

MANAGEMENT 5530: Physician Practice Management
University of North Texas
College of Business
Fall 2017 (8 week session)

**THIS IS AN 8 WEEK COURSE THAT MEETS THE FIRST EIGHT WEEKS OF
THE SEMESTER – AUGUST 28 to OCTOBER 20**

INSTRUCTOR: DR. MARK DAVIS
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OFFICE HOURS: TBD

***Check course Announcements regularly for communication from the
instructor throughout the semester.***

COURSE ACCESS:

Access the course at <http://ecampus.unt.edu>

Login using your EUID and password under “Course Login”
Click “MGMT 5530” from the list of courses
You will need Acrobat Reader and RealPlayer for this course

COURSE OBJECTIVES:

This course examines theory, methods, and best practices applicable to the management of medical groups. Topics include history of physician practice, organization forms, financial analysis and management, human resource management, marketing, information technology, legal and regulatory issues.

After successful completion of the course, students should be able to:

- Articulate the primary functions and activities of practice managers
- Describe the preparation and management of budgets to achieve practice goals
- Explain the revenue cycle and develop procedures for increasing revenues
- Evaluate the costs that impact practice performance
- Understand the tasks and activities associated with the human resource function
- Conduct an information system needs analysis
- Formulate marketing plans that address the mission and goals of the practice
- Understand federal, state, and local laws pertinent to practice management
- Outline an effective physician compensation plan
- Conduct an operational assessment of a physician practice organization
- Discuss the history and evolution of medical group practice and organization

COURSE MATERIALS

Wolper, L. F. Physician Practice Management: Essential Operational and Financial Knowledge. 2nd Edition.

OVERVIEW OF COURSE REQUIREMENTS

In this course, students will be required to complete two exams. They will also be required to complete weekly learning modules that present the course content for that week. Students are responsible for reading the textbook and any supplemental material presented in the course module. Modules include discussion questions. Students are required to answer discussion questions within the discussion forum following the directions provided. Students must also complete module quizzes each week. Students will develop a presentation on a physician (or clinic) practice management topic to share with other students through PowerPoint slides. They will also provide discussion comments on other students' presentations.

LEARNING MODULES. You will complete seven Learning Modules during the semester. Modules can be found on the course home page under "Course Content." The schedule of Module Assignments can be found on the course syllabus. Modules consist of textbook readings, *Profnotes*, quiz, and weekly discussion postings that support the content of the modules. *Profnotes* are designed to complement as well as supplement the module readings. The module grade will be based on quizzes and discussion posts. Students must complete assigned tasks for each module **DURING THE WEEK IN WHICH IT IS ASSIGNED**. All quizzes and discussion forum posts must be completed by Sunday at 12 midnight at the end of the week in which they are assigned. For example, Module #1 is assigned on Monday, August 28 and the associated quiz and discussion posts are due on Sunday, September 3rd by 12 midnight. Please read the instructions in each module carefully.

QUIZZES. Each module will include a ***5-question quiz*** over content from the ***textbook readings*** covered in the module. Students will have ***30 minutes*** to answer the five questions. Each question is worth one point. There are five possible points on each quiz.

DISCUSSION POSTINGS. Within each Module, the instructor has posted supplementary articles, videos, or audio files along with discussion questions. These questions are designed to stimulate class discussion. These questions are part of the assignment for that week's module. Students must post comments and responses that address the questions and promote in-depth discussion of module context. The Discussion Forum is a key feature of the course. Students enrolled in this course typically come from a variety of professional backgrounds, thus, adding to the diversity and scope of opinions. Class participants will have different perspectives that will add course depth. Your participation and involvement are critical to the success of the course. Each module will have two supplementary topics with associated discussion questions. The set of

discussion questions for each topic are worth 5 points. With one exception, each module has a total of 10 possible discussion points. The last module, Module #7 Marketing & Information Systems will only have one discussion question topic, which is worth 5 points.

EXAMS. The course includes two exams. Exams will be administered online. You will have a 26 hour window to access exams starting at 7pm on the day they are assigned and ending at 9pm the following day. Once you have accessed the exam, you will only have a limited time to complete the exam. Exams consist of multiple choice, matching, and true-false questions. Exam questions are derived from all content areas of the course modules: textbook readings, profnotes, powerpoint slides, and discussion forum.

CONTEMPORARY ISSUES PROJECT. Online student presentations will cover a contemporary issue in practice (or clinic) management. A list of suggested topics can be found in the Project Information area on the course homepage. You may choose a topic not on the list. These presentations should be composed in PowerPoint, with slides that highlight the main points of your topic. The notes section below each slide will elaborate on the content of the slide. The notes section should reflect what would be said in a live presentation to the class. Presentations should consist of about 11-13 slides. The last slide should include your references for the presentation.

