

Syllabus

Course Overview

In this course, you will delve into the discipline of health economics and demonstrate how knowledge, tools, and principles from this area can be applied to the current and future needs of health care organizations. Your assessment work will focus on issues related to efficiency, effectiveness, value, and behavior in the production and consumption of health care. You will have the opportunity to examine current trends and historical perspectives in the health care industry to explain its unique economic structure, while applying critical thinking skills to analyze systemic impacts of the behavior of individuals, health care providers, public and private organizations, and governments. This course also requires you to evaluate and discuss current public policies and reimbursement systems and their impacts on the overall health care system.

Kaltura Activities

This course requires you to record a presentation using Kaltura or similar software. Refer to [Using Kaltura \[PDF\]](#) for more information about this courseroom tool. You will need an external or built-in microphone to record the audio for your presentation. Headsets with microphones are available for purchase at the [Capella University Bookstore](#).

Note: If you require the use of assistive technology or alternative communication methods to participate in these activities, please contact DisabilityServices@Capella.edu to request accommodations.

Course Competencies

(Read Only)

To successfully complete this course, you will be expected to:

- 1 Analyze the relevance of economic principles to health care markets, systems, and health care professionals.
- 2 Describe various markets within health care and their roles in delivering cost-effective care.
- 3 Explain the impact of health policy on health and health care from an economic perspective.
- 4 Identify potential improvements to current U.S. health care business delivery and practices by applying critical thinking and global perspectives.
- 5 Communicate in a manner that is professional and consistent with expectations for a member of the business professions.

Course Prerequisites

Prerequisite(s): *BUS3026; BUS3060, or BUS3061 and BUS3062.*

Syllabus >> Course Materials

Required

The materials listed below are required to complete the learning activities in this course.

Integrated Materials

Many of your required books are available via the VitalSource Bookshelf link in the courseroom, located in your Course Tools. Registered learners in a Resource Kit program can access these materials using the courseroom link on the Friday before the course start date. Some materials are available only in hard-copy format or by using an access code. For these materials, you will receive an email with further instructions for access. Visit the [Course Materials](#) page on Campus for more information.

Book

Henderson, J. W. (2018). *Health economics and policy* (7th ed.). Boston, MA: Cengage Learning. ISBN: 9781337106757

Hardware

Capella University requires learners to meet certain minimum [computer requirements](#). The following hardware may go beyond those minimums and is required to complete learning activities in this course. **Note:** If you already have the following hardware, you do not need to purchase it. Visit the [Course Materials](#) page on Campus for more information.

Kaltura Presentation Hardware:

External or built-in microphone
Broadband Internet connection

Library

The following required readings are provided in the Capella University Library or linked directly in this course. To find specific readings by journal or book title, use [Journal and Book Locator](#). Refer to the [Journal and Book Locator library guide](#) to learn how to use this tool.

- Aaron, H., & Ginsburg, P. (2009). [Is health spending excessive? If so, what can we do about it?](#) *Health Affairs*, 28(5), 1260–1275.
- Abraham, J. M. (2014). [How might the Affordable Care Act's coverage expansion provisions influence demand for medical care?](#) *Milbank Quarterly*, 92(1), 63–87.
- Ali, A. A., Xiao, H., Campbell, E. S., & Diaby, V. (2015). [Improving health care decision making in the USA through comparative effectiveness research: The role of economic evaluation.](#) *Pharmaceutical Medicine*, 29(5), 247–253.
- Bauer, U. E., Briss, P. A., Goodman, R. A., & Bowman, B. A. (2014). [Prevention of chronic disease in the 21st century: Elimination of the leading preventable causes of premature death and disability in the USA.](#) *The Lancet*, 384(9937), 45–52.
- Belloni, A., Morgan, D., & Paris, V. (2016). [Pharmaceutical expenditure and policies: Past trends and future challenges.](#) Paris, France: Organisation for Economic Cooperation and Development (OECD).
- Brownson, R. C., Chiqui, J. F., & Stamatakis, K. A. (2009). [Understanding evidence-based public health policy.](#) *American Journal of Public Health*, 99(9), 1576–1583.
- Evans, J. (2017). [Rethinking health care's Triple Aim.](#) *HFM (Healthcare Financial Management)*, 1–7.
- Gauld, R., Burgers, J., Dobrow, M., Minhas, R., Wendt, C., Cohen, A. B., & Luxford, K. (2014). [Healthcare system performance improvement: A comparison of key policies in seven high-income countries.](#) *Journal of Health Organization and Management*, 28(1), 2–20.
- Geruso, M., & Layton, T. J. (2017). [Selection in health insurance markets and its policy remedies.](#) *Journal of Economic Perspectives*, 31(4), 23–50.
- Glied, S., & Remler, D. (2002). [What every public finance economist needs to know about health economics.](#) *National Tax Journal*, 55(4), 771–777, 779–782.
- Hayes, D. F. (2018). [US health care, the individual physician, and reality economics.](#) *Radiology Today*, 19(12), 8–9.
- Husereau, D., Culyer, A. J., Neumann, P., & Jacobs, P. (2015). [How do economic evaluations inform health policy decisions for treatment and prevention in Canada and the United States?](#) *Applied Health Economics and Health Policy*, 13(3), 273–279.
- Ikhwanuliman, P. (2017). [Redefining health: Implication for value-based healthcare reform.](#) *Cureus*, 9(3).
- Keehan, S. P., Cuckler, G. A., Sisko, A. M., Madison, A. J., Smith, S. D., Stone, D. A., . . . Lizonitz, J. M. (2015). [National health expenditure projections, 2014–24: Spending growth faster than recent trends.](#) *Health Affairs*, 34(8), 1407–1417c.
- Kottke, T. E. (2013). [Reversing the slide in US health outcomes and deteriorating health care economics.](#) *Mayo Clinic Proceedings*, 88(6), 533–535.
- Lavigne, J. E., Brown, J., & Matzke, G. R. (2017). [Population health and medicine: Policy and financial drivers.](#) *American Journal of Health-System Pharmacy*, 74(18), 1413–1421.
- Maskileyson, D. (2014). [Healthcare system and the wealth–health gradient: A comparative study of older populations in six countries.](#) *Social Science & Medicine*, 119, 18–26.
- Merlo, G., Page, K., Ratcliffe, J., Halton, K., & Graves, N. (2015). [Bridging the gap: Exploring the barriers to using economic evidence in healthcare decision making and strategies for improving uptake.](#) *Applied Health Economics and Health Policy*, 13(3), 303–309.
- Mwachofi, A., & Al-Assaf, A. F. (2011). [Health care market deviations from the ideal market.](#) *Sultan Qaboos University Medical Journal*, 11(3), 328–337.
- Rowland, D., & Lyons, B. (2016). [Medicaid's role in health reform and closing the coverage gap.](#) *Journal of Law, Medicine & Ethics*, 44(4), 580–584.
- Shrank, W. H., Keyser, D. J., & Lovelace, J. G. (2018). [Redistributing investment in health and social services—The evolving role of managed care.](#) *JAMA*, 320(21), 2197–2198.
- Sommers, B. D., Gawande, A. A., & Baicker, K. (2017). [Health insurance coverage and health — What the recent evidence tells us.](#) *The New England Journal of Medicine*, 377(6), 586–593.
- Spetz, J., Trupin, L., Bates, T., & Coffman, J. M. (2015). [Future demand for long-term care workers will be influenced by demographic and utilization changes.](#) *Health Affairs*, 34(6), 936–945.
- Stack, S. J. (2016). [Health care reform in the United States: Past, present and future challenges.](#) *World Medical Journal*, 62(4), 153–157.
- Stern, C. S. (2017). [The future of health care: Managed care to population health: A volume-to-value model.](#) *California Pharmacist*, 64(2), 18–23.
- Stoltzfus Jost, T., & Pollack, H. A. (2016). [Making health care truly affordable after health care reform.](#) *Journal of Law, Medicine & Ethics*, 44(4), 546–554.
- Subira, B. (2018). [The value of the hospital–CBO partnership in achieving the Triple Aim.](#) *Generations*, 42(1), 9–13.
- Tanenbaum, S. J. (2017). [Can payment reform be social reform? The lure and liabilities of the “Triple Aim.”](#) *Journal of Health Politics, Policy & Law*, 42(1), 53–71.
- Wendt, C. (2014). [Changing healthcare system types.](#) *Social Policy & Administration*, 48(7), 864–882.
- Woolf, S. H. (2009). [A closer look at the economic argument for disease prevention.](#) *JAMA*, 301(5), 536–538.

