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American Public University System

The Ultimate Advantage is an Educated Mind

School of Public Service and Health

**Public Health Program
PBHE 315
Health Economics and Finance
3 Credit Hours
8 Weeks
Prerequisite: None**

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Instructor Information

Instructor: See information provided in the Syllabus link in the classroom

Email: Please use internal classroom messaging system

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Course Description (Catalog)

Health Economics and Finance is designed to provide the student with an understanding of the financial and economic components of the individual pursuit of health and the delivery of health care services by organizations. The student will develop an economics vocabulary in addition to gaining knowledge in the use of graphs, charts, tables and reports. (Note to Students: The course materials, assignments, learning outcomes, and expectations in this upper level undergraduate course assume that the student has

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completed all lower level general education and career planning coursework necessary to develop research, writing, and critical thinking skills. Students who have not fulfilled all general education requirements through courses or awarded transfer credit should strongly consider completing these requirements prior to registering for this course.)

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Course Scope

Health Economics and Finance, PBHE 315, provides a foundation for organizational and individual decisions involving economic decisions related to health and health care. PBHE 315 takes a brief look at the broad discipline of economics which deal with the use of scarce resources to satisfy human wants and needs. The majority of learning focuses on practical principles of economics as applied specifically to health care delivery and health care consumption. The course bridges the gap between the purely analytical issues of health economic theory and health care related decisions that individuals and organizations make on daily basis.

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Course Objectives

After successfully completing this course, you will be able to

- CO-1** Explain the relevance of health economics.
- CO-2** Describe the issues affecting the production function of health.
- CO-3** Explain what is meant by the demand for health capital.
- CO-4** Explain consumer choice and the demand for health care.
- CO-5** Explain the function of health insurance.
- CO-6** Explain what is meant by "Managed Care" and how it evolved.
- CO-7** Explain what is included in hospital competition and costs.
- CO-8** Explain the process of drug pricing and profits.
- CO-9** Describe how the government intervenes in health care markets
- CO-10** Explain government regulations in the hospital sector.
- CO-11** Examine what is meant by "social insurance."
- CO-12** Demonstrate general knowledge of health economics and finance.

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Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments

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are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

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Course Resources

Folland, Goodman, and Stano (2013). *The Economics of Health and Health Care*. Upper Saddle River. Pearson Prentice Hall. The e-book is available online in the classroom in Resources in the PBHE 315 Reading folder. If you wish to purchase the hard copy text, you may do so through the AMU recommended bookstore, MBS Direct or the bookseller of your choice.

Publication Manual of the American Psychological Association, 6th Edition. Washington, DC: American Psychological Association (ISBN 10; 1-4338-0561-8).
http://ezproxy.apus.edu/login?url=http://ebooks.apus.edu/StyleManual/Fuson_2012_APA.pdf

Additional Resources

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Web Site URL/Address
NCBI-PubMed	http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?CMD=Limits&DB=pubmed
Health Affairs	http://www.healthaffairs.org/
Emerging Health Threats	http://www.eht-journal.net/index.php/ehtj
Mckinsey quarterly	https://www.mckinseyquarterly.com/home.aspx
Health Leaders	http://hl-isy.com/Home

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Evaluation Procedures

Forum Assignments: Forum assignments will consist of reading an article or reviewing a presentation on a relevant health economics topic. Students will be required to take a position on the topic and post a substantive response (minimum of 250 words) to the

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discussion board by WEDNESDAY and respond to two of their classmate's discussion board posts by SUNDAY. Students will have a total of eight (8) forum assignments during the course. All references should be properly cited utilizing proper APA format. Forum assignments represent 20% of the total course grade.

Please introduce yourself in the forum and be sure to mention your educational background, your personal background, where you are from and your expectations for the course. This should be a minimum of 250 words and will be graded (10 points).

Further considerations about Discussion Forums:

1. Timeliness (Your post and responses are on time).
2. Grammar and spelling (A foundation of academic work is attention to detail).
3. Premise and Conclusion (Your post is "set up" with your idea and you "complete" your idea in your post).
4. Open Ended for Questions (Your post offers thinking points for your classmates to respond to).
5. Clear (Your post and responses are concise and easy to understand).

A grading rubric is included in the course materials.

Homework Assignments:

Chapter summary assignments will consist of summarizing selected topics from assigned chapter readings. Students will have a total of seven (7) weekly written assignments (chapter summaries) that must be completed as directed. Chapter summary assignments represent 30% of the total course grade.

Exams/Quizzes:

Quizzes

Quizzes will consist of multiple choice questions that highlight selected economic principles from assigned chapter readings. Quizzes will contain questions from each assigned chapter reading. Students will have a total of seven (7) quizzes that must be completed as directed. Quizzes represent 20% of the total course grade.

Quizzes are untimed and have an unlimited number of submissions. The quiz can only be taken during the week it is assigned. If the quiz has not been completed by 11:55pm on the Sunday it is due, it will be retracted and there are no makeup quizzes. Make sure you complete the quiz before 11:55pm on the Sunday of the week it is due!

