Healthcare Strategy & Marketing  HLTH-5130

Meeting Times
Wed evenings  5:30-9pm CST
To be determined

Contact Information
Adjunct Full Professor: Vince Vandehaar
Email: vandehaar@webster.edu or VV@VandehaarMarketing.com
Phone: 913 302-7264

Description
Healthcare administrators are challenged by healthcare marketing for a variety of reasons due in part to the differences between marketing services versus tangible good or products. Healthcare clinical services needs to be marketed to numerous internal and external stakeholders including patients, physicians, the community and the government. Therefore, issues of patient satisfaction, patient’s retention, and physician and other medical staff satisfaction are critical to any healthcare organization's marketing program.

Requisites
HLTH 5000: Organization and Management Health Administration

Outcomes

Course Learning Outcomes
• Apply healthcare marketing principles to the marketing planning process.
• Recognize the internal and external factors that influence consumer decision making related to healthcare.
• Apply the essential components of marketing strategy formulation in the healthcare environment.
• Identify the environment forces on organizational strategy and their implications related to healthcare marketing decisions.
• Determine the effect that marketing has on a health care organization’s long-term success.
• Describe the role of the internet and multimedia can have in formulating healthcare marketing strategies.
• Work effectively in teams to design a healthcare marketing plan.

Competencies
• Community Orientation - Understanding the importance of building strategic partnerships and relationships
• Communication - Prepare business communication
• Marketing - Analyze marketing issues in healthcare organizations
• Strategic Planning - Develop and discuss a strategic plan for a healthcare organization

Required Textbook
Marketing Health Services
Author: Richard Thomas
Publisher: Health Administration Press
Edition: 3rd
ISBN: 978-1567936780

Materials
Deliverables

HC Marketing Writing

"More Marketing Briefs"

A. NEWS: Provide Overview of Topic / News (4pts)

B. LINK: Review "Story subject matter" related to class content / handouts (9pts)

C. Opinion: Provide your observations / takeaways (1pt)

Source Article plus 2 pages

Individual / TEAM Written Format: Each written case will be typed SINGLE SPACE, with the following format: I. Situation (4 P’s plus Service), II. Marketing Problem/Oportunity, III. Marketing Tactics Alternatives (3) and IV. Marketing Tactic Recommendation. Appropriate margins are to be used with a minimum of 6 pages per case study. Any references used are to be identified in the body of the material using a number, e.g., 1/2/3, etc., and a numbered bibliography presented at the end of the report.

Team Activities: Project

Your team will complete a marketing plan for a healthcare organization or service line. Students will work in their assigned teams. You will be given the opportunity to evaluate your team members at the end of the course.

Your team will serve as Marketing consultants to create a comprehensive marketing plan for a department, service line, or HC firm. The project area will be identified by each team and approved by Adjunct Professor.

Marketing Plan Paper Template

- Title Page
- Organization History (include Mission, Vision and Value Statements)
- Outline Marketing 7Q
- Document Opportunity (increase utilization or build brand)
- Complete Excel Blueprint
- Complete Detail Marketing Tactics Excel
- Recommend Top 3 Action Tactics / Monitoring ROI and expected results.

Evaluation

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<td>c. Blueprint / Detail Tactics</td>
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Criteria
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The GRADUATE catalog provides these guidelines and grading options:

- **A/A-** Superior graduate work
- **B+/B-** Satisfactory graduate work
- **C** Work that is barely adequate as graduate-level performance
- **CR** Work that is performed as satisfactory graduate work (B- or better). A grade of 'CR' is reserved for courses designated by a department, involving internships, a thesis, practicums, or specified courses.
- **F** Work that is unsatisfactory
- **I** Incomplete work
- **ZF** an incomplete which was not completed within one year of the end of the course. ZF is treated the same as an F or NC for all cases involving G.R.A., academic warning, probation, and dismissal.
- **IP** in progress
- **NR** Not reported
- **W** Withdrawn from the course

### Schedule

<table>
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<th>Week</th>
<th>Dates</th>
<th>Notes</th>
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<tr>
<td>1</td>
<td>6/2/2021</td>
<td>Chap 1-3 Part 1 History and Concepts Intro / Syllabus Review.</td>
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<td>Chap 4, 14 HC Markets, Market Research Brief #1 Due</td>
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<td>3</td>
<td>6/16/2021</td>
<td>Chap 7-8 HC Utilization, Marketing Strategies Brief #2 Due</td>
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<td>Chap 9, 11 Marketing Strategies, Traditional vs Social Brief #3 Due</td>
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<td>6/30/2021</td>
<td>Chap 5, 6 HC Cons Behavior / HC Products INDIV Case due</td>
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<td>6</td>
<td>7/7/2021</td>
<td>Chap 15-16 Marketing Planning / Data (TEAM time In Class) Brief #4 Due</td>
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Course Policies

Class Participation:

Students are expected to prepare readings and other required materials for class discussion. The willingness of all members to participate in class discussions, ask questions, and bring relevant issues to class will be critical for successful completion of this course. Class participation will be evaluated in the following ways:

1. Students are expected to attend every session of this course and participate in Canvas discussions and respond to questions.
2. Cell phones, iPads, and other electrical communication devices should be turned off during class except for emergencies. Text messaging distracts from classroom activities.
3. Students will be evaluated on both the quantity and quality of their participation in class discussions and exercises. This means that students should prepare in advance and actively participate in class discussions.
4. Students are expected to be respectful of other opinions and conflicting viewpoints on all issues. Healthy dialogue and discussion are critical to the learning process.
5. Poor performance as a member of the marketing project group will result in a lower-class participation grade for that student. This will be evaluated by the instructor (based upon written evaluations by each member of the group).