External Resource

Please note that URLs change frequently. While the URLs were current when this course was designed, some may no longer be valid. If you cannot access a specific link, contact your instructor for an alternative URL. Permissions for the following links have been either granted or deemed appropriate for educational use at the time of course publication.

- Cutler, D. (2013). [The economics of the Affordable Care Act](http://economix.blogs.nytimes.com/2013/08/07/the-economics-of-the-affordable-care-act/?_php=true&_type=blogs&_r=0). Retrieved from http://economix.blogs.nytimes.com/2013/08/07/the-economics-of-the-affordable-care-act/?_php=true&_type=blogs&_r=0
- Health Affairs. (2018). [The most-read Health Affairs articles of 2018](https://www.healthaffairs.org/doi/10.1377/hblog20181218.193624/full/). Retrieved from <https://www.healthaffairs.org/doi/10.1377/hblog20181218.193624/full/>
- Health Leaders Magazine. (2015). [New Strategies for a New Era in Population Health \[PDF\]](#). *Health Leaders Magazine*, 18(6), 2–6.
- Organisation for Economic Co-operation and Development. (2018). [OECD health statistics 2018](http://www.oecd.org/els/health-systems/health-data.htm). Retrieved from www.oecd.org/els/health-systems/health-data.htm

Suggested

The following materials are recommended to provide you with a better understanding of the topics in this course. These materials are not required to complete the course, but they are aligned to course activities and assessments and are highly recommended for your use.

Optional

The following optional materials are offered to provide you with a better understanding of the topics in this course. These materials are not required to complete the course.

Projects

Project >> Health Care Economics

Project Overview

Unit 3:

This assignment represents the first component of your course project. Write a paper that includes the following:

- Provide a historical overview of the evolution of how health care has been reimbursed.
- Differentiate between fee for service versus managed care models of reimbursement.
- Discuss how fee-for-service and managed care models have contributed to the high cost of insurance premiums to employers and individuals.
- Differentiate between how hospitals and physicians are reimbursed including government entitlements such as Medicare and Medicaid.
- Recommend potential reform on how hospitals and physicians can be reimbursed, include how you might reform government entitlements such as Medicare and Medicaid. Base your recommendations on the reading and research you have conducted.

The paper must be formatted as follows:

- 3–5 pages of text, double spaced.
- A minimum of 6–8 outside references required.
- Citations must appear within the body of your paper to correspond with the references listed at the end of the paper (i.e., if the resource is included in your Reference List, the resource must be cited in your paper).
- Use Times New Roman 12-point font.

Unit 5:

This assignment represents the second component of your course project. In this installment you will provide the following:

- Identify and analyze how politics has influenced health care economics in the U.S.
- Identify one alternative, non-U.S.-based health care economic model (choose from Canada, Great Britain, Germany, or Japan).
- Identify and analyze how politics has influenced health care economics on the non-U.S.-based model you chose.
- Compare the U.S. health care model to the non-U.S. model you chose.

The paper must be formatted as follows:

- 3–5 pages of text, double spaced.
- A minimum of 6–8 outside references required.
- Citations must appear within the body of your paper to correspond with the references listed at the end of the paper (i.e., if the resource is included in your Reference List, the resource must be cited in your paper).
- Use Times New Roman 12-point font.

Unit 8:

This assignment represents the third component of your course project. In this written paper you will provide the following:

- Analyze how physicians and hospitals have negotiated service contracts with third party payers.
- Discuss how fee for service versus managed care models of reimbursement have contributed risk avoidance in their contract negotiations.
- Recommend future strategies for physicians and hospitals to effectively negotiate service delivery contracts. Base the recommendation on your research and readings.

The paper must be formatted as follows:

- 3–5 pages of text, double spaced.
- A minimum of 6–8 outside references required.
- Citations must appear within the body of your paper to correspond with the references listed at the end of the paper (i.e., if the resource is included in your Reference List, the resource must be cited in your paper).
- Use Times New Roman 12-point font.

Unit 10:

This assignment is a compilation of papers 1–3 for a final commentary on the economics and financing of health care delivery in the United States and a PowerPoint presentation that summarizes your paper.

Include the following:

- Provide an historical overview of health care reimbursement models including fee for service, Preferred Provider Organizations (PPOs), managed care and Health Maintenance Organization (HMO) configurations.
- Assess how each of these models has contributed to the cost of health care delivery. Include your comments with regard to deductibles, co-payments, and exclusions for pre-existing conditions.
- Assess how government entitlement programs such as Medicare and Medicaid have enabled or disabled the delivery of health care in the United States.
- Recommend how economics and financing of health care should be structured and why.

The paper must be formatted as follows:

- 7–9 pages of text, double spaced.
- A minimum of 10–12 outside references required.
- Citations must appear within the body of your paper to correspond with the references listed at the end of the paper (i.e., if the resource is included in your Reference List, the resource must be cited in your paper).
- Use Times New Roman 12-point font.

Include the following in your Power Point presentation:

- 10–12 PowerPoint Slides (bullets).
- Font size no larger than 36 or smaller than 20 within the slides.
- Final slide will include references used in developing the presentation.
- Avoid long sentences or paragraphs.
- Include a minimum of five graphic or visual enhancements to enhance the presentation and avoid a "narrative only" presentation.

Unit 1 >> Economics and the Uncertain Future of U.S. Healthcare

Introduction

In this first unit, we will examine the historical development of the U.S. health care delivery system while building a general framework for the study of health care economics. We will then discuss 10 key economic concepts and how health care professionals can effectively apply them to address the trade-off between cost, quality, and access of health care.

Learning Activities

u01s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 1, "U.S. Medical Care: An Uncertain Future," pages 2–18.
- Chapter 16, "Lessons for Public Policy," pages 474–479.

Use the Capella library to read the following:

- Evans, J. (2017). Rethinking health care's Triple Aim. *HFM (Healthcare Financial Management)*, 1–7.
- Tanenbaum, S. J. (2017). Can payment reform be social reform? The lure and liabilities of the "Triple Aim." *Journal of Health Politics, Policy & Law*, 42(1), 53–71.

u01s1 - Learning Components

- Define key economic concepts.
- Examine the relevance of health economics to health care management and policy.
- Trace historical developments and current issues in the delivery of health care in the United States.

u01d1 - Cost, Quality and Access

Introduction

A key question that we will examine throughout this course is how health care professionals can effectively address the trade-off between cost, quality, and access of health care. What happens to quality and access when we attempt to make health care less expensive? If quality increases, must costs increase as well? If access is increased, what are the impacts on costs and overall quality?