Instructions for completing this assignment can be found by clicking on the Project Information link on the course home page. You will be graded on providing original information from outside the course, your analytical thinking about the issue, and the clarity and creativity in how the ideas are presented. ***Presentations are due by midnight on October 8th.***

DISCUSSION OF PRESENTATIONS. You are required to submit discussion posts on the presentations of two of your classmates. These discussion posts should address your thoughts or questions about the issue covered in the presentation. Each post will be graded on a scale from 1-5 based on quality and analytical thinking, for a total of 10 possible points.

Discussion posts for the presentations are due by midnight on October 18th.

EVALUATION OF COURSE PERFORMANCE:

	Grade Weights	
Modules	Quizzes	35 points
	Discussion Posts	65 points
Course Project	Presentation	90 points
	Discussion	10 points
Exam 1		100 points
Exam 2		100 points
Total		400 points

Grade	
A	360 – 400 points
B	320 – 359 points
C	280 – 319 points
D	240 – 279 points
F	Below 240 points

CLASS SCHEDULE:

Date	Topic	Assignment
Aug 28	Module #1: Medical Group Practice – History and Organizing Concepts (15 pts)	Ch. 1 & 2
Sept 4	Module #2: Organization, Accounting Principles, and Budgeting (15 pts)	Ch. 8 & 9
Sept 11	Module #3: Financial Management and Benchmarking (15 pts)	Ch. 10 & 11
Sept 18	Exam One: Chapters 1, 2, 8, 9, 10, 11 Module #4: Physician and Nursing Roles (15 pts)	Ch. 3 & 4
Sept 25	Module #5: Human Resource Management and Physician Compensation (15 pts)	Ch. 5 & 16
Oct 2	Module #6: Legal and Regulatory Issues (15 pts) Presentations Due Oct 8th	Ch. 14 & 20
Oct 9	Module #7: Marketing and Information Systems (10 pts) Presentation Discussion Postings due Oct 18 (10 pts)	Ch. 6 & 12
Oct 19	Exam Two: Chapters 3, 4, 5, 6, 12, 14, 16, 20	

Note: This is a flexible course schedule. The instructor reserves the right to change this schedule.

COURSE ASSISTANCE:

At times, access to the course may be down due to server problems. The UNT CLEAR office will make students aware of such “downtime” whether expected or unexpected. Please see the UNT ecampus main access page (ecampus.unt.edu) for announcements.

Blackboard Learn functionality issues: If you have difficulty accessing the course, please contact the Student Support Staff at helpdesk@unt.edu, phone: (940) 565-2324, in person: 130 Sage Hall. Support Desk Hours: M-Th, 8am-midnight; F, 8am-8pm; Sat, 9am-5pm; Sun, 8am- midnight. If you have access to the course, but are still having problems with the functionality, please view the “Frequently asked questions” link to review frequently asked questions about using Blackboard Learn. You may also contact the support staff with other questions regarding functionality.

Contact Instructor: If you cannot locate the answer or if you need additional information, contact your instructor using email. You may also contact your instructor when you have questions concerning assignments (accessing, using, submitting, grading, etc.)

STUDENTS WITH DISABILITIES:

The College of Business complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with a disability. If you have an established disability as defined by the Americans with Disabilities Act and would like to request an accommodation, please contact the instructor. University policy requires that within the first week of class students notify their instructor that accommodations are needed.

Special Note about Blackboard Learn. Blackboard Learn is committed to making certain that online courses are open and accessible to people with disabilities. As a result, Blackboard Learn complies with Section 508 of the United States Rehabilitation Act of 1973, enabling people with disabilities and those using assistive technologies, such as screen readers, to fully use the software.

RESEARCH PARTICIPATION

You may have opportunities during the semester to serve as a research subject and earn extra credit toward the course grade. You may choose not to participate and an alternative means of earning extra credit will be made available to you.

POLICY ON CHEATING:

Students are responsible for the textbook chapters outlined in this syllabus and for the course content reviewed on Blackboard Learn.

Students are expected to uphold University rules and standards of scholastic honesty and integrity. Cheating or other academic misconduct will not be tolerated. Violations

will be subject to disciplinary action. Cheating includes collaboration on any assignments that will be graded on an individual basis. It also includes plagiarism, unauthorized preparation of notes for use on exams, looking at another student's examination answers, or requesting or passing information during an examination. Students who become aware of suspicious activities are asked to promptly notify the professor so that immediate corrective action can be taken. Please refer to the University's policy on academic integrity: <http://vpaa.unt.edu/academic-integrity.htm>