Healthcare Services Delivery: A Managerial Economic Approach

HCMG 852 / 352
Spring 2019
TR 1:30 – 3:00PM
JMHH G60

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Objectives
The purpose of this course is to apply economics to an analysis of the health care industry, with special emphasis on the unique characteristics of the US healthcare markets, from pre-hospital to post-acute care. This course focuses on salient economic features of health care delivery, including: the role of nonprofit providers, the effects of regulation and antitrust activity on hospitals, the degree of input substitutability within hospitals, competition in home health care, public versus private provision of emergency medical services, the effect of specialty hospitals and ambulatory surgery centers, innovative models of primary care delivery, defining and improving medical performance in hospitals, specialization and investment in physical and human capital, and shifting of services between inpatient and outpatient settings and its effect on health care costs and quality.

Grading
- Class Participation 15%
- Midterm Exam 60%
- Student presentation 25%

WebCafe
We have established a CANVAS site for HCMG852. This will serve as our primary communication channel. You can log on using your usual Wharton username and password. Registered students will automatically have access. Others can get an account online at: http://accounts.wharton.upenn.edu. In case of any problems, you can apply in person at F35 JMHH, which is the Wharton computer consulting office. If you have questions about using CANVAS, contact the CANVAS Team at: courseware@wharton.upenn.edu.

Readings: All readings will appear in an electronic format on Canvas. Note that all readings below are suggested and hence, optional. Most readings will be discussed in the classroom.
## Dates, Topics and Reading Assignments

### Thursday, January 17

**Introduction to the U.S. Healthcare Industry and its Unique Characteristics**


### Tuesday, January 22

**On the Objectives and Behavior of Nonprofit Hospitals in the U.S.**


### Thursday, January 24

**Why do For-Profit and Nonprofit Providers Coexist in the Same Market?**


### Tuesday, January 29

**Cost-Shifting and Cross-Subsidization Behavior of Hospitals and Physicians**

Thursday, January 31

**Competition and Collaboration among Mission-Driven Healthcare Organizations**, Steven Levin, MBA, Managing Director of The Chartis Group

Tuesday, February 5

**Critical Access Hospitals and the State of Rural Healthcare**, Allison Suttle, M.D., Chief Medical Officer, Sanford Health

Thursday, February 7

**Introduction to Antitrust and Regulation in Health Care**


Arizona v. Maricopa County Medical Society, Supreme Court of the United States, 1982 (457 U.S. 332, 102 St.Ct. 2466, 73 L.Ed.2d 48).


Tuesday, February 12


Thursday, February 14

**Strategies for Contracting with Large Providers**, Mai Pham, M.D., Vice President of Provider Alignment Solutions, Anthem, Inc.

Tuesday, February 19

**Public versus Private Emergency Medical Services**


Thursday, February 21

**Innovation in Primary Care**


Tuesday, February 26

The Patient Centered Medical Home, Sarah Scholle, Ph.D., Vice President of Research & Analysis, National Committee for Quality Assurance

Thursday, February 28

Retainer-Based Medicine and Personalized Healthcare, Dr. Andrea Klemes, Chief Medical Officer of MDVIP

---- SPRING BREAK ----

Tuesday, March 12

Specialty Hospitals, Ambulatory Surgery Centers, and Division of Labor


Thursday, March 14

The Use of Predictive Analytics Somesh Nigam, Ph.D., Chief Informatics Officer, Blue Cross Blue Shield of Louisiana.

Tuesday, March 19

A Consumer-Driven Culture of Health, Kenneth Abrams, M.D., MBA, Managing Director, Deloitte Consulting LLP

Thursday, March 21

Regulation, Competition and Vertical Integration in Home Health


Neuman, Patricia, Juliette Cubanski, and Anthony Damico., “Medicare Per Capita Spending By Age And Service: New Data Highlights Oldest Beneficiaries”, Health Affairs, February 2015 34: pp. 2335-339


**Thursday, March 26**

**A Hospital System Model of Disease Management** - David A. Horowitz, M.D., Senior Medical Director for Quality and Chief Medical Officer of Penn Care at Home, University of Pennsylvania Health System.

**Thursday, March 28**

**Physician House Calls: Caring for high risk patients:** Jessica Son, M.D., MBA, Director of Physician Services, Bayada Home Health Care.

**Tuesday, April 2**

**The Challenges of Managing a Home Health Agency**. David Baiada, MBA, Practice Leader, Home Health, Bayada Home Health Care.

**Tuesday, April 4**

**Defining and Improving Health Care Organization Performance**. Dr. Craig Samitt, M.D., MBA, Chief Executive Officer for Blue Cross Blue Shield of Minnesota.

**Thursday, April 9**

**Technology Disadoption**


**Tuesday, April 11**

**Low Value Technologies**, Ronald Brooks, M.D., Senior Network Medical Director, Independence Blue Cross and Aaron Smith-McLallen, Ph.D., Senior Research Scientist, , Independence Blue Cross
Tuesday, April 16

MIDTERM EXAM  (1:30 PM – 2:50 PM)

Thursday, April 18

The Future of Healthcare. Dr. Laurence Wellikson, M.D., Chief Executive Officer of the Society of Hospital Medicine

Tuesday, April 23 – Tuesday, April 30

Student Presentations