Instructions

For your main post:

- Investigate the concepts of the "Triple Aim" and the "Iron Triangle" and provide your thoughts on whether or not it is possible to have a low-cost, high-quality, wide-access health care system..
- Provide historical perspectives related to how the United States has addressed health care spending, delivery, and quality.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Explain and justify whether or not you agree with your peer's thoughts on the feasibility of having a low-cost, high-quality, wide-access health care system.
- Discuss what you found interesting or helpful in their discussion posts.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u01d1 - Learning Components

- Examine historical perspectives related to how the United States has addressed health care spending, delivery, and quality.
- Discuss the feasibility of a low-cost, high-quality, wide-access U.S. health care system.

u01d2 - Key Economic Concepts

Introduction

Considering the overall complexity of economic theory, it may come as a surprise to some that a relatively small number of key concepts guide overall economic thought. This discussion will help you to become more familiar with these concepts.

Instructions

Given the key economic concepts of scarcity and choice, opportunity cost, marginal analysis, self-interest, markets and pricing, supply and demand, competition, efficiency, market failure, and comparative advantage, define your assigned concepts (below) and discuss their overall value to health care management professionals.

- Learners with last names beginning with letters A–F, focus on the following economic concepts:
 - Scarcity and choice.
 - Opportunity cost.
 - Marginal analysis.
 - Self-interest.
- Learners with last names beginning with letters G–O, focus on the following economic concepts:
 - Markets and pricing.
 - Supply and demand.
 - Competition.
- Learners with last names beginning with letters P–Z, focus on the following economic concepts:
 - Efficiency.
 - Market failure.
 - Comparative advantage.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning. If possible, respond to learners who discussed economic concepts different from yours.

In your responses, address the following:

- Comment on the connections your peers made between their assigned concepts and the value they provide to health care management professionals.
- Share your personal thoughts and opinions on the most interesting aspect of the information in your peers' posts. Compare and contrast your own findings with that of your peers.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u01d2 - Learning Components

- Define key economic concepts.
- Discuss the value of key economic concepts to health care management.

Unit 2 >> Applying Economics to Healthcare

Introduction

In this unit, we will analyze the usefulness of economics in better understanding health care issues with a focus on the tools of economic evaluation and how health care managers use them to continually search for ways to shift spending from services of minimal economic value to those with high cost-effectiveness or net savings.

Learning Activities

u02s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 2, "Using Economics to Study Health Issues," pages 115–143.
- Chapter 4, "Economic Evaluation in Health Care," pages 474–479.

Use the Capella library to read the following:

- Ali, A. A., Xiao, H., Campbell, E. S., & Diaby, V. (2015). Improving health care decision making in the USA through comparative effectiveness research: The role of economic evaluation. *Pharmaceutical Medicine*, 29(5), 247–253.
- Glied, S., & Remler, D. (2002). What every public finance economist needs to know about health economics. *National Tax Journal*, 55(4), 771–777, 779–782.
- Hayes, D. F. (2018). U.S. health care, the individual physician, and reality economics. *Radiology Today*, 19(12), 8–9.
- Husereau, D., Culyer, A. J., Neumann, P., & Jacobs, P. (2015). How do economic evaluations inform health policy decisions for treatment and prevention in Canada and the United States? *Applied Health Economics and Health Policy*, 13(3), 273–279.
- Merlo, G., Page, K., Ratcliffe, J., Halton, K., & Graves, N. (2015). Bridging the gap: Exploring the barriers to using economic evidence in healthcare decision making and strategies for improving uptake. *Applied Health Economics and Health Policy*, 13(3), 303–309.
- Woolf, S. H. (2009). A closer look at the economic argument for disease prevention. *JAMA*, 301(5), 536–538.

u02s1 - Learning Components

- Discuss the relevance of economics to the health care management professional.
- Describe types of economic evaluation.
- Explain the role of economic evaluation in health care decision making.

u02s2 - Assignment Preparation

Your first assignment, Memo: Relevance of Health Care Economics, is due next week, in Unit 3. Take some time this week to review the assignment and its scoring guide and begin working on it. If you have questions about the assignment requirements, contact your instructor as soon as possible.

u02d1 - Relevance of Economics in Health Care

Introduction

Economics involves the study of scarcity, and of how people use resources, respond to incentives, and make decisions. Economics can also be used to help understand historical trends, interpret today's headlines, and make predictions about the coming years.

Instructions

For your main post:

- Discuss how an understanding of economics is beneficial to health care management professionals.
- Provide at least two examples of how economics is used in the health care field.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Explain and justify whether or not you agree with their thoughts on the benefits of economics.
- Discuss what you found interesting or helpful related to the examples they provided.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u02d1 - Learning Components

- Discuss the relevance of economics to the health care management professional.
- Identify ways in which economics is used in the health care field.

u02d2 - Economic Evaluation in Health Care

Introduction

A spending crisis within the health care field requires health care managers to continually search for ways to shift spending from services of minimal economic value to those with high cost-effectiveness or net savings. Prioritizing services that produce the greatest health benefits for the dollars spent is at the heart of economic evaluation.

Instructions

For your main post:

- Discuss the importance of economic evaluation and the various types of economic evaluation.
- Considering the cost-savings potential of preventative care, use economic evaluation to take a stance for or against the value of preventative care.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Explain and justify whether you agree with their thoughts on whether or not it is possible to have a low-cost, high quality, wide access health care system.
- Take an opposing view of one of your peer's positions on the value of preventative care. Use economic evaluation principles to defend your view.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u02d2 - Learning Components

- Describe types of economic evaluation.
- Use economic evaluation principles to justify a position for or against the value of preventative care.

- Discuss the role of economic evaluation in health care management.

Unit 3 >> Demand for Health and Medical Care

Introduction

In this unit, we will focus on the various factors that influence the demands for health and health care, including how the desire for good health impacts demand. We will look at measuring medical care demand, the impacts of quality and price on medical care, and then discuss why the United States spends the most on health care worldwide but does not have the healthiest population.

Learning Activities

u03s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 5, "Demand for Health and Medical Care," pages 151–175.

Use the Capella library to read the following:

- Aaron, H., & Ginsburg, P. (2009). Is health spending excessive? If so, what can we do about it? *Health Affairs*, 28(5), 1260–1275.
- Abraham, J. M. (2014). How might the Affordable Care Act's coverage expansion provisions influence demand for medical care? *Milbank Quarterly*, 92(1), 63–87.
- Keehan, S. P., Cuckler, G. A., Sisko, A. M., Madison, A. J., Smith, S. D., Stone, D. A., . . . Lizonitz, J. M. (2015). National health expenditure projections, 2014–24: Spending growth faster than recent trends. *Health Affairs*, 34(8), 1407–1417c.
- Spetz, J., Trupin, L., Bates, T., & Coffman, J. M. (2015). Future demand for long-term care workers will be influenced by demographic and utilization changes. *Health Affairs*, 34(6), 936–945.

u03s1 - Learning Components

- Discuss the relationship between health care spending and outcomes in the United States.
- Identify factors influencing the demand for health.
- Explain how various measurements and determinants contribute to the production of health.

u03a1 - Memo: Relevance of Health Care Economics

Preparation

Read the following scenario before completing this assessment. Feel free to conduct your own search in the Capella library and on the Internet to find scholarly or professional resources to support your discussion.

Scenario

In this scenario, assume you are in the role of a mid-level manager within a large health care organization. In order to support continuous improvement and career development, your organization requires you to annually choose a professional development focus, justify the relevance of this focus, and then set related goals for the knowledge you want to obtain.

