

**PROGRAM IN PUBLIC HEALTH**  
**Health Policy and Management Concentration Competencies**

Course Key

HPH 529: Fundamentals of Healthcare Management  
 HPH 527: Health Economics and Policy

**Legend**

Primary Source of Learning Experience

Secondary Source of Learning Experience

Concentration Competencies	Concentration Courses	
<b>1. US Healthcare Market:</b> Understand the structure of the US healthcare market and the impact of healthcare marketing techniques.		
	<b>HPH 529</b>	<b>HPH 527</b>
<b>Learning Experiences:</b>		
a. Describe the structure of the healthcare market and the role of key institutions in modulating that market.		
b. Distinguish marketing techniques in healthcare organizations and discuss the rapidly changing competitive environment for healthcare delivery.		
c. Understand core healthcare marketing concepts and basic marketing strategies.		
<b>2. Health Policy:</b> Describe the ways in which the delivery of healthcare in the US is shaped by policy.		
	<b>HPH 529</b>	<b>HPH 527</b>
<b>Learning Experiences:</b>		
a. Analyze the political context surrounding the financing and delivery of health services in the US through an economic perspective.		
b. Analyze the role of governments in medical care.		
c. Assess the impact of evolving healthcare reform measures.		
<b>3. Health Economics:</b> Define the role of economics in influencing healthcare delivery.		
	<b>HPH 529</b>	<b>HPH 527</b>
<b>Learning Experiences:</b>		
a. Define health economics and the variables upon which it operates, including medical care supply and demand, the role of health insurance, and production theory and the economics of prevention.		

b. Assess the important role of healthcare in the national economy.		
c. Apply economic models to the production of health and healthcare, including cost benefit analysis.		
4. <b>Management &amp; Leadership:</b> Understand individual and group approaches to management and leadership within a healthcare organization.	<b>HPH 529</b>	<b>HPH 527</b>
<b>Learning Experiences:</b>		
a. Understand the individual strategic approach to management, including basic organizational strategies.		
b. Utilize models of group problem solving and decision making.		
c. Understand approaches to the management of human resources in a healthcare setting.		
d. Understand communications models and strategies to convey information within, and as a representative of, a healthcare organization.		
e. Understand how to provide effective leadership and motivation.		
5. <b>Quality Control:</b> Describe approaches to quality control in a healthcare setting.	<b>HPH 529</b>	<b>HPH 527</b>
<b>Learning Experiences:</b>		
a. Discuss the importance of quality control in a healthcare setting.		
b. Understand the various techniques for measuring quality.		
c. Understand the history and theories of quality improvement, such as CQI and six sigma.		
d. Assess barriers and tools in quality improvement.		