The Business of Health & Medical Care
Fall 2016: ECON-GB.2110

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I.  Course Description

Students taking The Business of Health & Medical Care will learn that healthcare is complex and unique compared to other applied economics. The course will emphasize in-class participation to facilitate learning from each other and guest speakers who will provide current, real-world perspectives. At the end of the course, students will understand how economics is applied in healthcare and how various dynamics impact the changing environment of healthcare. Students will gain perspective from numerous players in the market, including health insurers, physicians, hospitals and the government, and how each group makes cost-benefit trade off decisions. We will also explore healthcare reform in the US and how different countries around the world manage healthcare.

Topics to be discussed and debated include but are not limited to:

- Current Trends in Healthcare
- The “Value of A Life”
- Are there enough physicians in the US?
- The Well Being of the US and Other Countries
- Telemedicine
- Genetic Testing

II.  Grading

The course grade will be determined based on the percentages noted below, and final grades will be based on a bell curve.

Class Participation – 35%

Attendance is critical given the discussion-based nature of the course and the value of the guest speakers. The six classes are a learning experience and are essential to your successful completion of the course. If a student misses more than one class, you are highly unlikely to pass the course. For any absences you know of in advance, please notify me as soon as possible. If you miss one class without notifying me in advance, it will negatively impact your grade. If you are late to and/or leave early from class more than once, this will
also be reflected in your participation grade. If you are chronically late/leave early, this will be considered the same as missing a class.

Active participation in class means attentive listening and making quality comments. Quality comments possess one or more of the following attributes: (a) Contribute to moving the discussion forward; (b) Offer a different, unique and relevant perspective on the issue; (c) Build on comments of others; and (d) Include some evidence or analysis of inherent tradeoffs, i.e., demonstrates reflective thinking.

There will be opportunities throughout the course to take on volunteer mini assignments to research an issue or topic and to deliver a brief report to the class (10 minutes or less).

In-Class Essay – 15%

Thursday September 29 – 45 minutes

Mid-Term Essay – 25%

This essay will be assigned Thursday September 29th and is due Thursday October 13th, no later than 6pm.

Final Essay – 25%

This essay will be assigned Thursday October 13th, and is due Thursday October 27th, no later than 6pm.

Late submissions of essays are not accepted. You are given ample lead time to plan and to complete your work. Essays should be “Comprehensive Yet Concise” (I’ll describe this in more detail during class). Essays should not exceed two pages, font size 12, single spaced with 1” borders.

You are required to turn in a paper that conforms to professional standards of organization, grammar, punctuation, spelling, and paragraph/sentence structure. All students will be held to the current NYU Stern Honor Code.

http://www.stern.nyu.edu/sites/default/files/assets/documents/con_039512.pdf

Each student should include the following at the end of their paper “I pledge my honor that I have not violated the [NYU Stern Honor Code] in the completion of this essay.” The essay should be submitted to NYUClasses Assignments. All papers will be run through the software “turnitin” to confirm originality. Any papers that violate the code of conduct (including originality, plagiarism, etc.) will not be accepted and the student will receive a 0 for that essay and other disciplinary action may also be taken if appropriate.
III. Class Rules

- Using your phones or computers during class discussion is not permitted. However I would ask you to have them available in order to search a subject during class when requested.

- There will be one 10–15 minute break during each class. Feel free to use your phone and computer at that time.

- Each student is required to display their name plate in front of them during each class.

- Classes will be videotaped for your convenience to use as reference but will not take the place of attendance.

- Slides and other class materials will be posted on NYU Classes for your convenience after each class.

- Everyone is to follow the Stern Code of Conduct.

- Accommodations for disabilities are readily available through the proper channels – the Moses Center for Students with Disabilities

- If a student is not registered for this course, they are not allowed to sit in on the classes.

- Feel free to contact me via email or phone. If you need to schedule a specific time to discuss the course, assignments, etc., please email me and I will make myself available.

- The TF, James Lazar, can be reached by email or phone (voice or text). Feel free to reach out to him at any time to ask questions or schedule an in-person meeting.

IV. Required Reading Material

*Health Economics and Financing 5th edition* by Thomas Getzen – there is an electronic version of the book which is more economical than the hard cover book. The hard cover book is available for your convenience at the NYU bookstore.

The Business of Health and Medical Care is an immense subject and a six-week course can only cover certain aspects and highlights. I assign readings that I believe are beneficial for the class and the guest speakers that are scheduled. Please realize that the scheduled speakers are subject to change based on unforeseen circumstances, cancellations, etc. I try to teach information that may not be covered in the book and assume you have read the assigned textbook readings in order to have a basic understanding of the concepts. The students in the class come from diverse backgrounds, many having no healthcare
experience at all. As such, it is important for there to be some material that can be used to assist in building a foundation of knowledge around the Business of Health & Medical Care. I do not test from the book, but expect that you understand the concepts and incorporate them in your essays.

Try some of the problems at the end of each chapter to challenge your knowledge and thinking, and to make you more prepared for class participation and for your essays.

V. Schedule

Additional readings will be assigned throughout the 6-week course to stay current and relevant, and to ensure our preparedness for the guest speakers. Chapter reading assignments may vary if speakers change.

1. Thursday September 22

Required Reading:
   Textbook Chapters 1, 2, 3 & 4

2. Thursday September 29

Required Reading:
   Textbook Chapters 11, 12 & 13

Guest Speaker: Sal Guccione
   President & Chief Executive Officer
   Aceto Corporation
   Aceto.com

3. Thursday October 6

Required Reading:
   Textbook Chapters 5, 8 & 9
   Article - https://www.washingtonpost.com/national/health-science/misdiagnosis-is more-common-than-drug-errors-or-wrong-site-surgery/2013/05/03/5d71a374-9af4 11e2-a941-a19bce7af755_story.html

Guest Speaker: Michael Burke
   Senior Vice President and Vice Dean, Corporate CFO
   NYU, Langone Medical Center
   Nyulangone.org
4. Thursday October 13

Required Reading:
  Textbook Chapters 10, 17 & 18

Guest Speaker:  Jaideep Bajaj  
Chairman, ZS Associates  
ZSAssociates.com

5. Thursday October 20

Required Reading:
  Textbook Chapters 14, 15 & 16

Guest Speaker:  Donato Tramuto  
Chief Executive Officer, Healthways, Inc  
Healthways.com  
Founder, HealtheVillages  
Healthevillages.org

6. Thursday October 27

Required Reading:
  Textbook Chapters 6 & 7
  Article – “Will there be Enough Doctors?” to be posted on NYU Classes

Guest Speaker:  Dr. Doris Day  
Day Dermatology and Aesthetics  
NYU Langone Medical Center, Clinical Associate Professor of Dermatology  
Myclearskin.com