

THE WHARTON SCHOOL
University of Pennsylvania

E-Health: Business Models and Impact
HCMG 866
Spring 2015

Faculty:

Jonathan Kolstad
306 Colonial Penn Center
e-mail: jkolstad@wharton.upenn.edu
office hours by appointment

John Glaser
e-mail: glaserj@wharton.upenn.edu

Teaching Assistant

Nick Bartz
e-mail: bartz@wharton.upenn.edu

Lectures:

SHDH 109
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:

Lecture Responses (2): Prepare separate critical analyses of the material presented by two guest lecturers (3 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? Please upload your responses through the Canvas website. They should be PDF documents with the following file name structure: yourlastname_response[1 or 2]_speakerlastnameyourrespondingto.pdf

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. Papers and materials due 4/20.

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%).

Course Rules:

1. **Attendance:** You are expected to attend every course for the full length of the course. We will take attendance and that is a critical component of your participation grade (though not all, see 2).
2. **Contribute:** There is a great deal of knowledge on such a diverse topic in such a large and diverse class. We expect regular participation and discussion. You are encouraged to challenge assumptions of your Professors and guest lecturers, but please do so respectfully.
3. **Cell phones and laptops:** There are no cell phones allowed at any time. All speakers prepare and take the course seriously and we ask that you do as well. We realize some people like to use their laptops for notes. That is permitted but that is the only use for laptops. Individuals using their laptops for other activities (e.g.

checking out Facebook pictures of a friend from high school) will be considered absent for that class.

Class Coverage	Status	Topic	Speaker	Date
Glaser Kolstad	(5:00 – 6:30) Conf (6:30 – 8:00)	Market/Industry Overview Health Policy and Opportunities Top issues in the industry	John Glaser Jon Kolstad Jim Adams (Advisory Board)	1/14/15
Glaser Kolstad	Conf (5:00 – 6:30) Conf (6:30 – 8:00)	 EHR Vendor product and service capabilities	Girish Navani, CEO, eClinical Works Dick Flanigan, Sr. VP, Cerner	1/26/15
Glaser Kolstad	Conf (5:00 – 6:30) (6:30 – 8:00)	Federal HIT Policies and Programs Provider IT Response to Payment Reform	Meg Marshall (Cerner)/Charlene Underwood (Siemens) John Glaser, CEO, Siemens	2/2/15
Glaser Kolstad	Conf (5:00 – 6:30) Conf (6:30 – 8:00)	Payer Strategy Life Sciences Strategy	Paul Kusserow, Vice Chairman and President Development, Alignment Healthcare Gregory Reh, Partner, Deloitte	2/9/15
Glaser Kolstad	(5:00 – 6:30) Conf (6:30 – 8:00)	Implementation/Change Management/ Governance	John Glaser, Siemens Maria Hagen	2/16/15
Glaser Kolstad	Conf (5:00 – 6:30) Conf (6:30 – 8:00)	Patient/Consumer New Care Models	Dave deBronkart: ePatient Dave Farzad Mostashari, Aledade	2/23/15
Glaser Kolstad	Conf (5:00 – 6:30) Conf (6:30 – 8:00)		Joe Kvedar, Director, Center for Connected Health, Partners Ido Schoenberg, CEO, American Well	3/2/15
Glaser Kolstad	Conf (5:00 – 6:30) (6:30 – 8:00)		Jay Silverstein, CEO, Picwell J. Kolstad	3/16/15

Class Coverage	Status	Topic	Speaker	Date
Glaser Kolstad	Conf (5:00 – 6:30)	Big Data	Basel Kayyali and Sastry Chilukuri, McKinsey Study on Big Data in Health Care	3/23/15
	Conf (6:30 – 8:00)	Population Health	Jon Weiner, Director, Population Health Informatics, Johns Hopkins	
Glaser Kolstad	Conf (5:00 – 6:30)	Start Up	Jake Sattlemair, CEO, Wellframe	3/30/15
	Conf (6:30 – 8:00)		Simon Kennedy, Symphony Technology Group	
Glaser Kolstad	Conf (5:00 – 6:30)	Health Information Exchange	Micky Tripathi, MA eHealth Collaborative	4/6/15
	Conf (6:30 – 8:00)	Interoperability (Joint presentation)	Marc Overhage, CMIO, Siemens	
Glaser Kolstad	Conf (5:00 – 6:30)	Innovation	Sachin Jain, CMIO, Merck	4/13/15
	Conf (6:30 – 8:00)		Paul Wallace, Optum	
Glaser Kolstad	(5:00 – 6:30)	Value/Value Realization/Productivity	John Glaser	4/20/15
	(6:30 – 8:00)		Jon Kolstad	
Glaser Kolstad	(5:00 – 6:30)	Project Team Report Out		4/27/15
	(6:30 – 8:00)			