

Business Management Training For Current and Future Directors and Managers in Healthcare

Course Purpose

Primary purpose is to help directors and managers be more effective in leading and managing healthcare clinics. The secondary purpose is to train others on the business aspects of the clinics to further their understanding and ability to support the clinic.

Course Description

This course is a general, but comprehensive overview of the “business” of out-patient medicine. The course will cover basic business topics, including:

Economics	Finance	Accounting
Strategy	Planning	Human Resources
Leadership	Decision-Making	Regulation
Healthcare Industry	Billing & Collections	Customer Service

Course Structure

The course will have twelve lectures that will be completed over the course of one year. Each lecture will be approximately 1 ½ hours long and will require a short quiz, a reading assignment, and a project. At the end of each session, there will be an additional ½ hour for discussion, questions and review of the information.

Lectures (currently scheduled for the 2nd Tuesday of each month at 6:30 PM) will be held in the San Luis Sports Therapy Conference Room in SLO located at 805 Aerovista Place, Suite 201, San Luis Obispo.

Course Requirements

To complete the course, all lectures and activities must be completed. More than three activities not completed by their deadline will result in expulsion from the course. More than three lectures not attended will result in expulsion from the course.

Course Demands

The intent of the course is for participants to learn and to provoke thought and innovation. It is not intended to be a burden. However, a commitment is required and 3 to 4 hours a month will likely be necessary. Each participant will be required to select a business book to read over the course of the year as part of the course.

INTERESTED?

Contact Matthew Wild (matt@slsportstherapy.com) by July 10th. The first lecture is scheduled to start promptly at **6:30 PM, Tuesday, July 14th** in the SLO conference room. Space is limited to the first 40 to sign up.

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Course Syllabus

Class Meets 2nd Tuesday of each month at 6:30 PM unless otherwise announced

#1 Business Principals and the Role of the Director: An Introduction July

Reading Assignment:	"Approved" Business Book	<i>Due: June</i>
	Lecture #2 Pre-Reading - Economics	<i>Due: Aug</i>
Project:	Written Summary of Business Book Reading Assignment	<i>Due: June</i>
Discussion Topic:	Post Written Assignment to Bulletin Board	<i>Due: June</i>
Quiz:		<i>Due: July</i>

#2 Economics Basics

August

Reading Assignment:	Lecture #3 Pre-Reading – Accounting	<i>Due: Aug.</i>
	Lecture #3 Pre-Reading - Finance	<i>Due: Aug.</i>
Project:	Complete Economics Spreadsheet	<i>Due: Aug.</i>
Discussion Topic:	Cost Benefit Analysis and Identification of Opportunity Costs	<i>Due: Aug.</i>
Quiz:		<i>Due: Aug.</i>

#3 Finance & Accounting Basics

Sept.

Reading Assignment:	Lecture #4 Pre-Reading – Human Resources x 6	<i>Due: Sep.</i>
Project:	Complete Finance & Accounting Spreadsheet	<i>Due: Sep.</i>
Discussion Topic:	Analysis of Financial Statements	<i>Due: Sep.</i>
Quiz:		<i>Due: Sep.</i>

#4 Human Resources

Oct.

Reading Assignment:	Lecture #5 Pre-Reading - Leadership	<i>Due: Oct.</i>
Project:	Complete Personality Profiles	<i>Due: Oct.</i>
Discussion Topic:	None	<i>Due: Oct.</i>
Quiz:		<i>Due: Oct.</i>

#5 Leadership & Decision Making

Nov.

Reading Assignment:	Lecture #6 Pre-Reading - Marketing	<i>Due: Nov.</i>
Project:	Leadership Self Assessment	<i>Due: May</i>
Discussion Topic:	Leadership Strengths & Weaknesses, Innovation	<i>Due: Nov.</i>
Quiz:		<i>Due: Nov.</i>

#6 Marketing & Business Development

Dec.

Reading Assignment:	Lecture #7 Pre-Reading – Customer Service	<i>Due: Dec.</i>
Project:	Two Networking Events	<i>Due: May</i>
Discussion Topic:	Networking Events	<i>Due: Dec.</i>
Quiz:		<i>Due: Dec.</i>

Business Leadership Training For Current and Future Directors and Managers

Course Syllabus Continued

#7 Customer Service

Reading Assignment: **Lecture #8 Pre-Reading – Customer Service**
 Project: Run One Event
 Discussion Topic: Organizing, Planning & Supervising an Event
 Quiz:

Jan.

Due: Jan.
Due: Jan.
Due: Jan.
Due: Jan.

#8 Ethics & Regulation

Reading Assignment: Read Company Billing Manual
 Project: None
 Discussion Topic: None
 Quiz:

Feb.

Due: Feb.
Due: Feb.
Due: Feb.
Due: Feb.

#9 Billing & Collections

Reading Assignment: Read “thehealthcareblog.com”
 Project: Two-Hour Hands on Training Session in Billing
 Discussion Topic: None
 Quiz:

Mar.

Due: Mar.
Due: May
Due: Mar.
Due: Mar.

#10 Healthcare Industry

Reading Assignment: Business Strategy & Planning Web Site
 Project: Find Article/Source of Current Healthcare Industry Information
 Discussion Topic: Opinion on Healthcare Current Event
 Quiz:

Apr.

Due: Apr.
Due: Apr.
Due: Apr.
Due: Apr.

#11 Business Strategy & Planning

Reading Assignment: Business Plans Web Site
 Project: Business Plan w/SWOT Analysis
 Discussion Topic: None
 Quiz:

May

Due: May
Due: May
Due: May
Due: May

#12 Applied Business Principals

Reading Assignment: None
 Project: Action Plan for Clinic/Department
 Discussion Topic: None
 Quiz:

June

Due: June
Due: June
Due: June
Due: June

	Lecture 1	Lecture 2	Lecture 3	Lecture 4	Lecture 5	Lecture 6	Lecture 7	Lecture 8	Lecture 9	Lecture 10	Lecture 11	Lecture 12	
Title	Introduction	Economics	Finance/ Accounting	Human Resources	Leadership/D ecision Making	Marketing	Customer Service	Ethics	Billing & Collections	Healthcare Industry	Strategy & Planning	Applied Business Principals	
PTB = "Post To Board"	Project	Register for Discussion Board & Select Book (PTB)	Economics Spreadsheet (PTB)	Finance Spreadsheet (PTB)	Self-Assessment Personality Type & Famous Likeness (PTB)	Leadership Assessment Quiz Strongest/Weakest (PTB) & One Innovation (PTB)	Two Networking Opportunities (PTB)	Running an Event (PTB)	No Project	Complete Billing Training Session	Opinion of Healthcare Current Evnet (PTB)	Email Completed SWOT & Business Planning Sheet to Instructor	Write Summary of Key Points from Business Book
Date	July	August	September	October	November	December	January	February	March	April	May	June	
Name	Attendance												
	Quiz												
	Project												
	Attendance												
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