To finalize this process, you must submit a detailed memo to the organization's human resource department detailing the above information. This year you have chosen to focus on the relevance of increasing your knowledge of and expertise in health care economics to your career as a health care manager.

Requirements

Write a formal 3–4-page business memorandum (memo) to submit to the human resource department. In your memo:

- Communicate your professional development focus by writing professional development goals focused on increasing your knowledge of health care economics from a health care management perspective.

- Communicate key concerns related to the uncertain future of health care in the United States, considering the trade-off between cost, quality, and access of health care and how economics can help you better prepare for these concerns as a health care manager.
- Discuss the relevance of key economic concepts to health care markets, systems, and health care professionals. Cover concepts such as scarcity and choice, opportunity cost, marginal analysis, self-interest, markets and pricing, supply and demand, competition, efficiency, market failure, and comparative advantage.
- Discuss how you plan to use and benefit from economic evaluation techniques in health care decision making.
- Identify and provide annotative detail on a variety of useful journals, professional associations, conferences, and other resources that would help you increase your knowledge of health care economics. The annotative details should explain why you chose the source (its value) and how it ties into your professional development goals.

Use language that will help to convince the human resource department that you have made a viable choice for your professional development. Write clearly, effectively, and professionally, using current APA style to cite and reference any resources used.

Additional Requirements

- **Written communication:** Should be clear, concise, well organized, and free of errors that detract from the overall message, as expected of a business professional.
- **Length:** 3–4 double-spaced pages, excluding cover and reference pages.
- **APA formatting:** Citations and references should be formatted according to current APA style. Refer to APA Style Central for guidance in using proper APA style. See the APA Style and Format section of the Writing Center for instructions on accessing and using APA Style Central.
- **Font and font size:** Times New Roman, 12 point.

Refer to the Memo: Relevance of Health Care Economics Scoring Guide to ensure that your work meets the grading criteria for this assignment.

Course Resources

[APA Style and Format](#)

[Topic Exploration Quickstart Literature Guide: Health Care Management](#)

u03d1 - Spending and the Production of Health

Introduction

It is no secret that the United States spends more money on health care than any other nation in the world. You may expect that we would be the healthiest because of this spending; however, we are not. In fact, we are far from it!

Instructions

For your main post:

- Discuss why the United States spends the most on health care but does not have the healthiest population.
- Medical care spending is not the only thing that improves health. Identify and discuss other factors that affect health status and how these factors relate to the overall health status of the United States.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In each response, address the following:

- Comment on your peer's findings related to the United States' spending on health care related to the population's overall health status.
- Identify a factor (outside of medical care spending) that your peer did not discuss and suggest why it would be an important element to include.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u03d1 - Learning Components

- Discuss the relationship between health care spending and outcomes in the United States.
- Identify factors other than medical care spending that affect the overall health status of the U.S. population.

Unit 4 >> Economic and Policy Implications of Population Health

Introduction

In this unit, we will discuss the basic economic and policy implications of population health in addition to analyzing health outcomes and disparities among various demographic groups. Population health metrics will also be examined on an international basis.

In addition, your studies and discussion work in Unit 4 include preparation for conducting your informational interview with a health care manager, which will be initiated in Unit 5. Careful attention to this preparation process is vital to overall success for your interview assignment.

Your informational interview can be described as an informal conversation with a health care manager who is willing to share personal and professional expertise, knowledge, and perspective related to the health care market they work in. Your goal is to obtain an insider's view of a particular health care market (physician, hospital, or pharmaceutical) in addition to understanding how managers utilize economic principles and interpret public policies related to their market.

Learning Activities

u04s1 - Studies

Readings

In your *Health Economics and Policy* text:

- Read Chapter 6, "Population Health," pages 180–204.
- Skim the following chapters to select a market focus for your upcoming informational interview:
 - Chapter 9, "The Physicians' Services Market," pages 265–296.
 - Chapter 10, "The Hospital Services Market," pages 305–335.
 - Chapter 11, "The Market for Pharmaceuticals," pages 340–362.

Use the Capella library to read the following:

- Brownson, R. C., Chiriqui, J. F., & Stamatakis, K. A. (2009). Understanding evidence-based public health policy. *American Journal of Public Health, 99*(9), 1576–1583.
- Kottke, T. E. (2013). Reversing the slide in US health outcomes and deteriorating health care economics. *Mayo Clinic Proceedings, 88*(6), 533–535.
- Lavigne, J. E., Brown, J., & Matzke, G. R. (2017). Population health and medicine: Policy and financial drivers. *American Journal of Health-System Pharmacy, 74*(18), 1413–1421.
- Maskileyson, D. (2014). Healthcare system and the wealth–health gradient: a comparative study of older populations in six countries. *Social Science & Medicine, 119*, 18–26.

Read the following document:

- Health Leaders Magazine. (2015). New strategies for a new era in population health [PDF]. *Health Leaders Magazine, 18*(6), 2–6

u04s1 - Learning Components

- Describe the meaning and determinants of population health.
- Evaluate the connections between public health policy, population health, financial drivers, and health outcomes.

u04s2 - Informational Interview Preparation

This course requires you to conduct and report on insights gained from an informational interview with a health care professional working in one of the following markets: physician, hospital, or pharmaceutical. Informational interviews provide an opportunity to expand your knowledge and awareness of how the theories and concepts presented in an academic course play out in direct application in the field.

This week, begin preparing for your interview by selecting the market you want to focus on, identifying potential interview candidates, and if possible, setting up the interview appointment. Next week you will begin drafting your interview questions. You must conduct the interview before Unit 8, when the Informational Interview Report assignment is due.

The readings in this unit's studies will help you select a market and begin thinking about your interview questions.

u04s3 - Assignment Preparation

Your next assignment, Academic Research Paper: Health Demand and Population Health, is due next week, in Unit 5. Take some time this week to review the assignment and its scoring guide, and begin working on it. If you have questions about the assignment requirements, contact your instructor as soon as possible.

u04d1 - Policy and Population Health

Introduction

Population health is both a social and political concept that has the overall goal of prolonging life, improving health, and enhancing quality of life within populations. These goals are achieved through health promotion, disease prevention, and other forms of health policy interventions.

Instructions

For your main post, choose one of the following "break out topics" from this week's studies in your *Health Economics and Policy* textbook. Discuss the issue you selected and how economics and policy play a role in addressing it.

- "SuperSize Mine" (p. 180).
- "The Cost of Obesity" (p. 188).
- "Are Cigarette and Alcohol Consumption Sensitive to Price Increases?" (p. 198).
- "Alcohol Consumption and Traffic Deaths: The Case for Higher Excise Taxes" (p. 199).
- "The Question of Drug Legalization" (p. 200).
- "The Impact of a Trans Fat Ban on Health" (p. 203).

Find at least one additional outside source from research to support your discussion. Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Provide additional insight to your peer's post. The goal here is to contribute to their discussion, providing supportive information or possibly filling in some gaps of key information that would help to better support their points.
- Find an additional supportive piece of research to complement the one provided by your peer.

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u04d1 - Learning Components

- Describe issues of population health in the United States.
- Discuss the role of economics and health policy interventions in addressing specific population health issues.

u04d2 - Socioeconomic and Environmental Impacts on Health

Introduction

When analyzing the health of a population, there are many factors that economists must take into consideration. Two of the key elements are socioeconomic factors (income, wealth, education, employment, and social support), and environmental factors (urban design, food access, clean air and water, safety, and culture).

