COURSE NO., HOURS, AND TITLE:
HCM 340-3 Managerial Epidemiology and Marketing in Healthcare

REQUIRED TEXTBOOK(S):

COURSE DESCRIPTION:
Epidemiological principles pertinent to the delivery, management, and marketing of healthcare services. Focus is on how evidence and population based decisions are critical to effective delivery of patient care. Addresses emergency preparedness, bioterrorism threats, community outreach and campaigning, and how the practice of epidemiology is interwoven with various management functions such as marketing. Use of current healthcare-related case studies, examples, and regulatory/legislative concepts to reinforce the theoretic concepts of epidemiology into managerial applications within healthcare organizations. A writing-intensive course. Restricted to HCM major/minors.

PREREQUISITE TO: ENGL 101

COURSE OBJECTIVES:
Upon completion of the course, the students will be able to:

1. Identify current issues and understand the role of epidemiology and within the functions of management in the healthcare field.

2. Develop strategies to manage healthcare populations and build community relations in varying populations such as pediatric and adult.

3. Articulate the descriptions of health and the descriptive information, as well as, reimbursement approaches that apply.

4. Design studies that will specifically address the health needs of the population and utilize that information for management decisions such as new practice/specialization development, community outreach, patient marketing, and medical management.

5. Understand bioterrorism and disaster preparedness issues unique to the field of healthcare.

6. Utilize strategic planning processes for healthcare service integration.

7. Discuss the role of managerial epidemiology in meeting the quality improvement demands in patient care facilities.

Revised November 2013.
8. Use and apply marketing principles to epidemiological information for the marketing of patient care services.

9. Conduct an economic analysis to determine how issues, such as the burden of disease, impact a population and the organizational strategy of healthcare facilities.

10. Define the risk associated with emergency services and population need.

**Topic Outline:**

I. The role of epidemiology in the management of healthcare facilities  
   5%

II. Descriptions of health and the relationship of reimbursement approaches  
    5%

III. Measurements of health  
     20%

IV. Determining the needs of the population in terms of healthcare services.  
   10%

V. Medical management: chronic, infectious epidemics, bioterrorism and emergency preparedness.  
   20%

VI. Population outcomes and the quality of care.  
    10%

VII. Using epidemiological studies to develop community outreach programs and marketing plans.  
     5%

VIII. Economic analysis of population need and the expansion of emergency and/or critical care service.  
     10%

IX. Case studies for classroom to boardroom application.  
    15%

**GRADING SCALE:**

1000-900=A, 899-800=B, 799-700=C, 699-600=D, 599-0=F

**COURSE DELIVERABLES:**

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<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Case Studies</td>
<td>10 @ 50</td>
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<tr>
<td>Exam 1</td>
<td>200</td>
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<tr>
<td>Exam 2</td>
<td>200</td>
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<tr>
<td>Class Project</td>
<td>100</td>
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