MGT 569 Healthcare Marketing

Fall 2017 Syllabus

Course Description
Every encounter with a patient, customer or client influences the way they perceive the organization. It is therefore very important for all employees to understand the company's brand, mission, values and vision. This course will
- discuss the role of marketing in healthcare
- introduce concepts in marketing
- describe how to conduct user research
- create enhancements in the user experience
- introduce methods for market research and data analysis
- discuss how to make marketing decisions
- suggest methods for communicating those decisions
- connect marketing with daily operations.

Credit Hours   4 credits

Faculty Information
Ron Sakaguchi, DDS, PhD, MBA
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For timely, brief questions connect with the instructor by e-mail. For an extended conversation please e-mail or connect with the instructor in class to schedule a specific time. The instructor will do his best to respond to emails within 24 hours.

General Course Meeting Information
This course meets online Monday, September 25 – Friday, December 8, 2017.

We will meet in person twice in the term:
Friday, September 29, 2017   4:00-9:00pm   CHH 3070
Friday, December 1, 2017   4:00-9:00pm   BICC 124

Required Texts
Harvard Business School Publishing (HBSP) Coursepack
The following articles and cases must be purchased at the following link:
http://cb.hbsp.harvard.edu/cbmp/access/65934340
- Arons, M et al (2014). The Ultimate Marketing Machine. HBR July-Aug 2014.
- Schrage, M (2016). Why User Experience Always Has to Come First. HBR Sept 8, 2016.
- Gimenez, E (2014). Decision-Driven Marketing. HBR July-Aug 2014.
- A Manager's Guide to Human Irrationalities. MIT Sloan Management Review, Winter 2009.
- Chandra, A et al (2016). Research: Perhaps Market Forces Do Work in Health Care After All. HBR Dec 2016.

- Ariker, M et al (2015). Quantifying the Impact of Marketing Analytics. HBR Nov 5, 2015.

Additional materials will be available in Sakai and listed in Course Materials.
Students are encouraged to keep copies of readings and links they may want to use in the future as the materials will no longer be available once the course is complete.

Course Objectives

Through active participation in this course, you will improve your ability to:
- Understand fundamental marketing principles and strategies that are relevant in healthcare.
- Enhance your focus on patients and customers in the healthcare industry and learn how to enhance their user experience
- Conduct market research and analysis
- Enhance your communication skills
- Implement marketing strategies
- Implement marketing tactics in daily operations

Alignment with Program Learning Goals and Objectives

This course is a foundation course in the MS curriculum and focuses on the following:

LG2: Strategic Decisions
- **LO1**: Identify and define problems with consideration of uncertainties and risks.
- **LO2**: Critically evaluate information.
- **LO3**: Make decisions and evidence-based recommendations that improve outcomes.

LG4: Communication, Audience Engagement
- **LO1**: Demonstrate a thorough consideration and understanding of context, purpose and audience in the communication.
- **LO2**: Present a central message that is clear, concise and convincing.
- **LO3**: Skillfully present complex information that is readily understood by a broad range of stakeholders.

Attendance Requirements

Attendance at the face-to-face sessions is required as is participation in the online component of the course. Students are expected to be present and participate in discussions in a professional and respectful manner. Failure to attend or participate in class may adversely affect your final grade. See the Grading Policy (below) for details.

Weekly Class Workflow

This is an outline of what you can expect to do in a typical week in this course:
- Review the module introductions from the instructor
- Read the assigned articles and watch the videos
- Post comments in the weekly discussion forums
- Work on assignments

Keys to successful class participation:
- Read the assigned articles and watch the video presentations every week.
- Respond to the weekly questions posted by the instructor.
- Post comments that are relevant to the forum question from the instructor and further the conversation.

Grading Policy

Grades are based on the following criteria:

A	95-100%	B-	80-82%	D+	67-69%
A-	90-94%	C+	77-79%	D	63-67%
B+	87-89%	C	73-76%	D-	60-62%
B	83-86%	C-	70-72%	F	Below 60%

Graduate credit will be granted for a class grade of C or better, however a class grade below B is cause for serious concern.