Instructions

For your main post:

- Focus on either socioeconomic or environmental factors and discuss their impacts on health. Share an example from research related to your factor to clearly demonstrate how health is impacted.
- Discuss a current public policy or policy consideration and its relevance to your chosen factor.

Include references in current APA style and format for all your sources.

Response Guidelines

Ask questions and answer a question (see below) as early in the week as possible to ensure the development of quality conversation and depth of learning. Try to spread out your questions and answers among different posts; however, multiple questions and answers to a single post are allowed.

In your responses, address the following:

- **Questions:** Choose posts from two of your peers and ask clarifying or probing questions related to their discussions.
- **Answer:** Answer a question posed by one of your peers. The first priority would be to answer a question directed to your main post. If no one responded to your post with a question, you can answer a question directed to one of your peer

Course Resources

Undergraduate Discussion Participation Scoring Guide

APA Style and Format

u04d2 - Learning Components

- Describe the impacts of socioeconomic and environmental factors on health.
- Discuss the relevance of current public policy or policy considerations to socioeconomic and environmental factors.

Unit 5 >> Analyzing Medical Care Markets

Introduction

In this unit, we will analyze the medical marketplace and examine problems encountered in applying standard economic models to the study of health care markets. You will also view a media piece designed to help you develop effective questions for your informational interview.

Learning Activities

u05s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 3, "Analyzing Medical Care Markets," pages 65–98.

Use the Capella library to read the following:

- Mwachofi, A., & Al-Assaf, A. F. (2011). Health care market deviations from the ideal market. *Sultan Qaboos University Medical Journal*, 11(3), 328–337.

Multimedia

Click [How to Conduct an Informational Interview](#) for tips on successful informational interviewing, such as how to maintain control of the conversation, get the details you want, and be open and flexible about following up on interesting comments.

u05s1 - Learning Components

- Describe characteristics and issues of medical care markets.
- Examine problems encountered in applying standard economic models to the study of health care markets.

u05s2 - Informational Interview Preparation

Continue to prepare for your informational interview by completing the following tasks this week:

- If you have not yet done so, secure an appointment with your chosen interviewee. You must conduct the interview before Unit 8, when the Informational Interview Report assignment is due.
- Begin drafting the questions you plan to ask during your interview. A media piece in this unit's studies provides guidance on developing effective interview questions. In Unit 6, you will share your drafted questions with your peers for review and feedback.

u05a1 - Academic Research Paper: Health Demand and Population Health

Preparation

Conduct your own research for resources to support your discussion of the paper topics. You will need a minimum of 5 current scholarly or professional resources to support your discussion.

Requirements

Write a 6–8 page academic research paper covering the following topics.

- Discuss factors that influence the demand for health care and the relationship between the demand for health care and individuals' demand for good health.
- Considering the most efficient ways to "produce health" and the incremental contribution of medical care to the production of health, discuss the health-production function, the various measurements (mortality, morbidity, quality of life) and determinants (income and education, environmental and lifestyle factors, genetics) of health status, and how they contribute to the overall production of health.
- Explain the concept of population health and its importance to economists, policy makers, and health care professionals.
- Discuss health outcome measures and health disparities and how they can be used to improve health care system quality and value.
- Provide an analysis of international population health outcome metrics and disparities that can be utilized to make recommendations for improving health outcomes and disparities in the United States.
- Discuss public issues and policies related to the demand for health, medical care, and population health.

Paper Structure

Structure your paper using the following format.

- **Title Page.**

- **Introduction.**
- **Section 1 – Demand for Health and Medical Care.**
- **Section 2 – Production and Consumption of Health.**
- **Section 3 – Population Health.**
- **Section 4 – Global Metrics and Disparities.**
- **Section 5 – Policy Issues.**
- **Conclusion.**
- **References.**

Additional Requirements

- **Written communication:** Should be clear, concise, well organized, and free of errors that detract from the overall message.
- **Length:** 6–8 double-spaced pages, excluding title and references pages.
- **Number of citations:** Cite at least 5 current scholarly or professional resources.
- **APA formatting:** Citations and references should be formatted according to current APA style. Refer to APA Style Central for guidance in using proper APA style. See the APA Style and Format section of the Writing Center for instructions on accessing and using APA Style Central.
- **Font and font size:** Times New Roman, 12 point.

Refer to the Academic Research Paper: Health Demand and Population Health Scoring Guide to ensure that your work meets the grading criteria for this assignment.

Course Resources

[APA Style and Format](#)

[Topic Exploration Quickstart Literature Guide: Health Care Management](#)

u05d1 - Hospital, Physician and Pharmaceutical Markets

Introduction

The term *market* broadly refers to a situation where consumers and producers interact (directly or through intermediaries) to trade goods and services. Three markets are introduced in this unit's studies: hospital, physician, and pharmaceutical.

Instructions

For your main post:

- Provide a brief overview and history of the hospital, physician, and pharmaceutical markets.
- Identify the market you currently work in (if any) and which one you would ultimately like to become a leader within.
- Provide insight into current economic and/or policy issues within these markets. An example may be direct-to-consumer advertising within the pharmaceutical industry and its impacts on the various markets. Another focus could be the shortages of physicians or the fact that almost 75% of the world's research and development spending on pharmaceuticals is done by the United States.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have or feel free to address a specific concern.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

APA Style and Format

u05d1 - Learning Components

- Explain the impacts of key historical events on health care markets.
- Examine current economic and policy issues within health care markets.

Unit 6 >> Managed Care and the Market for Health Insurance

Introduction

In our Unit 6 studies, we will assess the market for health insurance by comparing and contrasting both social and private insurance models. We will also consider the efficiency of alternative health care delivery systems in containing health care costs, including the impacts of cost sharing and the uninsured.

Learning Activities

u06s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 7, "The Market for Health Insurance," pages 208–241.
- Chapter 8, "Managed Care," pages 248–262.

Use the Capella library to read the following:

- Geruso, M., & Layton, T. J. (2017). Selection in health insurance markets and its policy remedies. *Journal of Economic Perspectives*, 31(4), 23–50.
- Shrank, W. H., Keyser, D. J., & Lovelace, J. G. (2018). Redistributing investment in health and social services—The evolving role of managed care. *JAMA*, 320(21), 2197–2198.
- Sommers, B. D., Gawande, A. A., & Baicker, K. (2017). Health insurance coverage and health — What the recent evidence tells us. *The New England Journal of Medicine*, 377(6), 586–593.
- Stern, C. S. (2017). The future of health care: Managed care to population health: A volume-to-value model. *California Pharmacist*, 64(2), 18–23.

u06s1 - Learning Components

- Describe the history of the health insurance market in the United States.
- Describe the history of managed care in the United States.
- Identify types of managed care organizations.
- Discuss characteristics and issues of managed care and the health insurance market.

u06s2 - Informational Interview Preparation

This week you will continue to prepare for your informational interview by finalizing your interview questions and sharing them with your peers in a discussion for review and feedback.

You may wish to review *How to Conduct an Informational Interview* before finalizing your questions.

u06s3 - Assignment Preparation

Your next assignment, Presentation: Managed Care and the Health Insurance Market, is due next week, in Unit 7. Take some time this week to review the assignment and its scoring guide and begin working on it. If you have questions about the assignment requirements, contact your instructor as soon as possible.

u06d1 - Informational Interview: Initial Plans

Introduction

Informational interviews provide an opportunity to expand your knowledge and awareness of how the theories and concepts presented in an academic course play out in direct application in the field. Over the next few weeks (in preparation for your Unit 8 assignment), you will need to interview a health care professional within one of the following markets: physician, hospital, or pharmaceutical.