Field Experience Assignments: N/A

Final Project:

Research Paper Assignment

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Students are required to complete one (1) ten (10) page research paper on a health care topic of their choice. Students must submit their research topic for approval in the second week of the course. A one (1) paragraph summary of your research paper, with a minimum of five (5) bibliography references, is due at the end of week four (4). Papers must be a minimum of ten (10) double spaced pages, not including the cover page and reference pages (or abstract and table of contents which are not required - but if used). Charts, graphs, photos, drawings, lists and extended quotes will not count against the ten (10) pages of written text required. The APA standard will be used. A minimum of seven (7) bibliographic sources must be used and cited for the research paper. The combined grade of the research paper topic, research paper outline and research paper represent 30% of the total course grade.

Grade Instruments	Points	%
Forum Responses & Introduction (8 X 100 Points, 10 points for Introduction)	810	20%
Chapter Summaries	600	30%
Quizzes (7 x 100 Points)	700	20%
Final Research Paper (including topic, paragraph summary and complete paper)	300	30%
Total	2410	100%

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8 – Week Course Outline

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

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<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Reading(s)</u>	<u>Assignment(s)</u>
1	Health Economics	CO-1	Chapter 1 - Introduction Chapter 2 - Microeconomic Tools for Health Economics	Complete Week 1 Introduction Forum. Complete Week 1 Forum. Complete Quiz #1

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			Chapter 3 - Statistical Tools for Health Economics	
2	Production of Health Demand for Health Capital	CO-2 CO-3	Chapter 5 - The Production of Health Chapter 6 – The Production, Cost, and Technology of Health Care Chapter 7 – Demand for Health Capital	Complete Week 2 Forum. Submit your research paper topic. Complete Week 2 Chapter Summaries for Chapters 6 and 7. Complete Quiz #2.
3	Demand for Health Care Consumer Choice	CO-4	Chapter 8 – Demand and Supply of Health Insurance Chapter 9 - Consumer Choice and Demand Chapter 10 – Asymmetric Information and Agency	Complete Week 3 Forum. Complete Week 3 Chapter Summaries for Chapters 8, 9 and 10. Complete Quiz #3
4	Health Insurance Managed Care	CO-5 CO-6	Chapter 11 - The Organization of Health Insurance Markets Chapter 12 – Managed Care	Complete Week 4 Forum. Complete Week 4 Chapter Summaries for Chapters 11 and 12. Submit your Research Paper Outline Complete Quiz #4
5	Competition	CO-7	Chapter 13 –	Complete Week 5 Forum.

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			<p>Nonprofit Firms</p> <p>Chapter 14 – Hospitals and Long –Term Care</p> <p>Chapter 16 – Health Care Labor Markets and Professional Training</p>	<p>Complete Week 5 Chapter Summaries for Chapters 13, 14 and 16.</p> <p>Complete Quiz #5</p>
6	<p>Drug Pricing and Profit</p> <p>Government Intervention</p>	<p>CO-8</p> <p>CO-9</p>	<p>Chapter 17 – The Pharmaceutical Industry</p> <p>Chapter 18 – Equity, Efficiency, and Need</p> <p>Chapter 19 – Government Intervention in Healthcare Markets</p>	<p>Complete Week 6 Forum.</p> <p>Complete Week 6 Chapter Summaries for Chapters 17, 18 and 19.</p> <p>Complete Quiz #6.</p>
7	<p>Government and Health Care</p> <p>Social Insurance</p>	<p>CO-10</p> <p>CO-11</p>	<p>Chapter 20 – Government Regulation Principal Regulatory</p> <p>Chapter 21 – Social Insurance</p> <p>Chapter 22 – 23 Comparative Health Care Systems and Health System Reform</p>	<p>Complete Week 7 Forum.</p> <p>Complete Week 7 Chapter Summaries for Chapters 20, 21 and 22.</p> <p>Complete Quiz #7.</p>

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8	Research Paper	CO-12	There are no assigned readings for this week.	Complete Week 8 Forum. This week you will submit your Research Paper.
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Policies

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

Writing Expectations

All written submissions should be submitted in a font and page set-up that is readable and neat. Students should adhere to a consistent format, which is described below.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- Times New Roman or Ariel 12-point font.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation being made for special situations and online submission variances.
- Correct grammar, spelling, and sentence structure are expected for your lessons, posts, and responses to other students. I also expect you to use proper formatting for your references and references are expected (APA format). DO IT CORRECTLY THE FIRST TIME!
- Automatic point deductions for typographical, spelling and grammatical errors.

Citation and Reference Style

Attention Please: Students will follow the citation and reference style established by the American Psychological Association (APA) as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the

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Publication Manual of the American Psychological Association (6th ed.). (2009). Washington, D.C.: American Psychological Association.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

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Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

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- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI1111), or class name.