Additional Information:

This syllabus may be revised at the discretion of the instructor without the prior notification or consent of the student. The schedule presents an approximate expectation of course progress. The instructor reserves the right to add, delete, or modify any weeks of this schedule. The instructor also reserves the right to change the overall course grade weighting. Any changes will be announced in class.

If you miss class you are responsible for getting notes and assignments.

Institutional Policies

Academic Policies

Academic policies provide students with important rights and responsibilities. Students are expected to familiarize themselves with all academic policies that apply to them. Academic policies for undergraduate students can be found in the Undergraduate Studies Catalog; graduate students should review the Graduate Studies Catalog.

Undergraduate Studies Catalog

The Undergraduate Studies Catalog contains academic policies that apply to all undergraduate students. The academic policies and information section of the catalog contains important information related to attendance, conduct, academic honesty, grades, and more. If you are an undergraduate student, please review the catalog each academic year. The current Undergraduate Studies Catalog is at:

http://www.webster.edu/catalog/current/undergraduate-catalog/ (http://www.webster.edu/catalog/current/undergraduate-catalog/)

Graduate Studies Catalog

The Graduate Studies Catalog contains academic policies that apply to all graduate students. The academic policies section of the catalog contains important information related to conduct, academic honesty, grades, and more. If you are a graduate student, please review the catalog each academic year. The current Graduate Studies Catalog is at:

http://www.webster.edu/catalog/current/graduate-catalog/ (http://www.webster.edu/catalog/current/graduate-catalog/)

Grading

The Grades section of the academic catalog outlines the various grading systems courses may use, including the information about the final grade reported for this class.

Undergraduate

http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading

http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html#grading
Graduate
http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html#grades

Incomplete

There are important policies that govern grades of Incomplete (I), including the circumstances under which Incomplete grades are granted, deadlines for completion, and consequences should the remaining course work not be completed. It is the responsibility of a student who requests an Incomplete to ensure that he/she understands and follows the policies.

Grade Appeals

Instructors are responsible for assigning grades, and students should discuss grade issues with the instructor. Policies and procedures for appealing grades are available in the appropriate catalog.

Academic Honesty Policy

Webster University is committed to academic excellence. As part of our Statement of Ethics, we strive to preserve academic honor and integrity by repudiating all forms of academic and intellectual dishonesty, including cheating, plagiarism and all other forms of academic dishonesty. Academic dishonesty is unacceptable and is subject to a disciplinary response. Students are encouraged to talk to instructors about any questions they may have regarding how to properly credit others’ work, including paraphrasing, quoting, and citation formatting. The university reserves the right to utilize electronic databases, such as Turnitin.com, to assist faculty and students with their academic work.

The University’s Academic Honesty Policy is published in academic catalogs:

Undergraduate
http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html
(\http://www.webster.edu/catalog/current/undergraduate-catalog/academic-policies.html\)

Graduate
http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html
(\http://www.webster.edu/catalog/current/graduate-catalog/academic-policies.html\)

As a part of the University commitment to academic excellence, the Academic Resource Center provides student resources to become better acquainted with academic honesty and the tools to prevent plagiarism in its many forms:

http://www.webster.edu/arc/plagiarism_prevention/ (http://www.webster.edu/arc/plagiarism_prevention/)

Statement of Ethics

Webster University strives to be a center of academic excellence. The University makes every effort to ensure the following:

- The opportunity for students to learn and inquire freely
- The protection of intellectual freedom and the rights of professors to teach
- The advancement of knowledge through scholarly pursuits and relevant dialogue

To review Webster University’s statement of ethics, see the Undergraduate Studies Catalog and the Graduate and Studies Catalog:

Undergraduate
http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics
(\http://www.webster.edu/catalog/current/undergraduate-catalog/overview.html#ethics\)

Graduate
http://www.webster.edu/catalog/current/graduate-catalog/ethics.html
(\http://www.webster.edu/catalog/current/graduate-catalog/ethics.html\)

Contact Hours for this Course

It is essential that all classes meet for the full instructional time as scheduled. A class cannot be shortened in length. If a class session is cancelled for any reason, the content must be covered at another time.

Important Academic Resources

Academic Accommodations

Webster University makes every effort to accommodate individuals with academic/learning, health, physical and psychological disabilities. To obtain accommodations, students must identify themselves and provide documentation from a qualified professional or agency to the appropriate campus designee or the Academic ADA Coordinator at the main campus. The Academic ADA Coordinator may be reached at
If you have already identified as a student with a documented disability and are entitled to classroom or testing accommodations, please inform the instructor of the accommodations you will require for this class at the beginning of the course.

