

University of Wisconsin-Madison
College of Letters and Science
Department of Communication Sciences & Disorders

CSD 865: Practice Management
2 credits - Spring 2017

Instructor: Shaun Hernandez, MPA
Class Time: 5:00-6:40 pm Mondays (first class January 23, 2017)
Location: Room 412 Goodnight Hall (Madison); Room xxx CPS (Stevens Point)
Office: 466 Goodnight Hall and H4/710E University Hospital
Office Hours: By appointment.
Phone/Text: 262-455-1580
Email: hernandez@surgery.wisc.edu

Required Text:

Hosford-Dunn, H., Roeser, R., & Valente, M., Audiology Practice Management, Thieme; 2nd edition, (October 4, 2007)

Optional Text:

CATALOG DESCRIPTION

Course Description:

Consideration of non-profit and for-profit practice models with emphasis on organizational structure, legal and tax implications, financial performance, policies and practices of personnel management, marketing strategies, risk management and professional ethics.

A CLOSER LOOK

You have all chosen to enter into the profession of Audiology. As healthcare professionals, you will provide clinical services within the context of a broader healthcare environment. Regardless of what form your individual practice takes (solo/private practice, audiology or otolaryngology group practice, hospital, school system, etc.) your work will be deeply woven into this broader context, which includes the services provided by other individual healthcare professionals, the institution in which your services are provided, and our overall healthcare system.

The overarching goal of this course is to provide you with a general understanding of and familiarity with this contextual framework, and to use this understanding and familiarity to inform your initial career trajectory and long-term practice approach.

To this end, we will begin broad, with initial classes (Learning Phase: "Big Picture") devoted to exploring and discussing the global and national healthcare landscape. With this landscape in mind, we will then move to examination of the core aspects of audiology practice (Learning Phase: "Practice Foundations"). Our last classes will be devoted to exploring business strategy as applied to growing and sustaining a successful audiology practice (Learning Phase: Practice Development and Growth").

EDUCATIONAL OBJECTIVES

ASHA Skills to be gained in this class

Knowledge assessed through written examinations and project assessments.				
The student will...	ASHA Ref	Level: I/D/M*	Other Ref (note)	Level I/D/M
Identify professional codes of ethics and credentialing	B1	M		
Identify infectious/contagious diseases and universal precautions	B12	M		
Describe health care and educational delivery systems	B17	M		
Describe supervisory processes and procedures	B19	M		
Identify laws, regulations, policies, and management practices relevant to the profession of audiology	B20	M		
Maintain records in a manner consistent with legal and professional standards	E16/D15	M		
Identify appropriate documentation for treatment procedures and results	E15	M		

In addition

- The student will be able to recall relevant issues in audiology regarding business practices and professional issues.
- The student will be able to design and implement a business plan.

PREREQUISITES

Graduate standing in communicative disorders. It is expected that students are currently engaged in clinical practicum beyond observation and beginning practice.

FORMAT

Class meetings will be devoted to lectures, discussions of projects, and in-class small-group work. These are intended to complement assigned readings and activities. You are encouraged to ask questions and participate in class discussions, and to connect this course to other elements of your professional education. You are strongly encouraged to bring assigned readings and a device that can connect to the internet with you to class.

Trade Publications and Trade Web Sites

If you do not already do so, you are encouraged to subscribe or otherwise access trade publications and Web sites that address the practice of audiology. All of these are supported by advertising and are free to subscribers. The published articles are generally not peer-reviewed and should be read with that in mind. They are not indexed by information retrieval services such as PubMed (Medline), PsychInfo, or ERIC.

The Hearing Journal: <http://hearingjournal.com>

Articles archived at: <http://www.audiologyonline.com/articles/>

The Hearing Review: <http://www.hearingreview.com/>

Advance for Audiologists: <http://audiology.advanceweb.com/main.aspx>

Healthy Hearing Web Site: <http://www.healthyhearing.com/>

Audiology Online Web Site: <http://www.audiologyonline.com/>

Professional Organizations

Web site URLs for the two primary professional organizations for audiology are noted below. Increasingly, such organizations emphasize practice management issues. Full use of these sites requires membership, or membership in NSHLA or NAFDA.

American Academy of Audiology: <http://www.audiology.org/index.php>

American Speech Language Hearing Association: <http://www.asha.org/>

Academy of Doctors of Audiology: <http://www.audiologist.org/> - This organization is particularly popular with Private Practice Audiologists:

Government Resources

FirstGov (search engine): <http://www.firstgov.gov>

U.S. Small Business Administration: <http://www.sba.gov/>

WI Business Forms: http://www.wisconsin.gov/state/core/business_forms.html

WI Dept. of Safety and Professional Services: <http://dsps.wi.gov/Home>

WI Build Your Business: <http://www.wisconsin.gov/state/byb/>

WI Dept of Financial Institutions (set up a LLC):

<https://www.wdfi.org/corporations/quickstart/llc/intropage.asp>

WI search business records: <http://www.wdfi.org/apps/cris/>

Internal Revenue Service Business Center: <http://www.irs.gov/businesses/index.html>

Center for Medicaid and Medicare Services (CMS): <http://www.cms.hhs.gov/>

HIPAA: http://www.cms.hhs.gov/HIPAAGenInfo/01_Overview.asp

ADA: <http://www.usdoj.gov/crt/ada/adahom1.htm>

GENERAL COURSE POLICIES

You are accountable for assigned readings and written and oral material presented during class sessions. Late assignments will not be accepted without adequate prior arrangements.

