Wharton Health Care Management
HCMG –855

An MBA Mini-Course
"Management of Health Care for the Elderly"
Fall 2019
Huntsman Hall – F70

This course is designed to provide students with an appreciation of the many issues surrounding care of the elderly in America. The past, present and future of caring for one of this nation's greatest resources, the elderly, will be explored. This course will examine the various responses our health care system has developed in address the needs of this rapidly growing cohort of our population. Specific programs and services along the continuum of care will be examined with an emphasis on nursing homes, senior housing, community-based services and the use of acute care services. The new explosion of technological expanding care opportunities will also be evaluated as well as the impact of pharmaceuticals, home health care, hospice care, adult day care, managed care, case management, the use of nurse practitioners and long-term care insurance will be explored. The ongoing malpractice crisis in the long-term care industry will also be addressed. In true Wharton style, the final class of the semester will offer a detailed discussion of entrepreneurial opportunities within the senior market.

Course objectives are:

- **To enlighten students as to the complexities of and the significance of caring for our nation's elderly within our overall health care system.**

- **To present students with the current and future challenges facing our healthcare system with respect to the elderly, especially the reality of its complex, interdisciplinary, and financially demanding characteristics.**

- **To provide students with a wide range of entrepreneurial opportunities surrounding the senior market both here in America and from a global perspective.**

- **To provide students an opportunity to investigate a specific area of interest, selected by the student and approved by the instructor, that involves some aspect of senior care.**

This course is designed to provide students with the real story of aging in America and day to day challenges faced by many American seniors and their families. To help assure a learning opportunity that goes beyond the traditional "academic learning experience" several classes will be held off campus at a local nursing home, assisted living community, and a high-end retirement community. In addition, several industry experts will join our classes via Zoom meetings to share their expertise and wisdom.
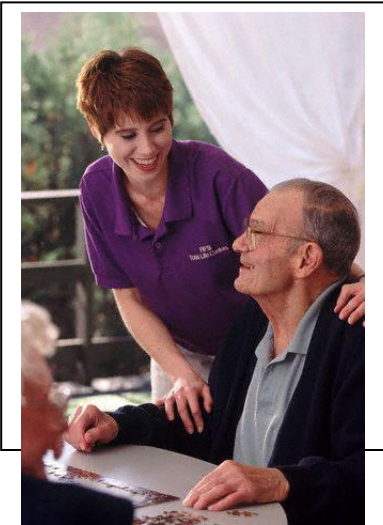
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Instructor:	John Whitman, MBA, NFA
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	jwhitman@wharton.upenn.edu

Readings: Selected materials provided by the instructor however students are expected to identify, on a weekly basis, materials of relevance for each class as well as to their area of interest through their independent research

Weekly Assignments: Because healthcare of the elderly encompasses so many different players, students will be equally divided into the following categories:

- ❑ Providers
- ❑ Consumers
- ❑ Government (regulatory)
- ❑ Legal
- ❑ Entrepreneurial

Students will prepare for each week's class with special focus on the area in which they selected or were assigned. (i.e. legal, consumer, provider, etc.) Students can provide current articles from their respective category for extra credit.

Requirements: Attendance, participation, preparation and final course project will be the areas in which final grades will be determined. In addition, each student is required to submit two jokes or comics related to the elderly. Please include the source of these materials.

Research Paper: The primary responsibility of this class is to complete a research type project on a topic of interest that directly involves seniors. Students can identify a project of their own or select a project from the list of possible projects provided by the instructor. All project ideas must be submitted to the instructor for approval before proceeding.

Site Visits: To enhance the student's opportunity to learn, several classes will be held on location at local nursing homes or senior housing facilities. Attendance at these site visits is important to appreciate the full scope of the course. If you are unable to attend, please contact the instructor in advance so that alternate arrangements can be made to secure an independent onsite experience.

