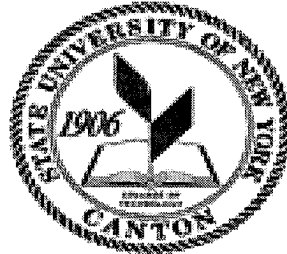


**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

HSMB 312 – Medical Practice Management

Prepared By: Vicki Perrine

Spring, 2018

**SCHOOL OF BUSINESS AND LIBERAL ARTS
HEALTH SERVICES MANAGEMENT**

- A. **TITLE:** Medical Practice Management
- B. **COURSE NUMBER:** HSMB 312
- C. **CREDIT HOURS:** 3 lecture hours per week for 15 weeks
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** None
- F. **SEMESTER(S) OFFERED:** Spring
- G. **CATALOG DESCRIPTION:**
This course identifies and examines the various components of the medical practice management and the interrelationship of those components. It prepares students to examine principles and applications of medical practice management. The course covers the history of medical practice, and defines various models of medical practice and the regulatory issues related to each model. It educates students on medical practice's financial, human resource, emergency, and quality management.
- H. **PRE-REQUISITES/CO-COURSES:**
HSMB 101 – Introduction to Health Services Management and FSMA 210 Intro to Finance, or Permission of Instructor
- I. **GOALS (STUDENT LEARNING OUTCOMES):**
By the end of this course, the student will:

Course Objectives	Program SLOs	Institutional SLO
1. Define eight domains of medical practice management and medical practice models.	1. Demonstrate effective oral and written communication skills	2. Communication - Written
2. Describe the forces of change affecting Medical Practice.	11. Describe the role of organizational and human resource management in the healthcare field.	1. Communication - Written
3. Analyze the regulatory requirements and their impact on Medical Practice Management.	12. Demonstrate an understanding of healthcare quality and outcomes measures.	2. Critical thinking - Problem Solving
4. Recognize the medical billing process and the complexities of physician compensation	8. Describe the framework in which healthcare services are produced, coordinated, consumed, and reimbursed.	1. Communication - Written

- J. **APPLIED LEARNING:** None

K. TEXTBOOK:

Wagner, S., Fundamentals of Medical Practice Management. Health Administration Press, Chicago, Illinois (2018). ISBN: 9781567- 939309

L. REFERENCES:

1. Wagner, S., Fundamentals of Medical Practice Management. Health Administration Press, Chicago, Illinois (2018).
2. Wenzel, F. and Wenzel, J. Fundamentals of Physician Practice Management. Health Administration Press, Chicago, Illinois (2005).

M. EQUIPMENT: None

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS:

Discussion posts, quizzes, assignments and exams will be used to measure attainment of course objectives.

P. DETAILED COURSE OUTLINE:

Course Outline:

Week	Topic	Chapter	Key Concepts
1	The Origins and History of Medicine and Medical Practice	1	<ul style="list-style-type: none">• The American Healthcare System• Practice Management Resources• The Dimensions of Medical Practice• Practice Ownership• Types of Practitioners• Medical Training
2	Practice Models and Legal Organization	2	<ul style="list-style-type: none">• Affiliation vs. Corporate Models• Corporate Practice of Medicine• Academic Medical Centers and Physician Practice Management• Accountable Care Organizations• Clinical Integration• Patient-Centered Medical Homes• Integrated Delivery Systems• Mergers and Acquisitions
3	Information Technology and Management	3	<ul style="list-style-type: none">• Meaningful Use• Practice Management Systems• Value-Based Care and IT's role• Patient Flow Process and IT• Interoperability
4	Regulatory Issues, the Law, and Practice Management	4	<ul style="list-style-type: none">• Laws Regulating the Organization and Governance of Corporations• Contract and Labor Law• Federal and State Taxation• Malpractice

			<ul style="list-style-type: none"> • Anti-Trust Laws
5	Regulatory Issues, the Law, and Practice Management	4	<ul style="list-style-type: none"> • Risk Assessment • The Medical Practice Act • Medical Records Regulations • Certificate of Need • Medicare Fraud and Abuse
6	Strategic Planning, Project Management, and Marketing in Practice Management	5	<ul style="list-style-type: none"> • Strategic Planning • SWOT Analysis • Analysis of a Capital Investment • Project Management • Economic Analysis of a New or Improved Service
7	Third Party Payers, the Revenue Cycle, and the Medical Practice	6	<ul style="list-style-type: none"> • Insurance Concepts • Types of Health Coverage • Managed Care • The Revenue Cycle • Resource-Based Relative Value Score
8	Financial Management and Managerial Accounting in the Physician Practice	7	<ul style="list-style-type: none"> • Cost Behavior • Accounting Methods • Budgeting
9	Financial Management and Managerial Accounting in the Physician Practice	7	<ul style="list-style-type: none"> • Financial Statements • Monitoring Financial Performance • Physician and Provider Compensation
10	Human Resource Management	8	<ul style="list-style-type: none"> • Employment, Recruiting, and Hiring Process • Employment Policies and Procedures • Organizational Development • Conflict Management • Diversity
11	Leading, Managing, and Governing within Organizational Dynamics	9	<ul style="list-style-type: none"> • The Dyad Leadership Model in Practice Management • Professionalism • Emotional Intelligence • Governance and Organizational Dynamics • Conducting meetings
12	Quality Management in the Physician Practice	10	<ul style="list-style-type: none"> • Quality and Safety • The Triple Aim • Quality Improvement Process and Tools • Data Analytics
13	Emergency Management and the Medical Practice	11	<ul style="list-style-type: none"> • Emergency Management • Developing an Emergency Preparedness Plan • Collaborative Emergency Management • The Key Dilemma

14	The future and Medical Practice Management	12	<ul style="list-style-type: none"> • Forces of Change • Lessons from the Affordable Care Act • Global Threat and International Cooperation • Advances in Imaging and Laboratory Testing • Data Analytics and Artificial Intelligence • Evidenced Based Healthcare • Population health
15	Review and Final Exam	N/A	

Q. LABORATORY OUTLINE: None