Healthcare management and marketing for dentists

1. Imprint	
Faculty name:	Faculty of Medicine and Dentistry
Education program *(field of study, level and educational profile, form of studies, e.g., Public Health, 1st level studies, practical profile, full time)*:	English Dentistry Division, full cycle, practical profile, intramural, full time
Academic year:	**2018/2019**
Module/subject name:	**Healthcare management and marketing for dentists**
Subject code *(from the Pensum system)*:	
Educational units:	Department of Social Medicine and Public Health Medical University of Warsaw Oczki 3 00-007 Warszawa
Head of the unit/s:	Associate Professor Aneta Nitsch-Osuch, MD, PhD (anitsch@wum.edu.pl)
Study year *(the year during which the respective subject is taught)*:	IV, V
Study semester *(the semester during which the respective subject is taught)*:	winter or summer (one weekend: Saturday 9AM-5PM; Sunday 9AM-4PM)
Module/subject type *(basic, corresponding to the field of study, optional)*:	Optional course
Teachers *(names and surnames and degrees of all academic teachers of respective subjects)*:	Magdalena Bogdan, M. Sc (magdalenabogdann@gmail.com)
ERASMUS YES/NO *(Is the subject available for students under the ERASMUS programme?)*:	Yes
A person responsible for the syllabus *(a person to which all comments to the syllabus should be reported)*	Magdalena Bogdan, M. Sc (magdalenabogdann@gmail.com)
Number of ECTS credits:	1,5

2. Educational goals and aims

The aim and goals of the course is to prepare students to conduct a commercial medical activity, in the forms prescribed by the law.

3. Initial requirements

None

4. Learning outcomes corresponding to the subject

A list of course learning outcomes

Symbol of course learning outcomes	Description of course learning outcomes	The reference to programme learning outcomes (number)
W01	The student knows the operating principles, management principles and potential applications of the information technology in public health institutions.	G.W8
W02	The student the rules of mediation and contracts with different health services in the public and private sector.	G.W 10
W03	The student knows the legal background for the communication in medicine.	G.W 23
W04	The student knows the basic legal principles of the health care services.	G.W 27
W05	The student knows the rights and duties of the employee and the employer.	G.W 28
U01	The student can apply the basic principles of the management of health institutions and health services into the practice.	G.U 13
U02	The student can prepare the professional and commercial offer for health care services.	G.U 14

5. Forms of classes

Form	*Number of hours*	*Number of groups*
Lecture	6	1
Seminar	10	1
Practical classes	4	1

6. Subject topics and educational contents

W1 – lecture 1; W 2 – lecture 2 - Principles of the commercial medical activity (part I and part II) - Legal, economic and sanitary rules of the commercial medical activity – W01;W02 Magdalena Bogdan M.Sc
W 3 - lecture 3; W 4 – lecture 4 - Principles of the theory of the management (part I and part II) - Different model of management with examples; advantages and disadvantages; W01; W02; Magdalena Bogdan, M, Sc
W 5 - lecture 5; W 6 – lecture 6; Principles of the theory of marketing - Different models of marketing methods for medical services; advantages and disadvantages; W04; U01; Magdalena Bogdan, M, Sc

S 1 – seminar 1; S 2 – seminar 2 - Basic economic categories - Basic economic categories: manufacturing, service, market, competition, supply and demand, pricing policies; W05; U01; Magdalena Bogdan, M, Sc
S3 – seminar 3; S 4- seminar 4 - Basics of the financial characteristics of the medical services medicinal costs and their types, revenue; analysis of the financial result, loans, bonds, leasing, factoring, forfeiting, franchising, venture capital; W04; W05; U02; Magdalena Bogdan, M, Sc
S5 – seminar 5; S6- seminar 6 - Principles of the management of the medical services - Goals and objectives; the rights and obligations of the employer and the employee (Labour Low); supervision and control; quality benefits; use of IT tools; W01; W02; U02; U03; Magdalena Bogdan, M, Sc
S7 – seminar 7; S8 – seminar 8 - Principles of the registration and running commercial medical services - Different forms of the medical commercial services and activities; advantages and disadvantages; U01;U02; Magdalena Bogdan, M, Sc
S9- seminar 9; S10 – seminar 10 - Principles of the management under the pressure (time, stress) Different form and methods of minimizing negative results of the work under the pressure; W01; U01; Magdalena Bogdan, M, Sc
C 1 - practical classes 1 - Writing a business plan - Elements of the preparation of the business plan; the most common mistakes; U01; Magdalena Bogdan, M, Sc
C2 - practical classes 2 - Writing the offer the national health care institutions Elements of the offer, the most common mistakes; U02; Magdalena Bogdan, M, Sc

7. Methods of verification of learning outcomes

Learning outcome corresponding to the subject (symbol)	Forms of classes (symbol)	Methods of verification of a learning outcome	Credit receiving criteria
S1-S10 W1- W6	Lectures, seminars	Preparation of the presentation	Positive evaluation of the presentation
U01-U-05	Practical class	Preparation of the project	Positive evaluation of the project

8. Evaluation criteria

Form of receiving credit in a subject: without grade (credit)

grade	criteria
2.0 (failed)	-
3.0 (satisfactory)	-
3.5 (rather good)	-
4.0 (good)	-
4.5 (more than good)	-
5.0 (very good)	-

9. Literature

Obligatory literature:

1. Bercovitz E. Essentials of the health care marketing. 3rd edition.
2. Feldstein P. Health care economics. 3rd edition.
3. Swayne L.E., Duncan W.J., Ginter P.M., Strategic Management of Health Care Organizations. 6th edition.

Supplementary literature:

1. Getzen, T., Health Economics: Fundamentals and Flow of Funds, John Wiley & Sons, Inc., 1997.

10. ECTS credits calculation

Form of activity	*Number of hours*	*Number of ECTS credits*
Direct hours with an academic teacher:		
Lectures	**6**	**0,3**
Seminars	**10**	**0,5**
Practical classes	**4**	**0,2**
Student's independent work *(examples of the form of work)*:		
Student's preparation for a seminar	**6**	**0,15**
Student's preparation for a class	**6**	**0,15**
Preparation for obtaining credits	**8**	**0,2**
Other (please specify)	**0**	**0**

11. Additional Information

The classes are held in the Department of Social Medicine and Public Health according to the published schedule.

Signature of the person responsible for the syllabus

Signature of the Head of the Unit