



HCMG 8410: INTRODUCTION TO HEALTH CARE MANAGEMENT AND ECONOMICS

Fall 2023

Contact Information

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Office hours: by appointment. Please feel free to email the TAs or me about any course questions, and we will set up a time to meet.

TAs:

Ruochen Sun and Harriet Jeon; Office hours: Monday, 4-5pm, CPC Faculty Lounge

Course email: hcmg8410@gmail.com

Lectures

Class meeting: Tuesday and Thursday, 3:30-5:00pm, Vance B11

Course description

This course provides an introduction to the field of health care economics and management. Using an economic approach, the course will provide an overview of the evolution, structure and current issues in the health care ecosystem. It examines the unique features of health care services, products and markets, with a specific focus on the changing relationships between patients, physicians, hospitals, insurers, employers, communities, and government. The course focuses on three broad segments of the health care industry: payors, providers, and producers. The course pays close attention to the economic incentives facing institutions and individuals and to the economic context of important health policy issues.

Course Format

- Lecture/presentation by instructor
- Presentations and discussions with guest speakers
- Student presentations

Course Materials

Slides and readings form the core material of the course and are provided through the Canvas website (<http://canvas.upenn.edu>).

Slides: Slides will be posted on Canvas prior to class. For guest speakers, slides may be made available after class.

Readings: There will typically be 2-3 relevant articles for each class. **Students are expected to read these in preparation for the class.** Required readings and podcasts are marked with an asterisk, and additional optional readings are also provided for each topic.

Optional textbooks: for additional context

- Lawton Burns, The US Healthcare Ecosystem: Payers, Providers, Producers
- Paul J. Feldstein, Health Policy Issues: An Economic Perspective, 7th ed.

Grading

- **In class** midterm exam on **Oct. 5**: 40%
- **In class** group project presentation **Nov. 28, Nov. 30, Dec 5.**: 35%
- Guest speaker write-ups: 15%
- Attendance: 10% (You are allowed two unexcused absences without affecting your grade)

Exam: There will be an in class midterm exam on **October 5**

Term project presentation: Students will be assigned to groups to work on a semester-long group project. Teams will present their work in the last three classes of the semester. Each group will select a topic, which will be submitted on Canvas by **September 28**. A one page outline will be due on **October 26** via Canvas so the professor and TAs can review and provide feedback. Presentation slides are due via Canvas at **11:59 pm on November 21** and will be shared with the class. Teams will make presentations in class on **November 28-December 5**. All team members must participate in the presentation. Project groups will be assigned by the 3rd class.

Each group will also be assigned as a “peer reviewer” for another group’s project. The peer group will formally respond to the project presentation with a brief critique/comments of their own. Peers can provide interim feedback during the semester as well.

Guest speaker write ups: Students must submit three guest speaker write-ups during the semester. Write ups should include three specific things discussed in the class that you found interesting, and should not exceed 400 words. You can choose to write-ups any three guest speakers. Submit the write ups on Canvas under assignments. **These are due four days after the guest lecture by 11:59 pm. Late write ups will not be accepted.**

Re-grades: any re-grade request **must be done within seven days after the exam or exercise is returned to you.** The request for a re-grade **must be done over email.** The request must include a description of what the problem is and why you think the exam or exercise should be graded differently. In these cases, the **entire exam or exercise will be regraded**, not just the question identified. A regrade can result in an increase, decrease, or no change in points.

Classroom Guidelines and Policies

- **Attendance:** Your on-time attendance for each class session is required, as is your active participation. You are allowed two unexcused absences without it affecting your grade. Attendance will be taken using the MBA Program Attendance App. The check in period opens ten minutes before class and closes at the end of class. To check in, students must be physically present in the classroom and must use the Program Attendance mobile app or website. Students may not check in on behalf of others. Misuse of the attendance app is a violation of the MBA Code of Ethics.