Completion of this discussion and the feedback you receive will help you prepare for your upcoming informational interview assignment.

Instructions

For your main post:

- Identify the market within the health care industry that you are interested in focusing on (physician, hospital, or pharmaceutical).
- Identify the managerial candidate you have chosen for your interview and briefly describe his or her organization or department.
- Identify how you plan to conduct the interview (in person, virtual, or phone).
- Share the time and place of interview, if scheduled or already completed.
- Share your interview questions.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment and offer suggestions on your peer's choice of interviewee, depth of preparation, and the quality and relevance of their interview questions.
- Identify ideas that were shared that will help you prepare for your own interview.

You may wish to review [How to Conduct an Informational Interview](#) (linked in Resources) before responding to your peers.

Course Resources

[Undergraduate Discussion Participation Scoring Guide](#)

[How to Conduct an Informational Interview | Transcript](#)

u06d1 - Learning Components

- Critique plans for informational interviews of health care management professionals.
- Recommend ways to improve informational interview questions.

u06d2 - Impacts of Cost Sharing and the Uninsured

Introduction

The number of uninsured Americans and the exorbitant costs of insurance are two of the top concerns of health care policy writers, economists, and managers.

Instructions

For your main post:

- Describe the typical person in the United States who is without insurance and discuss whether or not the lack of insurance means the uninsured have no access to medical care.
- Explain why health care insurance plans require patients to pay a portion of their medical expenses out-of-pocket.

Include references in current APA style and format for all your sources.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have and feel free to address a specific concern.

Course Resources

Undergraduate Discussion Participation Scoring Guide

[APA Style and Format](#)

u06d2 - Learning Components

- Discuss issues related to uninsured individuals in the United States.
- Explain why health care insurance plans require patients to pay part of their medical expenses.

Unit 7 >> Physician, Hospital and Pharmaceutical Markets

Introduction

Unit 7 focuses on the physician, hospital, and pharmaceutical markets. We will look at the market for health care practitioners and the effect of recent changes in the health care sector on their behavior. We will then discuss hospital behavior and the role of not-for-profit hospitals. Finally, we will focus on the pharmaceutical industry and the challenges it faces.

Learning Activities

u07s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 9, "The Physicians' Services Market," pages 265–296.
- Chapter 10, "The Hospital Services Market," pages 305–335.
- Chapter 11, "The Market for Pharmaceuticals," pages 340–362.

Use the Capella library to read the following:

- Subira, B. (2018). [The value of the hospital–CBO partnership in achieving the Triple Aim](#). *Generations*, 42(1), 9–13.

u07s1 - Learning Components

- Describe the structure and development of health care markets in the United States.
- Identify current issues and trends impacting individual health care markets.
- Evaluate the use of economic models, practices, and functions within individual health care markets.
- Identify future policy initiatives related to individual health care markets in the United States.

u07a1 - Presentation: Managed Care and the Health Insurance Market

Preparation

This assignment requires you to prepare and narrate (with audio) a PowerPoint presentation on the topic of health insurance and managed care. This is not a public speaking exercise, but rather an opportunity to learn and practice using a business management communication tool and technique.

In preparation for recording your presentation using Kaltura or similar software, complete the following:

- If you have not already done so, set up and test your headset or built-in microphone, using the installation instructions provided by the manufacturer.
- Practice using the recording device to ensure the audio quality is sufficient.
- To polish your delivery, practice your presentation before recording it and do a test recording to ensure good audio quality.
- Refer to the Guidelines for Effective PowerPoint Presentations (linked in the Resources) for tips on creating effective PowerPoint presentations.

Note: If you require the use of assistive technology or alternative communication methods to complete this assessment, please contact DisabilityServices@Capella.edu to request accommodations.

Requirements

Using Kaltura or similar software, record an 8–10 slide (excluding title and references slides) PowerPoint presentation with audio recording on the topic of health insurance and managed care. Assume that you are preparing the presentation for a group of managers in a health care organization. Capture your audio comments (audio script) in the Notes on each slide **and** collated into a separate Word document. You will submit the Word document when you submit your recorded presentation.

Include the following:

- Summarize the U.S. health insurance market, including its history, types of insurance, issues surrounding the uninsured, and where the industry is heading.
- Describe key aspects of managed care in the United States, including a brief history, types of managed care organizations, and the future of managed care.
- Discuss various public policies or policy issues related to health insurance and managed care and the impacts they can have on health care organizations and professionals.
- Explain how health care managers can apply economic concepts, principles, and theories to better understand a specified market and its issues.

Directions for making a Kaltura video are available in the Using Kaltura tutorial, linked in the Resources. Be sure to include visuals in your presentation such as charts, graphs, or other supporting images.

Uploading Your Presentation

Follow the Using Kaltura tutorial (linked in the Resources) to upload your presentation to the courseroom—look for the section titled "Embed a Recording Into the Courseroom." Kaltura will produce closed captions in your video in approximately 24 hours. However, note that when you submit your presentation you must also attach and submit the Word document you created of your recorded presentation comments (audio script).

Additional Requirements

- **Communication:** Presentation should be clear and well organized, with no technical writing errors, as expected of a business professional.
- **Presentation length:** Minimum of 8 slides and maximum of 10 slides, not including the title and reference slides.
- **Audio content:** Include your audio comments in the Notes section of your PowerPoint slide show **and** in a Word document into which you have collated the slide notes (audio script).
- **Resources:** At least three current scholarly professional resources. Include citations at the end of the presentation.
- **APA guidelines:** Resources and citations are formatted according to current APA style and format. When appropriate, use APA-formatted headings.
- **Font and font size:** Times New Roman, appropriate size and weight for presentation, generally 24–28 points for headings and no smaller than 18 points for bullet-point text. For PowerPoint tips, refer to the PowerPoint library guide linked in the Resources.
- **Submission:** Upload and submit the PowerPoint presentation and the Word document

Refer to the Presentation: Managed Care and the Health Insurance Market Scoring Guide to ensure that your work meets the grading criteria for this assignment.

Course Resources

[APA Style and Format](#)

[Capella University Library: PowerPoint Presentations](#)

[Using Kaltura](#)

[Guidelines for Effective PowerPoint Presentations \[PPTX\]](#)

[Topic Exploration Quickstart Literature Guide: Health Care Management](#)

u07d1 - Informational Interview – Market Focus

Introduction

The purpose of this discussion is to follow up on your initial preparations for your informational interview, and to assure that you are on track for completing your informational interview assignment by the end of next week.

Instructions

For your main post:

- After reading about health care markets in more depth, are you still satisfied with the market you chose to focus on for your informational interview? Why or why not?
- If you have revised or plan to revise your interview questions or market choice based on last week's discussion and your additional learning, please share those changes.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have and feel free to address a specific concern.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u07d1 - Learning Components

- Plan an informational interview of a health care management professional.

Unit 8 >> Comparing Global Health Care Systems

Introduction

In this unit, we will analyze global health care systems, focusing on various Organisation for Economic Co-operation and Development (OECD) countries. We will carefully review the medical care delivery models of these various countries to better understand how they address their struggles with controlling the growth in medical care spending and how we can apply their approaches to improve our reform initiatives here in the United States.

Learning Activities

u08s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 14, "Medical Care Systems Worldwide," pages 409–446.

