

THE WHARTON SCHOOL
University of Pennsylvania

E-Health: Business Models and Impact
HCMG 866
Spring 2018

Faculty:

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Teaching Assistant:

TBD

Lectures:

Location: JMHH 270
Thursdays, 3:00 p.m.-4:30 p.m. (First class January 11; no class on March 8 for Spring Break; last class on April 19)

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 will include lectures from industry leaders who will share their ideas and experiences.

Assignments:

Prepare two critical analyses of topics presented in two lectures of your choice (one before spring break and one after). Analyses should briefly summarize the key challenges and takeaways from the lecture and then more thoroughly focus on your assessment of the presentation or topic including whether you agree or disagree, how insights from your past experiences compare and contrast with the views of the

presenter, and your conclusions on the broader context of important challenges or next steps moving forward. Write-ups should be a maximum of 4 pages in length, with 11 pt font and 1.5 line spacing. The first write-up is due by March 1. The second is due by April 12.

Group Project:

The primary deliverable for the course will be a group project developed with a group of 3-5 members that is due by April 19th. The group project can be of one of the following two forms (10 pages maximum, 11 pt. font, double spaced):

- 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.
- ii. Develop a high-level business plan for an application or IT-based service 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%).