Grades will be based on scores from Forum posts and participation and participation in the in-person class meetings. The point breakdown is as follows:

20% Active participation at F2F sessions
80% Forum Participation

Grades are due to the Registrar's Office one week after the end of the term. Students will find official grades posted in SIS by Friday, December 29. If at this time you do not see your grades in SIS, please contact the Division at 503-346-0375.

Forums

There are seven weekly forums in this course that you will participate with in your teams. (See Overview page of Sakai to find your team.) Some weeks require short discussion posts, with others involve posting more substantial assignments. Below are the grading rubrics for the forums

Discussions
- Posts respond to the question, are on time, and show good understanding of information in articles and videos. Posts are concise, are of high quality, are analytical and are presented professionally: 70%
- Follow-up post(s) further the discussion by providing additional insight to others' posts: 30%

Assignments
- Report demonstrates good understanding of information in articles and videos. 70%
- Report is of appropriate length and format. Quality of writing is appropriate for professional audiences: 30%

Copyright Information

Every reasonable effort has been made to protect the copyright requirements of materials used in this course. Class participants are warned not to copy, audio, or videotape in violation of copyright laws. Journal articles will be kept on reserve at the library or online for student access. Copyright law does allow for making one personal copy of each article from the original article. This limit also applies to electronic sources.

To comply with the fair use fair use doctrine of the US copyright law, Sakai course sites close three weeks after grades are posted with the Registrar. Please be sure to download all course material you wish to keep before this time.

Syllabus Changes & Retention

This syllabus is <u>not</u> to be considered a contract between the student and the Division of Management. It is recognized that changes may be made as the need arises. Students are responsible for keeping a copy of the course syllabus for their records. **PLEASE NOTE: the course outline posted on Sakai will have the most up to date information**.

Student Access	Our program is committed to all students achieving their potential. If you have a disability or think you may have a disability (physical, learning, hearing, vision, psychological) which may need a reasonable accommodation please contact Student Access at (503) 494-0082 or e-mail at studentaccess@ohsu.edu to discuss your needs.
	You can also find more information here. Because accommodations can take time to implement, it is important to have this discussion as soon as possible. All information regarding a student's disability is kept in accordance with relevant state and federal laws.
Commitment to Equity and Inclusion	Oregon Health & Science University is committed to creating and fostering a learning and working environment based on open communication and mutual respect. If you encounter sexual harassment, sexual misconduct, sexual assault, or discrimination based on race, color, religion, age, national origin or ancestry, veteran or military status, sex, marital status, pregnancy or parenting status, sexual orientation, gender identity, disability or any other protected status please contact the Affirmative Action and Equal Opportunity Department at 503-494-5148 or aaeo@ohsu.edu.
	Inquiries about Title IX compliance or sex/gender discrimination and harassment may be directed to the **OHSU Title IX Coordinator** at 503-494-0258 or titleix@ohsu.edu.
Inclement Weather Policy	When the weather forecast calls for ice or snow, call the OHSU Alert Line, 503 494-9021, for information regarding weather conditions that may affect operations at OHSU. See this website for details. For more information specific to the Division, please visit our website.
Academic Honesty	Course participants are expected to maintain academic honesty in their course work. Submission of previously published solutions or answers (sections or in total) as one's own work will not receive credit. Literature and resources (including Internet resources) employed in fulfilling assignments must be cited. Phrases, sentences or paragraphs from other sources, including the participant's own previous writings may only be used with explicit attribution and citation of source.
	To uphold the principles and practice of academic honesty, faculty members at OHSU may use originality checking systems such as *Turnitin* to compare a student's submitted work against multiple sources. More information about Turnitin and plagiarism can be found online through OHSU's Teaching & Learning Center.
Use of Sakai	This course will have an online component, which can be accessed through Sakai, OHSU's online course management system. OHSU's Sakai software is supported by the Sakai Help Desk. The Help Desk offers technical and user support seven days a week: Monday through Friday from 8 a.m. to 9 p.m. Pacific Time and weekends and holidays from noon until 5 p.m. Pacific Time. You can contact the Help Desk using their web-based form, or via e-mail at sakai@ohsu.edu, or by phone at 1-877-972-5249.
	Please remember, Sakai course sites close three weeks after grades are posted with the Registrar. Please be sure to download all course material you wish to keep before this time.