

**THE WHARTON SCHOOL**  
**University of Pennsylvania**

**E-Health: Business Models and Impact**  
**HCMG 866**  
**Spring 2016**

**Faculty:**

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**Lectures:**

RM 109, Steinberg-Dietrich  
Mondays, 5:00 p.m.-8:00 p.m. (First class will be held on Wednesday (1/13) from 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 (4 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 that addresses a critical problem or challenge facing healthcare.

In both cases you will be asked to give a 15 minute presentation of the issue you have chosen to tackle and the proposed solution and/or tool/app you’ve built to address the issue. These presentations will be given in the last two classes of the course.

**Grading:**

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