Student attendance is expected and required, unless excused by the professor or the MBA Program Office. Wharton's policy is that only personal illness and personal or family emergencies are excused absences. If a student needs to miss several classes for these reasons, an academic advisor will follow up with them and request documentation. Religious holidays during which classes are scheduled may be excused for observant students. Conflicts due to job interviews, career pursuits, weddings, personal and professional commitments, or travel are not appropriate reasons to request an excused absence.

Recruiting activities are not a basis for excusable absence. If you find yourself in a conflict due to your career search or recruiting activity, you should work with the MBA Career Management Office to find a resolution. Employers are prohibited from requiring recruiting-related activities, e.g., interviews, events or travel, that conflict with a student's academic commitments. An employer's inflexibility on this issue is considered a violation of Wharton's recruiting policy.

- **Name tents:** Please display your name tent at each lecture including classes with guest speakers.
- **Generative AI:** You may use generative AI programs (e.g., tools like ChatGPT) to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity. You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Any plagiarism or other form of cheating will be dealt with severely under relevant Penn policies.
- **Academic Honesty:** All students should familiarize themselves with the University's guidelines on citations, plagiarism and academic dishonesty, which are found at: http://www.upenn.edu/academicintegrity/ai_codeofacademicintegrity.html Any violations of this policy will result in significant consequences, including but not limited to, grade deductions and reporting to the University.

Recording Policy

By taking this course, students acknowledge that:

- They will not: (i) record, share, or disseminate Wharton course sessions, videos, transcripts, audio, or chats; (ii) retain such materials after the end of the course; or (iii) use such materials for any purpose other than in connection with participation in the course.
- They will not share links to Wharton course sessions with any persons not authorized to be in the course session. Sharing course materials with persons authorized to be in the relevant course is permitted. Syllabi, handouts, slides, and other documents may be shared at the discretion of the instructor.
- Course recordings, content, and materials may be covered by copyrights held by the University, the instructor, or third parties. Any unauthorized use of such recordings or course materials may violate such copyrights

Tentative Course Outline

Please see below for a tentative course schedule. The schedule is subject to change; the most up to date version will be on Canvas and will be announced through Canvas announcements.

- Overview
 - Aug. 29-31: Health and health care overview
- Insurance and insurers
 - Sept. 5-Sept. 7: Key concepts in health insurance
 - Sept. 12: Value based care and social determinants of health (Guest speaker: Dr. Krisda Chaiyachati, Physician Lead for Value-Based Care and Innovation for Verily Health Platforms at Verily, an Alphabet company)
 - Sept. 14: Medicare
 - Sept. 19: Medicaid
 - Sept. 21: Health care analytics (Guest speaker: Somesh Nigam, Chief Analytics and Data Officer, Blue Cross and Blue Shield of Louisiana)
 - Sept. 26: Home health care (Guest speaker: Heather Helle, President and Chief Operating Officer, BAYADA Home Health Care)
 - Sept. 28: Behavioral health (Guest speaker: Prof. Molly Candon, Psychiatry)
 - Oct. 3: Private insurance
- Oct. 5: Test (in class)
- Providers and producers
 - Oct. 24: Physicians and reimbursement
 - Oct. 26: Leadership and care coordination (Guest Speaker: Prof. Marissa King, Health Care Management)
 - Oct. 31: Hospitals

- Nov. 2: Digital health (Guest speaker: Dr. Anish Agarwal, Perelman)
- Nov. 7: Pharma and biotech (Guest speaker: Sean McElligott, Head of HE&OR at Novartis)
- Nov. 9: Maven Clinic (Guest speaker: Will Porteous, Chief Growth Officer, Maven Clinic)
- Nov. 14: The uninsured, the Affordable Care Act, and health policy
- Nov. 16: Medical devices (Guest speaker: Prof. Alon Bergman, Medical Ethics and Health Policy)
- Wrap up
 - Nov. 21: Challenges in health care discussion
- In class presentations
 - Nov. 28-Dec. 5