

Business Communications and Business Ethics
Course Number: 22:373:622
Course Title: US Healthcare Pharmaceutical
Marketing

COURSE DESCRIPTION

The healthcare industry in the United States is one of the most controversial and changing systems in the global economy. In recent years, it has transformed into a conglomerate of public and private entities. Public, private, non-profit, and for-profit organizations, each with their own agendas and funding systems, make up the US Healthcare system.

The dynamics of the US healthcare system make it an extremely interesting topic for discussion. Competent management is necessary for effective and efficient operations due to the importance of structure and administration in healthcare. Although healthcare has traditionally been the domain of specialists, every practicing healthcare administrator should understand the basic principles of the organization and administration of healthcare delivery. The pharmaceutical industry is no exception. This course is designed as a primer to the organizational and functional aspects of the healthcare industry as a result of public and private influences, managed care, the free market, regulation, the pharmaceutical industry, patients, and consumers.

The US healthcare system is diverse and complex but in this course we will focus on developing an understanding of the evolving US healthcare environment and the role of the pharmaceutical industry. Topics of discussion will include the nature and characteristics of the healthcare system, public / private sector roles, healthcare markets and competition, the impact of managed care and insurance, congressional proposals and regulatory characteristics, health policy, healthcare reform strategies, and the role of patients and consumers.

As a faculty member, I reserve the right to amend or modify this syllabus as needed.

COURSE MATERIALS

- Textbook(s):

Each student must select one current non-fiction book from the Recommended Reads (see Appendix) The following test book is recommended but not required:

- *Essentials of the US Healthcare System*, 3rd, 4th, or 5th edition (authors: Leiyu, Shi and A. Douglas)

Students must have regular access to the course website Canvas and your Rutgers University e-mail account.

This course requires class participation, verbal communication, oral presentations, written argumentation and collaborative teamwork.

LEARNING GOALS AND OBJECTIVES

This course is designed to help familiarize students with the impact of the US healthcare environment and its operations on the pharmaceutical industry. Throughout the semester, students will explore:

- The evolving US healthcare system and related concepts and terms.
- The many roles of the pharmaceutical industry and the ways in which it influences the delivery of care.
- Complex discussions of contemporary healthcare issues.
- The interactions between healthcare stakeholders as a result of markets, competition, and managed care.
- The more significant implications of regulation and health policy on the delivery of healthcare and the pharmaceutical industry.
- The role of patients and consumers.

PREREQUISITES

There are no formal prerequisites for this course. Students who participate in this graduate level course will be expected to participate actively in generating innovative ideas, explore multiple sources of information, and write effectively based on conceptual thinking.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

If you are to be absent, please report your absence to me in advance via e-mail.

For weather emergencies, consult the campus home page. If the campus is open, class will be held.

Expect me to prepare properly for each class session. I expect the same of you. Complete all background reading and assignments. You cannot learn if you are not prepared.

Expect me to participate fully in each class session. I expect the same of you. Stay focused and involved. You cannot learn if you are not paying attention.

Reading assignments are to be completed prior to the scheduled class discussion to allow for enhanced conversation and analysis of readings and topics in class. Students are expected to participate in discussions.

CLASSROOM CONDUCT

The purpose of this class is to prepare you for a successful business career, so treat this course as if it were a business meeting with your boss and other business leaders. Arrive on time and minimize disruptions once class has begun, such as entering and exiting the room or having side conversations with your classmates. Mute your cell phones and put them away. Be prepared to participate in class discussions-I may call on you at any time, especially if I suspect you are not paying attention. Any disruptive or disrespectful behavior, tardiness or lack of preparation will impact your attendance and participation grade.

EXAM DATES AND POLICIES

There is 1 group project/presentation in this course & a mid-term book evaluation with supporting references. Additionally, students will be expected to complete weekly homework assignments and draft four 1-page briefs on an assigned topic.

Weekly Current Event Assignments: Each week, students will be asked to find an article related to a particular healthcare topic and bring that article, along with a perspective (minimum 4) (1page or less) written reaction, to class. Be prepared to discuss your selected article to class.

