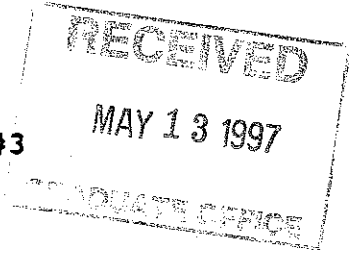


SIGNATURE PAGE
Curriculum Proposal Form #3

NEW COURSE



DEGREE / PROGRAM TITLE: MBA in Health Care Administration

G. M. Naidu & Arno Kleimenhagen 2/24/97
Proposal Sponsor Date of Submission

Nois Smith Marketing 2/25/97
Chair of Sponsoring Department Department Approval Date

Ronald K. Palm 3/19/97
Chair, College Curriculum Committee Approval Date

J. Smith B+C 4-3-97
Dean of College College Approval Date

FOR UNDERGRADUATE ACTIONS:

Chair, Diversity / General Ed. Committee
(If Course is to be considered as a Diversity/GS Option)

Recommended Not Recommended _____ Date

Chair, University Curriculum Committee

Approved Not Approved _____ Date

Chair, Faculty Senate

Approved Not Approved _____ Date

FOR GRADUATE ACTIONS:

[Signature] Approved Not Approved 4-18-97
Chair, Graduate Council Date

FINAL APPROVAL:

Kay Schaller 5/19/97
Provost & Vice Chancellor for Academic Affairs Date Received

RECORD OF OTHER ACADEMIC UNITS CONSULTED:

ACADEMIC UNITS	SIGNATURE	DATE	*ACTION
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(*for graduate course only - indicate "Approve", "No Contest", or "Disapprove")

SIGNATURE PAGE
Curriculum Proposal Form #3

260-776

NEW COURSE

DEGREE / PROGRAM TITLE:

~~MBA in Health Care Administration~~

Marketing of Health Care Delivery Systems

G. M. Naidu & Arno Kleimenhagen
Proposal Sponsor

2/24/97
Date of Submission

Jois Smith
Chair of Sponsoring Department

Marketing
Department

2/25/97
Approval Date

Ronald K. Palm
Chair, College Curriculum Committee

3/19/97
Approval Date

J. J. Smith
Dean of College

B&B
College

4-3-97
Approval Date

FOR UNDERGRADUATE ACTIONS:

Chair, Diversity / General Ed. Committee
(If Course is to be considered as a Diversity/GS Option)

Recommended
Not Recommended
Date

Chair, University Curriculum Committee

Approved
Not Approved
Date

Chair, Faculty Senate

Approved
Not Approved
Date

FOR GRADUATE ACTIONS:

[Signature]
Chair, Graduate Council

Approved
Not Approved
Date
4-18-97

FINAL APPROVAL:

Provost & Vice Chancellor for Academic Affairs

Date Received

RECORD OF OTHER ACADEMIC UNITS CONSULTED:

ACADEMIC UNITS	SIGNATURE	DATE	*ACTION
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

(*for graduate course only - indicate "Approve", "No Contest", or "Disapprove")

I. COURSE JUSTIFICATION

Health Care is a major sector of our economy, accounting for nearly fifteen percent of our gross domestic product. With the growing importance of health care in our economy, modern management and marketing tools are penetrating the administration of health care delivery systems. With the merging of HMO's, PPO's, group practice, home care, telemedicine, etc., the landscape of health care is changing at an increasingly rapid pace. As a consequence, an increasing number of universities are offering courses and programs in health care to train students for administrative positions in all types of health care institutions.

The proposed course addresses the marketing aspects of health care. Most hospitals and health care organizations have a marketing position (vice president, director, manager, etc.) responsible for marketing. The proposed course will train students to accept leadership positions in this dynamic and increasingly important economic growth sector.

II. RELATIONSHIP TO PROGRAM OBJECTIVES

The College of Business and Economics offers an MBA Extension Program at UW-Waukesha. A primary objective of this Program is to serve students in the Milwaukee area. Given the vast number of health care organizations located in or near Milwaukee, the proposed course is well suited for accomplishing the overall objectives of our MBA Program.

The proposed course will be an elective course for marketing and other emphases in the MBA program. If the MBA emphasis in Health Care Administration becomes a reality, the proposed course will be one of the elective courses in that program.

III. BUDGET IMPACT

The Marketing Department have several faculty with established track records working with health care organizations and who have published extensively in health care and related journals. Moreover, the proposed course has been taught recently as a special topics course and will be taught in this manner in the Fall 1997 term. As such, the proposed course is already in the short-term rotation of elective course offerings, and will be rotated with 260-780, 260-770, and 260-761.

IV. PROGRAMS AFFECTED IN OTHER ACADEMIC UNITS

The proposed course will strengthen our curriculum and make UW-Whitewater more attractive to meet the needs of health care professionals seeking the MBA degree. It has no adverse impacts on our or any other graduate program on campus.

V. COURSE DESCRIPTION

The focus of this course is on the marketing of effective exchange relationships between health care organizations and key markets and publics. Included in the coverage (but not limited to) are the: role of marketing in health care organizations, changing environments for health care organizations, perspectives of comparative health delivery systems, techniques of marketing research in target market selection and measurement of customer satisfaction, development of an effective marketing mix, and the creation of dynamic, responsive and sustainable organizations for fulfilling the health care mission.

VI. REQUISITES

Graduate standing or the consent of the instructor.

VII. TENTATIVE COURSE SYLLABUS

TEXTBOOK

Berkowitz, Eric N. (1996), *Essentials of Health Care Marketing*, Gaithersburg, MO: Aspen Publications.

