1. Prepare a strategic report for the VP that includes three major sections:
 - Section 1: Economic effects of preventable health conditions. This section should address costs and work place implications associated with preventable health conditions.
 - Section 2: The business case for a health and wellness program. This section should emphasize the value of workplace wellness programs to employee, employer, and population health and include information on return on investment or ROI.
 - Section 3: Future workplace trends. This section should discuss future trends for wellness programs and the related implications for population health.
 - Recommendation: Make a recommendation for at least one new wellness area where the company should expand and describe why it is important.
2. Each of the three sections of the report must be supported with at least one peer-reviewed research article, for a minimum total of three credible sources. In addition to the peer-reviewed articles, you may use other credible sources. (Note: You may not use the article linked in this assignment as one of your required sources.) The CSU-Global Library is a good place to find your research sources.
3. Include a brief introduction and a conclusion.
4. Your paper must be two to three pages in length, not including the required title and reference pages.

5. Format your entire assignment according to the CSU-Global Guide to Writing and APA.
6. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Option #2: Updating Your Workplace Wellness Strategy

Read: Is it Time to Rethink Your Employee Wellness Strategy?

Your organization has approximately 6,000 employees and offers a wellness program that only includes physical wellness. The Vice President of Human Resources has been reading that the future of employee wellness is more holistic and includes other areas of wellness, such as emotional wellness, and wants to update the Employee Wellness Strategy to reflect this.

To begin planning for this update the Human Resources VP has asked you to prepare a brief Strategy Slide deck for presentation to that provides informs on the overall benefits of workplace health and provides objective insight into the future of workplace wellness programs.

Because you have taken a course in population health, you recognize that such a program would bring benefit to not only the employees, but also to the organization, community, and society as a whole.

Directions:

1. Prepare a slide presentation that includes three major sections:
 - Section 1: Economic effects of preventable health conditions. This section should address costs and work place implications associated with preventable health conditions.
 - Section 2: The business case for a health and wellness program. This section should emphasize the value of workplace wellness programs to employee, employer, and population health and include information on return on investment or ROI.
 - Section 3: Future workplace trends. (This section should discuss future trends for wellness programs and the related implications for population health.)
 - Recommendation: Make a recommendation for at least one new wellness area where the company should expand and describe why it is important.
2. Each of the three sections of the presentation must be supported with at least one peer-reviewed research article, for a minimum total of three credible sources. In addition to the peer-reviewed articles, you may use other credible sources. (Note: You may not use the article linked in this assignment as one of your required sources.) The CSU-Global Library is a good place to find your research sources. Be sure to cite your sources and to include a reference slide.
3. The presentation must be eight to ten slides in length not including the required title and reference slides.
4. Your presentation should include an introduction and a conclusion.
5. Use professional design, including images, color, and a variety of fonts. The presentation should be visually appealing and align with the CSU-Global Visual Presentation Tips.
6. Format your presentation according to the requirements in the CSU-Global Guide to Writing and APA.
7. You may use PowerPoint or another program (e.g., Google, SlideRocket, or Prezi) to create your presentation. If you use an online tool, include any information necessary for your instructor to access your presentation in a Word document and upload with your presentation.

8. The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.

Module 7

Readings

- Chapters 17 & 18 in *Population Health: Creating a Culture of Wellness*
- Nowak, G., Shen, A., & Schwartz, J. (2017). Using campaigns to improve perceptions of the value of adult vaccination in the United States: Health communication considerations and insights. *Vaccine, 35*(42), 5543-5550.
- Sampogna, G., Bakolis, I., Evans-Lacko, S., Robinson, E., Thornicroft, G., & Henderson, C. (2017). The impact of social marketing campaigns on reducing mental health stigma: Results from the 2009–2014 Time to Change programme. *European Psychiatry, 40*, 116-122. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0924933816301109>

Discussion (25 points)

Module 8

Readings

- Chapter 19 in *Population Health: Creating a Culture of Wellness*
- Gorst, S., Gargon, E., Clarke, M., Smith, V., & Williamson, P. (2016). Choosing important health outcomes for comparative effectiveness research: An updated review and identification of gaps. *PloS ONE, 11*(12), E0168403.
- Hansen, R., Williamson, M., Stevenson, L., Davis, B., & Evans, R. (2017). Disseminating comparative effectiveness research through community-based experiential learning. *American Journal of Pharmaceutical Education, 81*(1), 1-12.

