



**DOANE**  
UNIVERSITY

## SYLLABUS

<b>Course Title</b>	Healthcare Economics
<b>Course Number</b>	ECO 329 Online
<b>Number of Credits</b>	3
<b>Course Dates</b>	10/14/19 - 12/14/19
<b>Instructor</b>	Dr. Jody Woodworth
<b>Email Address</b>	jody.woodworth@doane.edu
<b>Office Hours/Availability</b>	I can be contacted by the email and phone below. I will get back to you within 24 hours or sooner, 48 hours on the weekend..  <a href="mailto:jody.woodworth@doane.edu">jody.woodworth@doane.edu</a>  (402) 679-2084
<b>Phone Number</b>	(402) 679-2084 I do except texts, please identify yourself
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	<i>Required text:</i> Thomas Getzen, <i>Health Economics and Financing</i> (2013). Fifth Edition. John Wiley & Sons, Inc, Hoboken, NJ.
<b>Additional Course Materials</b>	Study questions and handouts will be available on Blackboard in the designated Modules.
<b>Course Description</b>	The U.S. healthcare system continues to experience problems in the financing, organization, and delivery of health care services. Costs are increasing at unsustainable rates while fewer employers are offering health insurance to their employees. While the U.S. leads the world in money spent on healthcare, it ranks low on most measures of health status. This course will examine how economic analysis can be

	<p>applied to health care. Students successfully completing this course will be able to: 1) understand economic theory and terminology as they relate to health care; 2) apply economic theory to health care problems and issues; 3) comprehend the interactions between both the private and public sectors in the struggle to find workable solutions to health care problems and issues; and 4) analyze and evaluate various health care policy proposals to determine feasible solutions.</p>
<b>Program Outcomes</b>	N/A
<b>Course Learning Outcomes/Objectives</b>	<p>At the completion of this course students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and explain economic theory and terminology as they relate to health care;</li> <li>2. Apply economic theory to health care problems and issues;</li> <li>3. Explain the interactions between both the private and public sectors in the struggle to identify workable solutions to health care problems and issues;</li> <li>4. Analyze and evaluate various health care policy proposals to determine feasible solutions.</li> <li>5. Describe major healthcare economics theories, concepts and practices and explore their limitations.</li> <li>6. Explain examples of major healthcare economics challenges and trends now and in the future as they might impact your organization and you.</li> <li>7. Distinguish between ineffective and effective healthcare economics policies and practices and determine the personal effect in one's workplace</li> </ol>
<b>Course Prerequisites</b>	
<b>Instructional Details</b>	
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

## Course Schedule

<b>Week or Module</b>	<b>Topic</b>	<b>Content</b>	<b>Assessments Matched to Learning Outcomes</b>	<b>Due Dates all By 11:59 P.M.</b>
Module 1  Oct 15 - Oct 21	Chapter 1 Economic Evaluation of Health Services          Chapter 2 How the market works	1. Define economics 2. Apply the five-step decision model to allocate scarce resources 3. Apply the concept of opportunity cost 4. Analyze questions using the concepts of the market 5. Identify the features of healthcare that set it apart from other goods and services  6. Evaluate real world issues using the concept of demand and supply 7. Apply the concept of elasticity to a variety of healthcare questions 8. Evaluate alternative methods of allocating scarce resources 9. Evaluate the principal agent issue facing healthcare providers	Class Introductions Review of syllabus Listen to Lectures  Handout #1 (M1, M2, M3, M5, and M7) (20pts)  Handout #2 (M6 and M7) (20pts)  Discussion (M4, M6, M8, M9) (10 pts)  Quiz #1 (M1 – M8) (20 pts)	Complete by Wednesday October 17  Due October 18th  Due October 19th  First post due by October 18th Final response by October 21st  Complete by October 21st
Module 2	Chapter 3 Cost benefit analysis	1. Describe the process of cost benefit and cost effectiveness analysis.	Listen to Lectures	Complete by Wednesday October 24