Kotler, Philip and Roberta N. Clarke (1997), *Marketing for Health Care Organizations*, Englewood Cliffs, NJ: Prentice Hall Inc. (Recommended reference).

COURSE OUTLINE

Week #:	Topic:
1	Introduction and Course Objectives Role of Marketing in Health Care
2	Marketing Strategy for Health Care Marketing Environment and Strategy Speaker from a hospital or HMO.
3	Understanding the Customer Role of Marketing Research
4	Market Segmentation
5	Medicare/Medicaid Speaker from Wisconsin Hospital Association
6	Comparative Health Care Delivery Systems (Global Perspective)

COURSE OUTLINE

Week #:	Topic:
7	Midterm Exam
8-9	Product Strategy Speaker
9-10	Pricing Strategy Speaker
11	Distribution Strategy
12	Promotion Strategy
13	Controlling and Monitoring of Marketing Strategy
14-15	Project Presentations and Review
16	Final Exam

STUDENT EVALUATION (Varies by instructor)

Midterm Exam	30-40%
Final Exam	30-40%
Project	30-20%

VIII. BIBLIOGRAPHY

Selected Books

American Hospital Association (1995), *AHA Guide* published annually (Chicago: AHA).

American Hospital Association (1995), *Hospital Statistics* (Chicago: AHA).

Berkowitz, Eric N. (1996), *Essentials of Health Care Marketing* (Gaithersburg, MO: Aspen Publications).

Brown, Montague (1996), *Evaluation and Prognosis* (Aspen Publishers).

Butler, James R. G. (1995), *Hospital Cost Analysis* (Kluwer Academic Publishers).

Deloitte and Touche and HCIA Inc. (1995): *The Comparative Performance of U.S. Hospitals: The Source Book* (Chicago: Deloitte & Touche LLP).

Fisher, Donald C. and Bryan Simmons P. (1996), *The Baldrige Workbook for Health Care* (ASQC).

Joint Commission on Accreditation of Health Care Organizations and HCIA (1993), *Comparing quality and Financial Performance of Accredited Hospitals* (Baltimore, MD: HCIA Inc.).

Kotler, Philip and Roberta N. Clarke (1997), *Marketing for Health Care Organizations* (Englewood Cliffs, NJ: Prentice Hall Inc.).

Myers, James H. (1996), *Segmentation and Positioning for Strategic Marketing Decisions* (American Marketing Association).

Roseman, Pauline Vaillancourt (1994), *Health Care Reform in the Nineties* (Thousand Oaks, CA: Sage Publications Ltd.).

Rynne, Terrence J. (1995), *Health Care Marketing in Transition* (Irwin).

U.S. Department of Health and Human Services (1990), *Health Care Financing Program Statistics: Medicare and Medicaid Data Book*.

SELECTED JOURNAL ARTICLES

Key Journals:

Business and Health
Health Care Financial Management
Health Care Management Review
Health Services Research
Health Care Strategic Management
Journal of Health Care Marketing
Journal of Health Economics
Journal of Hospital Marketing
Journal of Services Marketing

Barnett, Alicia Ault (1995), "Is Knowledge Really Power for Patients?" *Business & Health*, May, 29-36.

Burner, Sally T., and Daniel R. Waldo (1995), "National Health Expenditure Projections, 1994-95," *Health Care Financing Review*, (Summer), 16, 4, 221-242.

Burns, Lawton R. and Lee Roy Beech (1994), "The Quality Improvement Strategy," *Health Care Management Review*, 19 (Spring), 21-31.

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Dorham, Carolyn S., Arthur L. Sensenig, and Stephen K. Hefler (1995), "Health Care Indicators," *Health Care Financing Review*, 16, 4, (Summer), 243-272.

Gaynor, Martin and Gerard F. Anderson (1995), "Uncertain Demand, the Structure of Hospital Costs, and the Cost of Empty Hospital Beds," *Journal of Health Economics*, 14, 3, (August), 291-317.

Goldman, Robert L. (1993), "Practical Applications of Healthcare Marketing," *Healthcare Financial Management*, 47 (March), 46-48.

Hadley, Jack and Stephen Zuckerman (1994), "The Role of Efficiency Measurement in Hospital Rate Setting," *Journal of Health Economics*, 13, 3, October, 335-340.

Kotler, Philip and Sidney J. Levy (1969), "Broadening the Concept of Marketing," *Journal of Marketing* 33, January, 10-15.

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Motilla, Donna T. and William I. Shanklin (1995), "A Consumer Evaluation of Quality Indicators for Physical Care," *Journal of Customer Service in Marketing and Management*, 1, 3, 103-18.

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Quirk, M. P., S. Rubenstein, K. Strosahi, and J. L. Todd (1993), "Quality and Customers; A Planning Approach to the Future of Mental Health Service in a Health Maintenance Organization," *Journal of Mental Health Administration*, 20, 1-7.

Raju, P. S., Subhash C. Lonial and Yash P. Gupta (1995), "Market Orientation and Performance in the Hospital Industry," *Journal of Health Care Marketing*, 15, 4, 34-41.

Rutledge, Robert W. and Patricia Nascimento (1996), "Satisfaction With HMO's," *Journal of Health Care Marketing*, 16, 1, 22-29.

Sarel, Dan and Howard Marmorstein (1996), "Identifying New Patient Prospects: Efficacy of Usage Segmentation," *Journal of Health Care Marketing*, 16, 1, 38-44.

Thorpe, Kenneth E. (1988), "Why Are Urban Hospital Costs So High? The Relative Importance of Patient source of Admission, Teaching, Competition, and Case Mix," *Health Services Research*, 22, 6, (February), 821-836.

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