Classroom: All classes held on campus will take place in Room JMHH
Please look at the syllabus each week to assure you are at the right location (site visit or classroom)

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Class #1 (September 9, 2019)	*Introduction/Overview*
6:00 to 9:00 PM	*An overview of America's Health Care*
Huntsman Hall F-70	*Continuum for Senior Care Services*
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Class #2 (September 16, 2019)	*The Nursing Home Industry*
6:00 to 9:00 PM	*(Part I)*
Restore Health at University City	*A discussion of the changing Nursing*
36th & Chestnut Street	*Home Industry in America… The good,*
Philadelphia, PA 19103	*the bad and the ugly*
——————	——————
Class #3 (September 23, 2019)	*The Nursing Home Industry (Part II)*
6:20 to 9:00 PM	*and Assisted Living, Independent*
Kearlsey Retirement Community	*Living, Low Income Senior Living,*
2100 North 49th Street	*Personal Care Homes and*
Philadelphia, PA	*and Dementia Care*
——————	——————
Class #4 (September 30, 2019)	*Retirement Communities and*
6:30 to 9:00 PM	*Continuing Care Retirement Communities (CCRCs)*
Watermark at Logan Square	*A review of senior housing options including*
Two Franklin Town Blvd	*continuing care retirement communities, and*
Philadelphia, PA 19103	*high end retirement communities*
——————	——————
Class #5 (October 7, 2019)	*Community Based Services*
6:00 to 9:00 PM	*This class will be a panel discussion with*
Huntsman Hall F-70	*representatives from the home health care, home*
	maker (non-skilled) hospice, and telehealth industries
——————	——————
Class #6 (October 15, 2018)	Final class overview along with special section
6:00 to 9:00 PM	focused on entrepreneurial opportunities to serve
Huntsman Room F70	the needs of the senior market

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Course Requirements:

The primary requirements of this course are class attendance, participation, and a research paper evaluating a specific aspect of the long-term care industry in which the student has interest. If you do not have a specific area you wish to explore, a list of possible projects to select from will be provide during the first class. Each project is required to have the following components:

Step One: Identification and Approval of Research Topic or Business Plan
Each student will identify an area within the long-term care continuum in which they have some interest. The student will then create a research topic and discuss his/her topic and proposed research methodology with the instructor for final approval. The purpose of this research is to give the student an opportunity to evaluate a component of the long-term care system in which they have interest. Topics in which the student already has a significant knowledgebase will not be approved.

Step Two: Background Research:
Literature search on the selected topic is required to secure a solid base of understanding of the selected area.

Step Three: Research
Students are required to gain new knowledge about the topic they have selected through interviews, surveys, or any method they deem effective in bring them new knowledge about the subject they have selected.

Step #4 Conclusions and Recommendations:

Students will develop a response to their research question based on their background review and individual research. Specific recommendations or conclusions from their perspective that respond to the initial research topic must be provided and supported.

Papers should be approximately 12 to 15 pages in length and graphs and other visuals are encouraged whenever possible to enhance the understanding of the information being presented.

There is no exam for this mini course however; papers are due by December 24, 2017. Papers should be submitted electronically if possible. If a paper contains support information that cannot be emailed, please leave then materials in the Program Office.

Group projects are acceptable and encouraged. Naturally, the depth of the research effort will need to be expanded beyond the expectations of a single student project.

In addition, it is each student's responsibility to assure that their final paper was received by the instructor. If you do not receive an email confirmation of receipt by the instructor within two days of submission, please contact the instructor directly to assure receipt.

Any papers received after December 22th will be graded as an incomplete. Once the paper is submitted, the incomplete grade will be replaced with the actual grade received.

PLEASE NOTE: Because of University grading requirements, it is important to follow the steps outlined above and follow the format outlined. Grades for papers varying from the required format will be impacted. In addition, classroom participation, additional papers and or studies found and submitted as well as the two comics submitted by the end of the course will impact the final grade received.

NOTE: If you have another class that schedules an exam on a night of one of the classes in this course, you must tell the instructor that your attendance in class is mandatory and he/she must offer you an alternative date for that exam.

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Desired Research Topic
Submission Sheet

Name: _____

Email Address: _____ Date Submitted: _____

Desired Research Title:

Description of Research Approach:

Desired Outcome:

Reason for Selecting this topic:

Date submitted: _____

Approved: _____ Date: _____