Use the Capella library to read the following:

- Belloni, A., Morgan, D., & Paris, V. (2016). *Pharmaceutical expenditure and policies: Past trends and future challenges*. Paris, France: Organisation for Economic Cooperation and Development (OECD).
- Gauld, R., Burgers, J., Dobrow, M., Minhas, R., Wendt, C., Cohen, A. B., & Luxford, K. (2014). Healthcare system performance improvement: A comparison of key policies in seven high-income countries. *Journal of Health Organization and Management*, 28(1), 2–20.
- Wendt, C. (2014). Changing healthcare system types. *Social Policy & Administration*, 48(7), 864–882.

Use the Internet to explore the information and statistics available at the following website:

- Organisation for Economic Co-operation and Development (2018). OECD health statistics 2018. Retrieved from www.oecd.org/els/health-systems/health-data.htm

u08s1 - Learning Components

- Compare expenditures, cost containment strategies, rationing, and other economic aspects of global health care systems.

u08a1 - Informational Interview Report: Health Care Market Analysis

Preparation

This assignment requires you to interview a health care manager to obtain and report information and insights about the market in which the manager practices. To prepare for this assessment:

1. Review the assignment requirements, below, and the scoring guide to understand what is required for this assessment.
2. Select a health care market (physician, hospital, or pharmaceutical) of interest to you.
3. Research the market and begin identifying the topics you want to focus on during your interview and the questions you plan to ask your interviewee.
4. Identify and secure an appointment to interview a health care manager in your selected market. Depending on the scope of your interview, plan to spend at least one hour in conversation. If possible, conduct the interview in person rather than by phone.
5. Finalize your interview questions.
6. Conduct the interview. Be sure to obtain permission from your interviewee if you want to record the conversation, and ask if you can contact the interviewee again if you need additional information or clarification.

Requirements

Once your interview has been completed, combine your research with the insight you gained from your interviewee in a 4- to 5-page business report that includes the following sections and content.

Title Page.

Include a standard title page.

Section 1 – Interviewee Introduction.

- Introduce your interviewee. Identify and describe the organization they work for and their position.
- Summarize your interviewee's background, including how they became interested in working in the health care field, how long they have worked in the field, their various positions in and out of the field, and their educational path.
- Discuss your interviewee's overall experience with economics and public policy and how often they use or are impacted by these in their day-to-day responsibilities.

Section 2 – Market Analysis (Physician, Hospital or Pharmaceutical).

- Analyze the health care market you chose, including significant historical events, its current issues, and future challenges.
 - Physician Market Topic Considerations: Physician shortages, defensive medicine, geographic distribution of physicians, how physicians respond to profit incentives.
 - Hospital Market Topic Considerations: Describe the different operating characteristics of the for-profit and the not-for-profit hospital. Is there a significant difference in quality and access between for-profit and not-for-profit hospitals?

- Pharmacy Market Topic Considerations: Impact of patents on drug prices, public concern regarding the industry's high profit margins, direct to consumer advertising, expenses of research and development, impact of price controls on the industry.
- From an economic perspective, discuss how health care managers can apply economic concepts, principles, and theories to better understand this market and its issues.
- From a public policy perspective, discuss current policies that impact this market and potential future policy initiatives related to this market.
- From a management perspective, discuss key business management challenges this market is facing. Consider impacts of the uninsured, how to best achieve efficiency, impacts of insurance, supply and demand, competition, cost vs. quality vs. access, and cost containment.

Section 3: Summary.

In this section, summarize the key points of your analysis and key information that you learned and insights you gained from your interview. Discuss how what you learned from the analysis and interview will help you prepare for a career in management.

References Page.

Include a standard references page.

Additional Requirements

- **Report structure:** Include a title page, references page, and sections as listed above. Refer to the Resources for helpful guidelines for formatting and composing a formal business report.
- **Written communication:** Should be clear, concise, well organized, and free of errors that detract from the overall message, as expected of a business professional.
- **Length:** 4–5 double-spaced pages, excluding title page and references.
- **APA formatting:** Citations and references should be formatted according to current APA style. Refer to APA Style Central for guidance in using proper APA style. See the APA Style and Format section of the Writing Center for instructions on accessing and using APA Style Central.
- **Font and font size:** Times New Roman, 12 point.

Refer to the Informational Interview Report: Health Care Market Analysis Scoring Guide to ensure that your work meets the grading criteria for this assignment.

Course Resources

[APA Style and Format](#)

[Topic Exploration Quickstart Literature Guide: Health Care Management](#)

u08d1 - The Economics of Global Health Care

Introduction

International comparisons indicate that other countries are doing more with less when it comes to health care. As the costs of health care delivery in the United States continue to soar, it has become necessary to "benchmark" with other countries abroad on how they deliver health care to their citizens.

Instructions

For your main post:

- Select two OECD (Organisation for Economic Co-operation and Development) countries, and compare and contrast how those countries finance, structure, and deliver health care with the United States.
- Provide several reasons why health care spending is higher in the United States than in other countries.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have and feel free to address a specific concern.

Undergraduate Discussion Participation Scoring Guide

OECD Health Statistics 2018.

u08d1 - Learning Components

- Compare and contrast how the United States and other countries finance, structure, and deliver health care.
- Explain why health care spending is higher in the United States than in other countries.

Unit 9 >> Health Care Reform in the United States

Introduction

In Unit 9, we will discuss the various health care reform initiatives and policies within the United States. We will analyze current health care issues related to quality, access, and affordability, and examine the impact of recent legislation on health care organizations and management.

Learning Activities

u09s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 15, "Medical Care Reform in the United States," pages 453–471.

Use the Capella library to read the following:

- Bauer, U. E., Briss, P. A., Goodman, R. A., & Bowman, B. A. (2014). Prevention of chronic disease in the 21st century: Elimination of the leading preventable causes of premature death and disability in the USA. *The Lancet*, 384(9937), 45–52.
- Ilkhwaniuliman, P. (2017). Redefining health: Implication for value-based healthcare reform. *Cureus*, 9(3).
- Stack, S. J. (2016). Health care reform in the United States: Past, present and future challenges. *World Medical Journal*, 62(4), 153–157.
- Stoltzfus Jost, T., & Pollack, H. A. (2016). Making health care truly affordable after health care reform. *Journal of Law, Medicine & Ethics*, 44(4), 546–554.

Use the Internet to read the following:

- Cutler, D. (2013). The economics of the Affordable Care Act. Retrieved from http://economix.blogs.nytimes.com/2013/08/07/the-economics-of-the-affordable-care-act/?_php=true&_type=blogs&_r=0

Discussion Preparation

A discussion in this unit requires you to discuss a topic related to health care reform that interests you. To prepare for that discussion, visit the following web resource, a list of the most-read 2018 articles from the journal *Health Affairs*. You can access the listed articles in the Capella library.

Note that the topics listed in this web resource are suggested only; you are not required to select one from this list as your discussion topic.

- Health Affairs. (2018). The most-read Health Affairs articles of 2018. Retrieved from <https://www.healthaffairs.org/doi/10.1377/hblog20181218.193624/full/>

u09s1 - Learning Components

- Identify economic considerations relevant to health care management strategies.
- Analyze current issues in the U.S. health care industry related to quality, access, and affordability.
- Discuss key elements of legislation such as the Patient Protection and Affordable Care Act and its impact on health care organizations and management.

u09s2 - Assignment Preparation

Your Unit 10 assignment, Strategic Planning Resource Packet: Policy, Reform, and Global Perspectives, is due next week, in Unit 10. Take some time this week to review the assignment and its scoring guide and begin working on it. If you have questions about the assignment requirements, contact your instructor as soon as possible.

u09d1 - Informational Interview: Results

Introduction

By sharing your findings and overall knowledge gained from your professional interview based on your interviewee's real-life experiences related to health care management, economics, and public policy, you are helping to enrich your peers' understanding of the application of course content.