If a guide you need is not available yet, please email the APUS Library:
librarian@apus.edu.

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Turnitin.com

Turnitin.com is a web-based [plagiarism](#) prevention application licensed, for campus use, through the APUS Online Library. The quick submit option lets faculty upload and check suspicious papers, without requiring student to create their own Turnitin.com profiles.

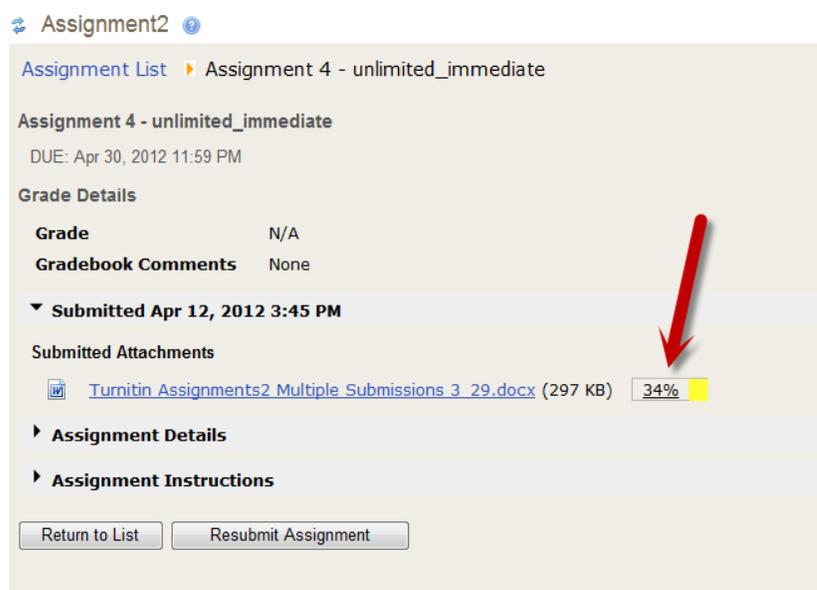
Turnitin.com analyzes electronic submissions of student writing, compares them to the contents of a huge online database, and generates a customized Originality Report. The database used to produce this analysis contains a massive collection of documents available on the Internet from both free and commercial sources, as well as the full texts of all other papers that have been previously submitted to Turnitin.com.

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Similarity index is based on the amount of matching text to a submitted paper:

Blue =	no matching text
Green =	one word to 24% matching
Yellow =	25 -49% matching text
Orange =	50-74% matching text
Red =	75-100% matching text

Turnitin is integrated into the Assignments tool in all online classrooms so there is no need to log in to turnitin.com and/or enter a specific course code. Within 15 minutes of submission, your originality report should be available. You can access the report by selecting the assignment. Next to your attached file will be a bar, accompanied by a percentage (your paper's similarity index). Click this bar to view your originality report. **If you have questions about how to interpret your report, [click here](#).**



The screenshot shows a Turnitin assignment submission interface. At the top, it says "Assignment2" with a lock icon. Below that, there's a breadcrumb trail: "Assignment List > Assignment 4 - unlimited_immediate". The main heading is "Assignment 4 - unlimited_immediate" with a due date of "DUE: Apr 30, 2012 11:59 PM". Under "Grade Details", it shows "Grade: N/A" and "Gradebook Comments: None". A section for "Submitted Apr 12, 2012 3:45 PM" is expanded. Under "Submitted Attachments", there is a file named "Turnitin Assignments2 Multiple Submissions 3 29.docx (297 KB)" with a yellow bar indicating a "34%" similarity index. A red arrow points to this bar. Below the attachments, there are sections for "Assignment Details" and "Assignment Instructions". At the bottom, there are two buttons: "Return to List" and "Resubmit Assignment".

It is every student's responsibility to review the Originality Report. Recurring high match rates on students' assignments may result on point deduction, a zero in the assignment, and other severe consequences based on the student handbook contents regarding plagiarism.

Selected Bibliography

Abraham, Laurie K. (1994). *Mama Might Be Better off Dead: The Failure of Health Care in Urban America*. Chicago: University of Chicago Press.

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Ginter, Peter M., Duncan, Jack W. & Swayne, Linda E. (2002). *Strategic Management of Health Care Organizations*. Oxford. Blackwell Publishers.

Holland, P. (November 2008). Organ transplantation: dissecting the issue. Retrieved from <http://vulsinbrief.com/health/nov08/transplantation.php>.

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Kongstvedt, Peter R. (2000). *The Managed Health Care Handbook*. Portland: Jones & Bartlett Publishers, Inc.

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McConnell, Charles R. (2002). *The Effective Health Care Supervisor*. Portland: Jones & Bartlett Publishers, Inc.

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Wolper, Lawrence F. (2003). *Health Care Administration: Planning, Implementing, and Managing Organized Delivery Systems*. Portland: Jones & Bartlett Publishers, Inc.

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