Discussion (25 points)

Portfolio Project (310 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission. Each option has two Portfolio Milestones (preliminary deliverables) due in Weeks 3 and 5. Visit those module folders for details on these assignments. You should complete the same option # of Milestone as you do Portfolio Project.

Option #1: Community Needs Assessment

Developing a population health program begins with identifying and understanding the need and planning. With the passage of the Affordable Care Act in 2010, non-profit hospitals are required to complete a community health needs assessment (CHNA) every 3 years as part of the new community benefits requirements. The CHNA can then underpin a plan for the program, including a logic model as a visualization of that program plan.

Read: Wahowiak, L. (2017). Community needs assessments leading to better outcomes: ACA requirement fortifying health. *The Nation's Health, 47*(4), 1-8. Retrieved from <http://thenationshealth.aphapublications.org/content/47/4/1.4>

There are two Portfolio Milestones (preliminary deliverables) for this assignment, due in Weeks 3 and 5. Please visit those module folders to read about the details of each of those Milestone assignments.

Complete the following three parts in a paper of eight to ten pages in length. Other requirements are listed below.

For this paper choose one of the top five health issues that affect your community as indicated by supporting data. Use the most local data available to you (e.g., city, county). If local data are not available to you, use state-level data.

For more information on developing a (CHNA) see the Health Research & Educational Trust's Engaging Patients and Communities in the Community Health Needs Assessment Process.

Part 1: Data Collection and Analysis (3-4 pages)

Quantitative Data

Quantitative Data supports your needs assessment through identifying the disease and mortality trends that are most salient.

1. Collect and describe quantitative data on the health status of your community's population.
 - What are the incidence and prevalence of this disease in your state?
 - Where does this rank with the other top 5 diseases in mortality rate?
 - Include insightful data on the problem of the disease topic by race, gender, and other demographic characteristics.
 - Provide at least one graphic, chart, or table that shows your data.
2. Analyze how your state compares with national data and data from another country relative to the disease topic on mortality and morbidity.

Qualitative Data

Qualitative data supports your needs assessment by providing in-depth information and context to some of the key health issues.

1. Collect and describe qualitative data from three community stakeholders who can provide you qualitative insights.
 - **Identify 3 stakeholders in your community from different perspectives** (e.g., doctor, community health director, patient) who you can interview to get qualitative information to support your needs assessment. Describe the role, experience in population health, their organization, and value as a stakeholder.
 - **Conduct a brief interview with your three stakeholders** by asking them 5 questions on the health issue you chose. You may interview these stakeholders in person, over the phone, or by email. (Be sure to ask in a professional manner and let them know you are a CSU Global student and that the information is for a class project).
 - **Question Guide:** Use the questions below to guide your interview. You may ask more.
 1. When considering [*disease topic*], what are the three to five most important needs for our community?
 2. Why are these needs the most important?

3. What factors in our community may contribute to *[disease topic]* being such one of the top five diseases burdens (e.g., housing, transportation, poverty, disease burden)?
 4. What resources already exist to address the identified community needs surrounding *[disease topic]*?
 5. What resources are still needed to address the identified community need surrounding *[disease topic]*?
2. Analyze the results by comparing and contrasting the responses in a table (see below). Identify themes and commonalities between the stakeholder responses.

Question	Stakeholder 1	Stakeholder 2	Stakeholder 3
3-5 most important needs surrounding <i>[disease topic]</i>			
Why are these needs the most important?			

Part 2: Logic Model (3-4 pages)

Here you will begin to develop your program strategy on this disease by developing a logic model.

