

THE WHARTON SCHOOL
University of Pennsylvania

E-Health: Business Models and Impact
HCMG 866
Spring 2014

Faculty:

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Lectures:

245 JMHH
Mondays, 5:00 p.m.-8:00 p.m.

Description:

This course will introduce students to the roles health information technologies (HIT) can play in improving the performance of health care delivery, financing and innovation. The course will discuss the portfolio of health information technologies; the opportunities to apply these technologies to improve health care safety, quality and efficiency; the challenges of HIT implementation and value realization; and emerging HIT areas. While this course will not (in and of itself) prepare students for primary information technology management positions, it will provide a foundation that will prepare them as managers in, and consultants to, the health care industry as well as inform entrepreneurs on the role of technology in the health care industry. The course relies heavily on industry leaders to share their ideas and experiences with industry leaders.

Assignments:

Prepare separate critical analyses of the material presented by two guest lecturers (6 pages each). Summarize the presenter's main points and conclusions. Discuss your assessment of the presenter's points and conclusions. Where do you agree or disagree and why? What insights did the lecture provide?

Group Project:

The primary deliverable for the course will be a group project developed with a group of 4. The group project can be of one of the following two forms:

- i. Given the change occurring in the healthcare industry, identify a critical problem (e.g., insufficient patient engagement in their care) and provide a proposed approach to addressing this problem through the use of IT in a paper (10 pages, 11 pt. min, double spaced).
- ii. Develop a “prototype” application or demonstrate feasibility of a technology tool using data (see below for one data source) that addresses a critical problem or challenge facing healthcare. Note: if you choose to take this approach please let the Professors know ASAP to discuss you’re plan.

In both cases you will be asked to give a 5 minute “pitch” of the issue you have chosen to tackle and the proposed solution and/or tool/app you’ve built to address the issue.

For students interested we will supply a sample data set of de-identified Medicare data. These data, while not representative of the Medicare population along many dimensions, have the data structure of the claims data made available by Medicare. Of course, you need not use this sample data set in your project.

Grading:

Students will be graded on class participation (25%), two critiques of lectures (50%) and the group project (25%).

Dinners with Guest Speakers:

Throughout the semester, students will have the opportunity to attend one dinner with the guest speaker (pending speaker availability). Limit one dinner, per student, per semester. Sign-ups for the meals will be done electronically.

Syllabus

Date: Lecture	Topic	Readings	Speaker
1/15: Lecture 1	Course Introduction/Industry and Application Overview Major Issues Facing the HIT industry	Adoption Of Electronic Health Records Grows Rapidly What It Will Take To Achieve The As-Yet-Unfulfilled Promises Of Health Information Technology Six Key Technologies to Support Accountable Care	Glaser/Kolstad Jim Adams
1/20: No Class	Martin Luther King Jr. Holiday		
1/27: Lecture 2	Organizational IT Strategy	Investing in the IT that makes a competitive difference The Digital Advantage: How digital leaders outperform their peers in every industry The Competitive Value of Healthcare Information Technology	Glaser
2/3: Lecture 3	IT Management Challenges and Approaches Assignment: CPOE case study	Computerized provider order entry at Emory Healthcare IT-Enabled Business Change: An Approach to Understanding and Managing Risk Success Factors for Clinical Information System Implementation	Glaser

2/10: Lecture 4	Government Role in HIT Observations on Government Role in HIT		Farzad Mostashari (Brookings) Glaser
2/17: Lecture 5	Forming a HIT Company – Lessons Learned and Advice		Ray Falci Sarah Pollet (Former COO Rock Health)
2/24: Lecture 6	Mobile Health Predictive Analytics		Jake Sattlemeir (Wellframe) Jack Challis (Clinicast)
3/3: Lecture 7	Big Data and Advance Analytics Methods for Big Data in Health Care		Ben Loop (Siemens) Kolstad
3/10: No Class	Spring Break		
3/17: Lecture 8	Patient use of HIT Patient Engagement		Dave deBronkart Paul Kusserow (Humana)
3/24: Lecture 9	Opportunities for Health IT Resulting from the ACA		Kolstad
3/31: Lecture 10	Health Information Exchange and		Marc Overhage (Siemens)

	Interoperability Insurance Exchanges, Data, and IT		Kolstad
4/7: Lecture 11	Perspective of a CIO Clinical Decision Support		Stephanie Reel (Johns Hopkins) Harm Scherpbier (Main Line Health)
4/14: Lecture 12	International HIT Markets Evidence on the Impact of HIT on Quality		Hartmut Schaper (Siemens) Kolstad
4/21: Lecture 13	TBD		
4/28: Lecture 14	Final Presentations/Pitches		