Oct 22 - Oct 28	Chapter 4 What is insurance?	<p>2. Describe various methods of determining the value of a life</p> <p>3. Apply the cost benefit method to real world healthcare problems</p> <p>4. Explain how insurance companies operate to manage risk</p> <p>5. Evaluate different types of insurance</p> <p>6. Analyze the failure and success of the health insurance markets</p>	<p>Study Questions (M1, M2, M3, M4, M5) (25 points)</p> <p>Discussion Question (M4, M5, and M6) (10 points)</p> <p>Quiz #2 over Chapters 3 &amp; 4 (M1 through M6) (30 points)</p>	<p>Due October 18th</p> <p>First post due by October 25th Final response by October 28th</p> <p>Complete by October 28th</p>
Module 3 Oct 29 - Nov 4	<p>Chapter 5 Insurance Contracts and Managed Care</p> <p>Chapter 6 Physician and payment structures</p> <p>Chapter 7 Medical Education, Organization and Business Practices</p>	<p>1. Evaluate Medicare and Medicaid as health insurance</p> <p>2. Explain the impact of Medicare and Medicaid on the healthcare market</p> <p>3. Explain managed care and evaluate its impacts on health care in the US</p> <p>4. Explain the structure of physician's services revenue and expenses.</p> <p>5. Analyze the physician's opportunity costs and patient impact.</p> <p>6. Explain the link between Licensure and medical education.</p> <p>7. Apply the economic concept of supply of physicians</p> <p>8. Evaluate practice variations and price discrimination of physicians.</p>	<p>Listen to Lectures</p> <p>Article Critique #1 (M4, M6,M7) (50 points)</p> <p>Discussion Question (M7 and M8) (10 points)</p> <p>Quiz #3 over Chapters 5, 6, &amp; 7 ( M1, M2, M3, M5, M7) (30 points)</p>	<p>Complete by Wednesday October 31</p> <p>Due Nov 2nd</p> <p>First post due by Nov 1st Final response by Nov 4th</p> <p>Complete by Nov 4th</p>
Module 4 Nov 5 - Nov 11	Chapter 8 Hospitals	<p>1. Describe the various sources of hospital revenues.</p> <p>2. Explain how hospitals manage expenses to stay viable.</p>	Listen to Lectures	Complete by Wednesday Nov 7

	Chapter 9 Management and Regulation of Hospital Costs	<p>3. Apply economic theory of markets to the competitive environment of hospitals.</p> <p>4. Describe the short run and long run cost functions of hospitals.</p> <p>5. Explain how economies of scale are achieved in the hospital industry.</p> <p>6. Describe the dilemma of cost versus quality</p>	<p>Study Questions (M1, M2, M3, M4, M5) (25 points)</p> <p>Discussion Question(s) (M3, M4, M6) (10 points)</p> <p>Quiz #4 over Chapters 8 &amp; 9 (M1, M2, M3, M5, M6) (30 points)</p> <p>Begin first draft of Research Paper – Topic submitted to instructor with complete introduction and at least 4 references (25 points)</p>	<p>Due October Nov 9th</p> <p>First post due by Nov 8th Final response by Nov 11th</p> <p>Complete by Nov 11th</p> <p>Complete by Nov 11th</p>
Module 5 Nov 12 - Nov 18	<p>Chapter 10 Long-Term Care</p> <p>Chapter 11 Pharmaceuticals</p> <p>Chapter 12 Finance and Ownership of HC Providers</p>	<p>1. Describe a historical perspective of Long Term Care</p> <p>2. Explain how elderly patients are assessed for the Long-Term Care</p> <p>3. Describe the reimbursement methods for Long Term Care</p> <p>4. Explain the structure of the pharmaceutical market</p> <p>5. Explain R &amp; D and how it impacts the marketing of pharmaceuticals</p> <p>6. Evaluate the role of government in the pharmaceutical market</p> <p>7. Describe the components and calculations for healthcare financing.</p> <p>8. Analyze the differences in debt vs equity financing.</p> <p>9. Explain the differences of for profit and not-for-profit healthcare entities. (CO4)</p>	<p>Listen to Lectures</p> <p>Study Questions (M1, M2, M4, M5, M7, M8, M9) (35 points)</p> <p>Discussion Question (M5, M6) (10 points)</p> <p>Article Critique #1 (M1 – M9 dependent on the article chosen) (50 points)</p> <p>Continue working on research paper</p>	<p>Complete by Wednesday Nov 14st</p> <p>Due Nov 16th</p> <p>First post due by Nov 15th Final response by Nov 18th</p> <p>Complete by Nov 18th</p>

Module 6 Nov 19 - Nov 25	<p>Chapter 13 Macroeconomics of Medical Care</p> <p>Chapter 14 Role of Government – Public Goods</p> <p>Chapter 15 Growth of Modern Medicine</p>	<p>1. Describe and apply the components of macroeconomics in healthcare.</p> <p>2. Analyze healthcare spending compared to the Gross Domestic Product (GDP).</p> <p>3. Evaluate the healthcare expenditures on the labor and the impact on wages.</p> <p>4. Differentiate the roles of government in healthcare.</p> <p>5. Evaluate public goods and externalities and their impact on healthcare.</p> <p>6. Describe components of the history and demographics of medicine as it applies to risk, value of life and growth of technology.</p>	<p>Listen to Lectures</p> <p>Discussion Question (M5) (10 points)</p> <p>Quiz #5 (Week 6: M1, M2, M3, M4, M6) (30 points)</p> <p>First Draft of <b>full</b> Research Paper Due with updates on Introduction by Instructor (50 points)</p>	<p>Complete by Wednesday Nov 21st</p> <p>First post due by Nov 22nd Final response by Nov 25th</p> <p>Complete by Nov 25th</p> <p>Due Nov 25th</p>
Module 7 Nov 26 - Dec 2	<p>Chapter 16 International Comparisons</p> <p>Chapter 17 Evaluation of HC Policy</p>	<p>1. Differentiate healthcare components of comparison among nations.</p> <p>2. Evaluate the differences in low, medium and high-income nations.</p> <p>3. Describe the components and changes in patient protection and the Affordable Care Act of 2010.</p>	<p>Listen to Lectures</p> <p>Discussion Question #1 (M1, M2) (10 points)</p> <p>Discussion Question #2 (M3) (10 points)</p> <p>Work on updates to final paper with instructor feedback.</p>	<p>Complete by Wednesday Nov 28th</p> <p>First post due by Nov 28th Final response by Nov 30th</p> <p>First post due by Nov 30th Final response by Dec 2nd</p>
Module 8 Dec 3 - Dec 9	Chapter 18 Value of Money in the Future of HC	1. Forecast future issues in the provision of healthcare and health insurance	<p>Listen to Lecture</p> <p>Discussion Question (M1) (10 points)</p>	<p>Complete by Wednesday Dec 5th</p> <p>First post due by Dec 6th</p>