1. Develop a strategy for reducing the burden of the disease in your community and present it as a visual using a logic model. Visit: Developing a Logic Model or Theory of Change. Your logic model should include a purpose, context, inputs/resources, activities, outputs, and effects/impacts relative to how the proposed initiative will work and the intended outcomes of the initiative. The logic model should be presented on one page and included in The Rasumssen Library and Learning Services of the paper as an exhibit.
2. The logic model should reflect on concepts covered in the course, such as preventive strategies, social determinants of health, health disparities, health promotion, healthcare quality and costs, chronic care management, marketing concepts, etc.
3. You may create a logic model or locate a template on the internet. There are a number of videos on the internet about this. Here is one that provides A Brief Introduction to Program Logic Models.

Part 3: Logic Model Narrative (2-3 pages)

1. Prepare a narrative that explains the logic model.
2. Support the narrative with at least two peer-reviewed, scholarly articles.

Requirements:

- The complete paper should consist of the data analysis (including the qualitative table), logic model, and logic model narrative for a total of eight to ten pages, excluding the required title, Appendix, and reference pages.

- You must include at least eight credible sources, five of which must be peer-reviewed, scholarly sources (you may not use the textbook as one of your scholarly sources). The CSU-Global Library is a good place to find your sources. (Be sure to reference your sources on a references page.)
- Format your entire paper according to the CSU-Global Guide to Writing and APA.

Option #2: Confronting the Top Issues Facing Hospitals

There are two Portfolio Milestones (preliminary deliverables) for this assignment, due in Weeks 3 and 5. Please visit those module folders to read about the details of each of those Milestone assignments.

As the healthcare paradigm shifts from treating illness toward preventing illness, providers are challenged to adopt new models of care delivery and to embrace evolving concepts of value-driven reimbursement strategies. Moreover, healthcare providers must give increased attention to the need to improve healthcare in a manner that improves health outcomes across population groups and the entire nation as part of the population health approach.

There are a variety of challenges facing healthcare leaders. The Managed Healthcare Executive published the top 6 items to watch. Read the Top 6 Challenges Healthcare Executives Face in 2020.

For this assignment, you are tasked with discussing how the issues on this list relate to population health, analyzing why these challenges exist, discovering research-based proposed solutions to these challenges, and debating the pros and cons of each of these solutions.

The assignment consists of three parts.

Part 1: Identify Challenges (2-3 pages)

1. Choose five of the issues on the ACHE survey list and discuss 3-5 challenges surrounding each issue to analyze from a population health perspective.
2. Each challenge should be a sub-heading in this part of the paper. Present the challenge, describe it, and provide some history or background, based on credible research sources. If you need writing assistance, see the Writing Center in the CSU-Global Library.

Part 2: Analysis of Challenges (3-4 pages)

1. Explain each challenge you identified in Part 1 and provide a comprehensive discussion on why each has broad and far-reaching implications for improving the health of the U.S. population.
2. Use data and scholarly research to support your thinking and bolster your discussion.

Part 3: Proposed Solutions and Recommendations (3-4 pages)

1. Discuss how the population-health paradigm can contribute to solutions for each of the five ACHE survey issues you selected.
2. For each issue from the survey you discussed, make a specific recommendation you have identified in the research.
3. Create a table to analyze the recommendations that identifies the following components:
 - Pros and cons of this solution you have located.
 - Arguments for and against this solution.
 - Proponents or critics of this solution.
4. Narrative discussion of your analysis.

- Discuss your analysis from the table. This requires critical analysis. You will want to assess the solution as well as their detractors and supporters and any possible biases in each. You will want to think through how solutions would be implemented, funded, supported, and received by various stakeholders, such as medical professionals, government, and the public.

Requirements:

- The complete paper should consist of eight to ten pages, excluding the required title and reference pages.
- You must include at least eight credible sources, five of which must be peer-reviewed, scholarly sources. You may not use the textbook as one of your scholarly sources.
- The CSU-Global Library Guide has a research guide for Healthcare Management and Administration along with access to databases, videos, company and industry information.
- Format your entire paper according to the CSU-Global Guide to Writing and APA.

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
45% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

Citing Sources with APA Style

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.