Academic Resource Center

Additional support and resources may be accessed through the Academic Resource Center (ARC). Support and resources include academic counseling, accommodations, assistive technology, peer tutoring, plagiarism prevention, testing center services, and writing coaching. Visit www.webster.edu/arc or Loretto Hall 40 on the main campus for more information.

Student Success Portal

Webster University’s Student Success Portal, powered by Starfish, is a communications tool to connect students with faculty members and campus support services. It allows faculty and staff members to communicate with you regarding academic achievements as well as areas where support may be helpful. You may use the portal to contact faculty and staff members for assistance and to arrange meetings. Activity in the portal will be communicated to your Webster University email account. The Student Success Portal is available via your course home page in WorldClassRoom or via Connections. Learn more about the Student Success Portal at http://www.webster.edu/success/students.html.

University Library

Webster University Library is dedicated to supporting the research needs and intellectual pursuits of students throughout the University’s worldwide network. Resources include print and electronic books, journal articles, online databases, DVOs and streaming video, CDs and streaming music, datasets, and other specialized information. Services include providing materials at no cost and research help for basic questions to in-depth exploration of resources. The gateway to all of these resources and services is http://library.webster.edu. For support navigating the library’s resources, see http://libanswers.webster.edu/ for the many ways to contact library staff.

Drops and Withdrawals

Drop and withdrawal policies dictate processes for students who wish to unenroll from a course. Students must take proactive steps to unenroll; informing the instructor is not sufficient, nor is failing to attend. In the early days of the term or semester, students may DROP a course with no notation on their student record. After the DROP deadline, students may WITHDRAW from a course; in the case of a WITHDRAW, a grade of W appears on the student record. After the WITHDRAW deadline, students may not unenroll from a course. Policies and a calendar of deadlines for DROP and WITHDRAW are at:

Undergraduate
http://www.webster.edu/catalog/current/undergraduate-catalog/enrollment.html

Graduate
http://www.webster.edu/catalog/current/graduate-catalog/enrollment.html

Academic Calendar - http://www.webster.edu/academics/academic-calendar/

Current tuition rates, policies, and procedures, including details of pro-rated tuition refunds, are available in the “Tuition, Fees, and Refunds” section of Webster’s Academic Catalogs:

Undergraduate
http://www.webster.edu/catalog/current/undergraduate-catalog/tuition.html

Graduate
http://www.webster.edu/catalog/current/graduate-catalog/tuition.html

Student Handbook and Other Important Policies

Student handbook and other non-academic policies may apply to you and may impact your experience in this class. Such policies include the student code of conduct, privacy, technology and communications, and more. Please review the handbook each year and be aware of policies that apply to you. The handbook is available at:

http://www.webster.edu/student-handbook/

Sexual Assault, Harassment, and Other Sexual Offenses
Webster University makes every effort to educate the community to prevent sexual assault, harassment, and other sexual offenses from occurring, and is committed to providing support to those affected when this behavior does occur. To access information and resources or to review the Policy on Sexual Assault, Harassment, and Other Sexual Offenses, visit:

http://www.webster.edu/sexual-misconduct/

Research on Human Subjects

The Webster University Institutional Review Committee (IRB) is responsible for the review of all research on human subjects. The IRB process applies to all Webster University faculty, staff, and students and must be completed prior to any contact with human subjects. For more information on the IRB, visit:

http://www.webster.edu/irb/index.html

Course Evaluations

At the end of this course, you will have the opportunity to provide feedback about your experience. Your input is extremely valuable to the university, your instructor, and the department that offers this course. Please provide your honest and thoughtful evaluation, as it helps the university to provide the best experience possible for all of its students.

Important Technology Information

Connections Accounts

Webster University provides all students, faculty, and staff with a University email account through Connections. Students are expected to activate their Connections account and regularly check incoming University email. Students may choose to have their University email forwarded to an alternate email address. Connections account holders can call the Help Desk (314-246-5995 or toll free at 1-866-435-7270) for assistance with this setup. Instructions are also provided on the Information Technology website at:

http://www.webster.edu/technology/service-desk/

WorldClassRoom

WorldClassRoom is Webster’s Learning Content Management System (LMS). Your instructor may use WorldClassRoom to deliver important information, to hold class activities, to communicate grades and feedback, and more. WorldClassRoom is available using your Connections ID at:

https://worldclassroom.webster.edu/

Webster Alerts

Webster Alerts is the University's preferred emergency mass notification service, available free to current students, faculty and staff at all US campuses. By registering a valid cell phone number and email address, you will receive urgent campus text, voice mail and email communications. Valuable information concerning a range of incidents affecting you - from weather-related campus closures, class delays and cancellations, to more serious or life-threatening events - are immediately and simultaneously delivered through multiple communication channels. To register for Webster Alerts, visit:

http://www.webster.edu/technology/services/webster-alerts/