

## **HPAA 531 - Physician Practice Management**

Spring 2008

**Tuesday 2:00 – 4:50 p.m.**

**Room: 1301 McGavran- Greenberg**

**Instructor: Franklin Walker**

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**Text:** Satinsky, Marjorie. *Handbook for Medical Practice Management in the 21<sup>st</sup> Century*. London, England, Radcliffe Publishing 2007.

### **Objectives:**

The purpose of this course is to provide the student with practical information and managerial tools that are requisite in the management of medical practices.

### **Evaluation and Grading**

Present one article during the semester, discussion, and participation – 25%

Mid-Term project – 25%

Team Project – 50%

### **Midterm project - individual**

Present a physician and/or administrator compensation model.

### **Team Project – group**

Teams will visit group medical practices and conduct an analysis on selected portions of the practice's business. Teams will present analysis and suggestions for improvement to the class and the medical practice.

### **Grading Scale**

H = High Pass

P = Pass

L = Low Pass

F = Fail

### **Honor Code**

Your enrollment in this course presupposes that you accept and will uphold the University's Honor Code.

### **Speakers**

Some class meetings will have guest speakers to share their expertise. There will be ample time for students to ask questions following the presentations.

**January 15, 2008**

Topic: Introduction to Physician Practice Management  
Review of course syllabus and requirements.  
Handouts: MGMA Body of Knowledge, Group project templates  
Readings: Chapters 1-3  
Other: assignment of teams for group projects

**January 22, 2008**

Topic: Marketing  
Speaker: Katie Galbreath – PR Director – Durham Regional Hospital  
Readings: Chapter 4

**January 29, 2008**

Topic: Financial Management  
Handout: Financial Statements  
Readings: Chapters 5-6

**February 5, 2008**

Topic: Human Resources and Employee Benefits  
Speaker: Skip Woody – Hill Chesson Woody  
Readings: Chapter 7

**February 12, 2008**

Topic: Community Hospital Relations  
Speaker: Jeff Spade – Senior VP NCHA  
Readings: Chapter 11, White papers on BB

**February 19, 2008**

Topic: Physician /Administrator Relations  
Speaker: Jeanne Chamberlain – Administrator – CH Internal Medicine  
Readings: Schryver chapter 15, Kidwell, Lutz chapter 10

**February 26, 2008**

Topic: Compensation Models  
Speaker: Ian Buchanan MD, MHA  
Readings: Thomas chapter 8. Tinsley chapter 18.

**March 4, 2008**

Topic: Compensation Models and Buy/Sells  
Readings: Chapter 8, Exhibits 8.3-8.13  
Handouts: Compensation Models and Buy-In / Buy-outs

**March 11, 2008 – No Class Spring Break**

**March 18, 2008**

Topic: Open –  
Mid Terms Due

**March 25, 2008**

Topic: Group Work for Consulting Projects

**April 8, 2008**

Topic: Health Care Information Technology - EHR  
Speaker: Majorie Satinsky – President – Satinsky Consulting  
Readings: Chapter 12

**April 15, 2008**

Topic: The Legal Environment of Practice Management  
Speaker: Dean McCord J.D. – Wyrick Robbins  
Readings: Chapter 13

**April 22, 2008**

Topic: Managing Academic Based Medical Practices  
Speaker: Tim Hester M.H.A. – UNC Healthcare  
Readings: None

**April 29, 2008**

Topic: Team Presentations

**Reading Material**

Each class has suggested reading material.

All books and journals listed are not on the suggested reading list for classes. However these listings will provide anyone who enters the field of medical practice management a solid group of reference material.

**Books:**

Lutz, Sandy, *Physician Group Management at the Crossroads*. New York: McGraw-Hill Publishing 1999.\*

Keagy, Blair, and Thomas, Marci. *Essentials of Physician Practice Management*. San Francisco: Jossey-Bass 2004.

Schryver, Darrel. *An Assessment Manual for Medical Groups*. Englewood, CO: MGMA Publishing 2002.\*

Price, Courtney, and Novak, Alys. *How to Evaluate Employees*. Englewood, CO: MGMA Publishing 2002.

Pavlock, Ernest, *Financial Management for Medical Groups*. Englewood, CO: MGMA Publishing 2000.\*

Tinsley, Reed, *The Practice Management Handbook*. New York: Aspen Publishing 2002.\*

Wolper, Lawrence. *Physician Practice Management – Essential Operational and Financial Knowledge*. Great Neck, N.Y. Jones and Bartlett Publishing 2005.

**Journals:**

Connexion - Medical Group Management Association

Group Practice Journal

Healthcare Executive - ACHE

Health Care Financial Management

Journal of Medical Practice Management

Medical Economics

Physician Executive

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