			Final Research Paper (Various course objectives dependent on topic chosen) (100 points)	Final response by Dec 9th  All assignments and final paper <b>Completed by Sunday Dec 9th</b>
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### Grading Assessments

Type of Assessment	Points	Total possible points
Discussions	10 each	90
Chapter Quizzes	20-30 points	140
Handouts	20 each	40
Study Questions	Vary	85
Article Critique(s)	50 points	100
Research Paper Introduction	25	25
Draft of Full Research Paper	50	50
Final Research Paper	100	100
<b>Total Possible Points</b>		<b>630</b>

### ECO 320 Healthcare Economics Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

### Communicating with the Instructor

This course uses a “three before me” policy in regards to student to faculty communications. When questions arise during the course of this class, please remember to check these three sources for an answer before asking me to reply to your individual questions:

1. Course syllabus
2. Announcements in Blackboard
3. The "Question Center" discussion board

This policy will help you in potentially identifying answers before I can get back to you and it also helps your instructor from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the "Question Center" discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: [helpdesk@doane.edu](mailto:helpdesk@doane.edu)

Web: <http://www.doane.edu>

### **Computer Requirements**

Minimum computer requirements for the successful use of Blackboard:

[http://www.doane.edu/about-doane/offices/its/help-and-support#min\\_requirements](http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements)

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

### **Email and Internet**

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

### **Submitting Assignments**

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

### **Campus Network or Blackboard Outage**

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

## Grade Scale

A+ = 97-100%   A = 94-96%   A- = 90-93%   B+ = 87-89%   B = 84-86%   B- = 80-83%  
 C+ = 77-79%   C = 74-76%   C- = 70-73%   D+ = 67-69%   D = 64-66%   D- = 60-63%  
 F= 59% or below

<b>Participation Policy</b>	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for online courses. Participation in class discussions is an integral part of your grade. Please note that both quantity and quality are important considerations when it comes to participation. A message which says simply, "I agree", for example, would not constitute participation since it does not add anything of substance to the discussion. In order to earn full participation points, you must add something of substance to the discussion and will be expected to participate at least three days a week in substantive discussions. You will find it is much easier to keep up with an Online class if you are logging in and participating daily.
<b>Study Time</b>	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
<b>Late Work</b>	All assignments must be finished and turned in to complete the course. Unless the instructor is notified BEFORE the assignment is due, it is automatically docked 10% each day an assignment is late according to the schedule in the syllabus. Federal requirements state that students must complete 75% of the course work to be eligible to receive an incomplete for the course. If students fall more than two weeks behind, they cannot meet this requirement.
<b>Submitting Assignments</b>	All assignments will be submitted through the BlackBoard learning system. All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly for any announcement, to adjust as needed if assignments or due dates change.
<b>Communication Policy including Assignment</b>	If you have questions at any time during the class you are welcome to contact me via email or phone. My preference is that you will try to email me first, I do allow text (please identify yourself). Please allow 24

<b>Feedback</b>	hours for me to respond to emails Monday-Friday and 48 hours on the weekend.
<b>Academic Integrity Policy</b>	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> <li>1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise."</li> <li>2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."</li> <li>3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.</li> <li>4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.</li> </ol> <p><i>Gehring, D., Nuss, E.M., &amp; Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website:  <a href="https://catalog.doane.edu/content.php?catoid=16&amp;navoid=1333">https://catalog.doane.edu/content.php?catoid=16&amp;navoid=1333</a></p>
<b>Academic Support</b>	<p>Please contact <a href="mailto:academicsupport@doane.edu">academicsupport@doane.edu</a>  <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>
<b>Disability Services</b>	<p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a>  Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
<b>Military Services</b>	<p><a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a></p>

<b>Anti-Harassment Policy</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a>
<b>Grade Appeal Process</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a>
<b>Credit Hour Definition</b>	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.
<b>Doane Syllabus Addendum</b>	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at <a href="https://www.doane.edu/Syllabus">https://www.doane.edu/Syllabus</a> .