Instructions

For your main post, post your Unit 8 Informational Interview Report assignment as soon as possible for your peers to review.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Highlight details and insights gained from at least two of your peer's reports and discuss the value of this information in relation to your current or future health care management career.
- When reviewing interviewee comments related to their overall experience with economics and public policy and how often they use or are impacted by these in their day-to-day responsibilities, what stood out to you most about their comments? Did you notice any common trends in responses or unique outliers?

Course Resources

Undergraduate Discussion Participation Scoring Guide

u09d1 - Learning Components

- Discuss helpful information and insights for planning health care management careers.
- Recognize how economics and public policy can impact the daily responsibilities of health care professionals.

u09d2 - Topic of Interest Related to Health Care Reform in the United States

Introduction

Reform debate is frequently viewed as a struggle among competing ideologies, and the political battle that ensues tends to overshadow the practical implications of what policymakers are actually trying to accomplish. Regardless of these views, issues in the U.S. health care industry remain focused on the same key variables: quality, access, and affordability.

Instructions

For your main post, select a topic related to health care reform in the United States that interests you, discuss your interest in the topic, and explain why you think it is important to address.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have or feel free to address a specific concern.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u09d2 - Learning Components

- Analyze current issues in the U.S. health care industry related to quality, access, and affordability.

Unit 10 >> Economic Impacts of Federal Entitlement Programs

Introduction

In our final unit, we will examine the economic impacts of the federal entitlement programs, Medicare and Medicaid. We will also discuss the uncertain future of these programs and reflect on economic concepts, ideas, and theories you have explored throughout the quarter.

Learning Activities

u10s1 - Studies

Readings

In your *Health Economics and Policy* text, read the following:

- Chapter 12, "Medicare," pages 366–381.
- Chapter 13, "Medicaid," pages 390–403.

Use the Capella library to read the following:

- Rowland, D., & Lyons, B. (2016). [Medicaid's role in health reform and closing the coverage gap](#). *Journal of Law, Medicine & Ethics*, 44(4), 580–584.

Discussion Preparation

A discussion in this unit requires you to discuss a topic related to Medicare or Medicaid that interests you. To prepare for that discussion, visit the following web resource, a list of the most-read 2018 articles from the journal *Health Affairs*. You can access the listed articles in the Capella library.

Note that the topics listed in this web resource are suggested only; you are not required to select one from this list as your discussion topic.

- Health Affairs. (2018). [The most-read Health Affairs articles of 2018](https://www.healthaffairs.org/doi/10.1377/hblog20181218.193624/full/). Retrieved from <https://www.healthaffairs.org/doi/10.1377/hblog20181218.193624/full/>

u10s1 - Learning Components

- Describe institutional features of Medicare and Medicaid.
- Analyze topics related to Medicare and Medicaid spending and viability.
- Compare government-run, market-driven, and hybrid approaches to the U.S. health system.

u10a1 - Strategic Planning Resource Packet: Policy, Reform and Global Perspectives

Preparation

Read the following scenario and assignment requirements. Then conduct a search in the Capella library and on the Internet to find a minimum of 5 current scholarly or professional credible resources related to the topics of current and future impacts of public policies and health care reform on the U.S. health care system, and to help you better understand the health care systems of other Organisation for Economic Co-operation and Development (OECD) countries.

Scenario

Imagine that you are a manager for a consulting company that assists U.S. health care organizations in streamlining processes, driving business outcomes, and restructuring their organizations to better prepare for the uncertain future in U.S. health care. Your director has asked you to develop a strategic planning resource packet that your firm will use to assist clients in meeting the new demands of the rapidly changing health care environment. Your strategic planning resource packet needs to focus on current and future impacts of public policy and reform on U.S. health care, and on the potential application of lessons gained from other nations' health care systems.

Requirements

Develop a 6–8 page resource packet addressing the following:

- Explain the value of comparing international systems of health care delivery.
- Describe approaches taken to effectively manage the health care systems of several OECD countries other than the United States, and how they could be applied to U.S. systems.
- Discuss current reforms within the U.S. health care system, their key drivers, and the overall impacts they may have on health care organizations and managers.
- Discuss the pros and cons of government-run, market-driven, and hybrid approaches to the U.S. health care system.
- From both economic and policy perspectives, recommend steps health care managers can take to prepare for the uncertain future of health care in the United States.
- Use economic terms and principles to explain key considerations that health care organizations must keep in mind when conducting strategic planning.

Be sure to organize your resource packet logically, and use headings and sub-headings as appropriate.

Additional Requirements

- **Written communication:** Should be clear, concise, well organized, and free of errors that detract from the overall message, as expected of a professional management resource.
- **Length:** 6–8 double-spaced pages, excluding cover and reference pages.
- **APA formatting:** Citations and references should be formatted according to current APA style. Refer to APA Style Central for guidance in using proper APA style. See the APA Style and Format section of the Writing Center for instructions on accessing and using APA Style Central.
- **Font and font size:** Times New Roman, 12 point.

Refer to the Strategic Planning Resource Packet: Policy, Reform and Global Perspectives Scoring Guide to ensure that your work meets the grading criteria for this assignment.

Course Resources

[APA Style and Format](#)

[Topic Exploration Quickstart Literature Guide: Health Care Management](#)

[OECD Health Statistics 2018](#)

u10d1 - Topic of Interest Related to Entitlement Programs

Introduction

Annual spending on Medicare and Medicaid has soared to over \$1 trillion, requiring more public funds than any other program and making them the largest health insurance plans in the United States. Although support for these two programs is strong, many question how long they can survive in their current form.

Instructions

For your main post, select a topic of interest related to Medicare and/or Medicaid, discuss your interest in the topic, and explain why you think it is important to address.

Response Guidelines

Read and respond to the main posts of at least two peers as early in the week as possible to ensure the development of quality conversation and depth of learning.

In your responses, address the following:

- Comment on your peer's discussion, highlighting points of interest. Identify any questions you have and feel free to address a specific concern.

Course Resources

Undergraduate Discussion Participation Scoring Guide

u10d1 - Learning Components

- Analyze topics related to Medicare and Medicaid spending and viability.

u10d2 - Course Reflection, Experiences and Learning

Introduction

Thoroughly understanding the application and impacts of health care economics and policies from a health care management perspective requires deep reflection on facts, ideas, and concepts. As a busy learner, it can be a challenge to find the time to reflect in order to digest what you have learned and experienced as you move quickly from one unit to the next. However, doing so will help you gain clarity as well as self-knowledge regarding personal application of the concepts and theories you have explored throughout the quarter.

Instructions

For your main post:

- Discuss an important insight, idea, concept, or body of information gained from your studies in this course.
- Discuss something you learned that is immediately applicable in your current or future business management career.
- Discuss a topic, article, author, or publication that sparked your interest for further research.
- List, with links, resources from the course that you would like to revisit for future use in your studies and your career.

Include references in current APA style and format for all your sources.

Response Guidelines

Responses to posts in this discussion are recommended, but optional; you are not required to post responses. If you do respond to peers' posts, you may wish to comment on their learning experiences or provide feedback on the topics and resources they chose for further research and future use.

Course Resources

Undergraduate Discussion Participation Scoring Guide

[APA Style and Format](#)

u10d2 - Learning Components

- Reflect on insights and information gained from this course and how you may apply them.
- Collate health care management resources for future academic or professional development.