If you observe religious holidays that conflict with course activities and wish to reschedule assignments for that reason, please notify the instructor no later than three weeks after the beginning of the semester.

Accommodations for students with documented disabilities can be arranged with the assistance of the McBurney Center (608-263-2741) on the Madison campus, or with the assistance of Disability Services (715-346-3365) on the Stevens Point Campus. If you require such services, you must contact the instructor within the first three weeks of the semester to discuss your needs.

Except for specifically assigned group work, it is expected that all work submitted for grading or evaluation will be solely the work of the individual who submits it.

Questions or concerns about course activities, policies, assignments (or anything else) should be referred to the instructor.

GRADING

The grade you earn in this course will be calculated out of 150 total possible points and based on: 1) best 10/11 quizzes (10 points/quiz x 10 highest quizzes=100 possible points) and 2) completion of a business plan (50 points possible).

Quizzes (100 points possible) will be due by 11:59 p.m. Sundays (except for week of March 13-due date Fri March 17) and will be based on the content from the previous class or learning phase. Quizzes will be posted no later than 11:59 p.m. each Wednesday. There will be a total of 11 quizzes throughout the semester; the lowest score will be dropped from calculation of your overall quiz grade.

The **business plan (50 points possible)** will challenge you to integrate what you have learned throughout the course by incorporating each of the three learning phases into the project. **Completed business plans will be due no later than May 12.** You are encouraged to start your business plans early and solicit feedback throughout the semester. More detailed information will be provided within the first two weeks of the start of our class.

EVALUATION STANDARDS

The following standards will be used for assignments and course grades. All grades will be awarded based upon the percentage score earned. Grades will be assigned based upon the home campus of the student using the table below:

UW-Madison	UW-Stevens Point
A: 100-92	A: 100-92
AB: 88-91.9	A-: 90-91.9
B: 82-87.9	B+: 88-89.9
BC: 78-81.9	B: 82-87.9
C: 72-77.9	B-: 80-81.9
CD: 68-71.9	C+: 78-79.9

UW-Madison	UW-Stevens Point
D: 60-67.9	C: 72-77.9
F: <60	C-: 70-71.9
	D+: 68-69.9
	D: 60-67.9
	F: <60

Course Review and Assigned Readings

CSD 865: Practice Management (Hernandez)							
Syllabus (Subject to change)							
Class #	Week of	Learning Phase	Topic	Readings	Quiz	Quiz Due	Quiz Content Based on
1	23-Jan	Big Picture	Global Health and Comparative Health Systems	Frontline "Sick Around the World" OECD Health at a Glance Chapter 1	1	29-Jan	23-Jan
2	30-Jan	Big Picture	Healthcare in the United States I	"The Anatomy of Health Care in the United States." Journal of the American Medical Association. 310(8). 2013.			
3	6-Feb	Big Picture	Healthcare in the United States II	"Health Insurance Coverage in the United States: 2013." United States Census Bureau. "The Affordable Care Act: A Brief Summary." National Conference of State Legislatures. 2011.	2	12-Feb	Healthcare in the US I and II
4	13-Feb	Practice Foundations	Practice Management and Practice Models	H-DRV Chpt. 1 "Lessons from other fields can help audiology complete its transformation." Hearing Journal, 57(10).	3	19-Feb	13-Feb
5	20-Feb	Practice Foundations	Quality, Infection Control, and Patient Safety	TBA	4	26-Feb	20-Feb
6	27-Feb	Practice Foundations	Outcomes and Evidence-Based Practice	TBA	5	5-Mar	27-Feb
7	6-Mar	Practice Foundations	Ethics and Legal Considerations	TBA	6	12-Mar	6-Mar
8	13-Mar	Practice Foundations	Patient Privacy	TBA	7	17-Mar	13-Mar
Spring Break March 18-26							
9	27-Mar	Practice Foundations	Coding, Billing, and Reimbursement	TBA	8	2-Apr	27-Mar
10	3-Apr	Practice Foundations	Finance and Accounting	TBA	9	9-Apr	3-Apr
11	10-Apr	Practice Foundations	Human Resource Management	TBA	10	16-Apr	10-Apr
12	17-Apr	Practice Development and Growth	Business Plan Creation and Implementation	TBA			
13	24-Apr	Practice Development and Growth	Marketing, Outreach, and Strategic Communications	TBA	11	30-Apr	Practice Development/ Growth Phase
14	1-May	Open Review/Business Plan Q&A					
	12-May	Business Plans Due					