One Page Briefs: Periodically, (4 minimum) students will be asked to prepare a one-page analysis of a current healthcare issue or policy. Students are responsible for reading and analyzing journal articles, websites, or studies related to the assigned topic and must appropriately document any references. The briefs should discuss students' findings; identify the implications for healthcare and for pharmaceutical companies and offer conclusions or suggestions.

Midterm Exam: (-) Students should select a book and notify me via e-mail by

(). Suggested readings are included in the appendix, but students may also read a book of their own choosing. Students must read their chosen book and provide a written reaction paper that explains the implications of the issues raised in the book. This paper should be no more than 5 pages and should focus

on relevant conclusions that the student reached from the reading. The reaction paper should address the following:

- Brief summary of the book, including strengths and weaknesses
- Relationship of the book's primary subject to healthcare events and class lectures
- Conclusions that impact our healthcare system and the pharmaceutical industry

Group Project/Presentation: (), (), and () - Students will divide themselves into an even number of working groups with no more than 5 people in each. The groups will select a position on a controversial healthcare issue from a list during the third week of class and prepare a 20 minute presentation. Each week, two teams will present the opposing sides of one issue. Both teams will have 5 minutes to respond to the points raised by the opposing team. The rest of the class will vote by silent ballot to determine a winner. The groups will also be responsible for writing an analytical paper no longer than 10 pages in length supporting their position on the controversial healthcare issue. Students will use journal articles, case studies, and other related materials to make their case and must appropriately document any references. The paper should adhere to the following format:

- Executive Summary
- Introduction to the Issue
- Discussion of Issues, Principles and Theories
- Analysis of Issue Based on Research
- The Effect of this Issue on the Public, Healthcare and Pharmaceutical Companies
- Conclusions and Findings

Format for all Writing Assignments:

- **50% Logic:** The logic and persuasiveness of your assignment refer to the overall coherence of your argument, the extent to which your points logically proceed from one to another, and the extent to which your conclusions and synthesis of the material are supported by the lectures presented and reading materials provided in this course.
- **30% Fact:** The factual accuracy and comprehensiveness component refers to the accuracy and scope of your presentation of the facts (e.g. dates and events, the positions of organizations, or the content of legislation) pertinent to your topic.
- **20% Style:** Style refers to the quality of your business writing and all matters of grammar, spelling, punctuation, citations, use of quotes, bibliography, etc. This also indicates adherence to conventional forms of essay construction (i.e. an essay must minimally contain an introduction, body and conclusion) Papers should be written in size 12 font with 1.5 spaced text.

GRADING POLICY

In accordance with Rutgers University Academic Policy, grades will be calculated based on student performance.

A	A-	B+	B	B-	C+	C	C-
94-100	90-93	86-89	83-85	80-82	76-79	73-75	70-72

Final grades will be weighted as follows:

- Completion of homework, class attendance and participation: 20%
- Key topic briefs: 30%
- Midterm book evaluation: 25%
- Group project: 25%
 - Paper (10%)
 - Individual presentation (15%)
- Extra Credit: Students will have an opportunity to earn additional points by completing an additional key topic brief.

Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

COURSE SCHEDULE

<u>Date</u>	<u>Topic</u>	<u>Items Due</u>
	Introduction to U.S. Healthcare Systems	
	The U.S. Healthcare Environment – Role of Pharma	Select Groups During Class Article & Reaction
	Insurance & Reimbursement	US Structure – Policy for Public and Private Article & Reaction 1 Page Brief
	Managed Care – Plans and PBM	Article & Reaction 1 Page Brief
	Cost, Access, & Quality Health Outcomes	Article & Reaction
	Commercialization	Select Date for Group Presentations Article & Reaction

Midterm

Organized Providers and ACOs

Institutional including LTC

Role of the Patient / Consumer

Pharmaceutical Marketing

No Class

Future of Healthcare in the U.S.

Specialty Pharmaceuticals

Semester Highlights

Mid-Term Book Report

Article & Reaction

1 Page Brief

Article & Reaction

Article & Reaction

1 Page Brief

Article & Reaction

Group Presentations & Papers

Extra Credit Brief

No Class

Article & Reaction

Group Presentations & Papers

Group Presentations & Papers

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of **gender or sex-based discrimination or harassment**, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]