Course Title: Health Professions Management

Course Number: XHLT 8140

Course Description: Health Professions Management is designed to provide the student with tools to successfully manage personnel and medical records, as well as marketing tips, and data security. As part of the Medical Practice Management Certificate Series, this course will help students prepare for the Certified Physician Practice Manager (CPPM) exam provided by the AAPC and the Certified Medical Practice Executive (CMPE) credential through the MGMA, with applicable experience.

Hours: 80

Course Prerequisite(s): 3 years of experience in a medical office

Student Learning Outcomes:
1. Analyze current healthcare trends
2. Apply healthcare management concepts
3. Distinguish supervisor and supervisory roles
4. Demonstrate management of financial and personnel operations
5. Evaluate regulatory/legal processes in healthcare management
6. Managing the electronic medical records
7. Explore modern health IT and interoperability

Textbook(s): (Contact bookstore for current edition and cost)
Medical Office Management, by Christine Malone. Pearson publishing

Withdrawal Policy: See the current Career Skills Training catalog for the tuition refund policy.

Collin College Academic Policies: See the current Collin Student Handbook.

Americans with Disabilities Act: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

Meeting Location: Preston Ridge Campus

Attendance Policy: Students must be in attendance for at least 90% in order to pass competencies.
Lesson Plan:
Session 1: Introductions, review syllabus, course overview, Certificate Series overview
Session 2: Chapter 1: Today’s Healthcare Environment – Choosing healthcare management as a profession, types of medical practice ownership, types of healthcare settings, types of physicians, and specialty care practices.
Session 3: Chapter 1 cont’d – Medical practice settings, types of healthcare professionals, the Medical Office Manager, continuing education options for the Medical Office Manager, and the future of healthcare management.
Session 4: Chapter 2: Communications in the Medical Office – Verbal communication, active listening, written communication, components of the business letter, sending letters to patients, proofreading, accepted abbreviations, and memos within the office.
Session 5: Chapter 2 cont’d – Mailing written communications, communicating with patients via email, managing incoming mail and correspondence, reading body language, therapeutic touch, communicating with physicians, communicating with peers and direct reports, communicating with patients, and communicating across cultures.
Session 6: Chapter 4: Personnel Management – Determining staff need, writing a job description, advertising for employees, screening resumes, interviewing applicants, calling for references, background checks, calling to offer employment, orientation of the new employee, developing training programs for the new employee, and employment at will.
Session 7: Chapter 4 cont’d – Different supervisory techniques for different personalities, employee evaluations, employee discipline, employee assistance programs, employee termination, sexual harassment and the workplace, providing employee references, and maintaining the employee personnel file.
Session 8: Chapter 7: Medical Records Management – Information contained in the medical record, purpose of the medical record, signing off on the medical record, keeping chart notes professional, forms of charting, using abbreviations in charting, charting communications with patients, filing and filing systems, and cross-referencing medical records.
Session 9: Chapter 7 cont’d – Locating misfiled medical records, file storage systems, retention of medical records, active, inactive and closed patient files, converting paper records to electronic storage, properly disposing of medical records, Medicare guidelines regarding retention of medical records, making corrections or additions to medical records, and charting conflicting orders.
Session 10: Chapter 7 cont’d – