

The Fuqua School of Business Duke University

Health Sector Management Alumni Certificate Program

Background

We are pleased to offer Fuqua alumni an opportunity to complete the Health Sector Management Certificate Program. Recent additions to the HSM curriculum now allow distance delivery options providing easier access to our lifelong learning programs.

The HSM Alumni Certificate curriculum is delivered within the context of the HSM Weekend and Global Executive MBA formats and consists of four required courses as outlined below. The majority of the courses are offered in both a traditional residency format--for those living locally or wishing for more face-to-face interaction with students and faculty--and a distance only format which provides more flexibility for out-of-state and international alumni. This flexibility allows you to customize your course of study to accommodate scheduling and travel constraints, while enabling you to meet personal career development and networking objectives.

The next opportunity to being the program will be in May, 2008.

Program Fit

The HSM Certificate Program is intended to serve a wide range of health care professionals from physicians and other clinicians with management responsibilities to managers and executives in the pharmaceutical, biotechnology, medical device, provider, payor and supporting industries. The curriculum is designed to address the challenges of managing the "business of health care."

The program is also appropriate for individuals looking to transition into the health care sector from other industries, or who wish to better understand the issues facing their clients and stakeholders.

Eligibility

The HSM Alumni Certificate Program is open to all Fuqua MBA graduates of the Daytime, Weekend Executive, Cross Continent and Global Executive MBA Programs.

Acceptance into the program is subject to space availability and permission of the HSM Director.

HSM Class Composition and Network

Alumni will attend class, either in person or virtually, with HSM Weekend and Global Executive students as well as Fuqua alumni from all MBA programs. HSM program staff will augment the classroom experience by communicating opportunities for alumni to participate in HSM networking events, industry conferences, guest speaker opportunities and other relevant activities. As such, alumni can expect to broaden both their personal and professional networks.

Tuition

The alumni tuition rate for HSM courses offered during the 2007-08 academic year is \$2,000 per course. Provided tuition remains the same, the cost of the (four-course) certificate would be \$8,000, or \$2,000 per course plus hotel, food, transportation and books. Alumni are responsible for making their own hotel reservations. Tuition rates are subject to periodic increases and may increase for courses taught in the 2008-09 academic year.

Course Requirements (Descriptions, Dates and Instruction Format: pp. 2-5)

Alumni must complete the following to earn the HSM certificate:

• HSM Seminars in Health Care: one Thursday evening per month for 12 months. The course can be accessed via asynchronous streaming video and electronic discussion boards for those who cannot attend in person. Students will be required to complete reading assignments, submit written assignments and participate in group projects.

Seminars will be held on Thursdays from 7:00-8:30 pm at Fuqua.

- **Health Care in the 21st Century:** a one week residential course next offered from Sunday, July 27 through Thursday, July 31, 2008.
- Economics and Strategy of Health Sector Management:
- One elective course:
 - o Health Care Marketing:
 - Health Care Operations
 - o Economics and Management of the Pharmaceutical Industry

CORE COURSES

Seminars in Health Care (residency and distance format available; 2 credits)

This interactive series gives students the opportunity to discuss relevant and timely health care issues and apply the skill sets taught in their core EMBA and HSM courses. Faculty moderators and guest speakers lead the discussions and students share their perspectives on current topics of interest. This course allows students to learn from each other, both in the classroom and via electronic message boards.

Students choosing the distance option for course enrollment will be able to access recorded video of each monthly class and submit written and group assignments in lieu of attending in person.

Health Care in the 21st Century (one week course at Fuqua; residency option only; 3 credits; July 27-31, 2008)

This one week intensive course introduces HSM students to the interlocking segments of the health care industry, including physicians, hospitals, HMOs/PPOs, insurers, consultants, pharmaceutical companies and medical device companies. The course analyzes the health care industry from a historical perspective to understand how it has evolved to its current state and to predict how it is likely to change during the next century. Past global topics have included: Comparative Health Care Systems; Global Climate Change: Potential Implications for Human Health; Challenges of Coordinating Global Commercial Issues in Development & Launch of Innovative New Products. This class includes Daytime and EMBA HSM students. Assignments include a team project and presentation, an exam and final paper.

Economics and Strategy of Health Sector Management (weekend and distance formats available; see p. 5 for dates; 2.5 credits)

Successful management in the dynamic health sector requires an understanding of how changes affect payers, providers, manufacturers, and regulators. Furthermore, managers need tools from strategy and economics to manage that change. The class will discuss 12 modules distributed across payers, providers, device manufacturers, and biopharmaceutical companies. The class will also examine health systems outside the US and draw lessons for health system change.

ELECTIVE COURSES (At least one required) Choose between:

Health Care Marketing (weekend and distance formats available; see p. 5 for dates; 2.5 credits)

This course addresses how standard marketing techniques do and do not apply within the health sector. Topics covered include unique characteristics of health care decision making, (e.g., ethical considerations and public-policy scrutiny, presence of multiple decision makers, often with competing interests, wide variation in levels of end-user knowledge, rapidly-changing technological environments); implications of these environmental characteristics for marketing analysis, tactics, and strategy; and the difficulty of implementing consumer advocacy given the features of health care decision making. Implications for marketing tactics (e.g., product/service design, pricing, and promotion) will also be explored. Finally, the class will explore marketing strategy within health sector environments (e.g., branding, implementing marketing metrics, and ethical constraints on marketing action). Health care marketing is addressed through use of applied work within the topic area of healthcare marketing but also by leveraging students' experiences in this sector.

Health Care Operations (weekend format only; see p. 5 for dates; 2.5 credits)

This course provides an operational perspective on health care, with topics including quality management, materials management, inventory management, automated inventory systems, and health care logistics and distribution. Students will also learn about design and management of clinical processes, disease and asset-focused health care delivery processes and operational issues in public health.

Economics and Management of the Pharmaceutical Industry (distance format only; see p. 5 for dates; 3 credits)

Pharmaceutical firms are under pressure to fill their pipelines, produce safe products, increase revenue, extend product life, and limit grey and black market sales. Now more than ever managers need tools of strategy to manage effectively. The course begins with an introduction to the pharmaceutical R&D process. We next examine key aspects of the pharmaceutical commercialization process, including pricing, reimbursement, promotion, differences among market segments, and competition between generics and proprietary products. We conclude by considering the management of inter-firm relationships such as pharmaceutical alliances and acquisitions. Throughout the course, we will consider the industry's strategic responses to managed care, global competitiveness, proposed regulatory reforms, and increasing government cost containment policies in the U.S. and abroad. Grading will be based on discussion (on Centra and the bulletin board) and a term paper applying strategy to a health sector topic of your choice.

Grades/Transcripts

Alumni enrolled in the program will be subject to the same assignments as the Weekend and Global Executive students, but grading will be on a credit/no credit basis. Students must earn at least a "P" or 3.0 to receive credit. Grades received in the HSM Alumni Certificate Program will not impact the original Fuqua GPA.

Because alumni are considered full participants in the courses, they may be assigned to teams for certain assignments. While circumstances arise that may cause a withdrawal from a course, doing so jeopardizes the performance of other team members. A withdrawal for any non-emergent reason may prevent future registration in HSM courses.

Auditing of HSM courses is not permitted.

Application Deadline

In order to enroll in the Certificate Program with the Weekend and Global Executive HSM Classes of 2009, we must have your Fuqua Alumni Registration Application by March 1, 2008.

Next Steps

- Please review our website: http://www.fuqua.duke.edu/programs/health/ to learn more about the Health Sector Management Program at Fuqua.
- Please review the 2008 course schedule on page 5 to determine a tentative schedule that accommodates your calendar and travel constraints. You may contact Cindy Seymour, Program Coordinator, if you have questions regarding scheduling or you would like to make application to the program and request a

Fuqua Alumni Registration Application. Cindy may be reached at chs15@duke.edu or by phone at 919-660-7895.

• To be considered for the HSM Certificate program, you are asked to respond to the question below, complete the Fuqua Alumni Registration Application and provide a current copy of your resume.

Write a statement describing any experience(s) you have related to the health sector and why you would like to enroll in the program. Please explain what you hope to professionally gain from the HSM Certificate program as well as any contributions you would make to the class.

Please submit your statement to Cindy Seymour at chs15@duke.edu along with the completed Registration application and a current copy of your resume.

Your application will be reviewed and you will be notified by March 15, 2008 regarding the process for sending in a non-refundable deposit of \$4,000. This deposit will cover the cost of the Health Care Seminar series and one other course, and will be due by April 1, 2008.

Health Sector Management 2008 Course Options for Alumni		
Course	Delivery Format	
Required	Residency	Distance
Seminars in Health Care	5/08-4/09; one Thursday	5/08-4/09; see dates
	evening per month, 7:00-	under residency format
	8:30 pm; monthly dates:	
	5/15/08, 6/26/08, 7/31/08	
	8/14/08, 9/11/08, 10/30/08,	
	11/13/08, 12/4/08, 1/8/09,	
	2/5/09, 3/5/09, 4/16/09	
Health Care in the 21 st	July 27-31, 2008	NA
Century		
Economics & Strategy of	WEMBA Term 5, (Session	3/17/08 - 5/3/08
Health Sector	tbd) 5 weekends—classes	(Taught off the
Management	Friday/Saturday	Daytime Term 4
		offering)
Electives (choose 1 or		
more)		
Health Care Marketing	WEMBA Term 5, (Session	Dates will coincide
	tbd) 5 weekends—classes	with the WEMBA
	Friday/Saturday	Term 5 offering
Health Care Operations	WEMBA Term 5, (Session	NA
	tbd) 5 weekends—classes	
	Friday/Saturday	
Economics &	NA	2008 fall course dates
Management of the		tbd
Pharmaceutical Industry		

Notes:

- 1. Classes offered in the WEMBA (Weekend) format meet every other weekend on Fridays and Saturdays. For <u>weekend</u> dates in the 2008 summer sessions 1 and 2, plese see:
 - http://www.fuqua.duke.edu/mba/executive/weekend/calendar/w2008calendar.doc.
- 2. Distance versions of Economics & Strategy, Health Care Marketing and Economics & Management of the Pharmaceutical Industry course include business cases, analytical assignments, video lectures and CENTRA sessions. Grading will be based on discussion (on Centra and bulletin boards), homework, and a term paper which will be due one month after the course end date. Assignments may be added or modified as needed by the faculty.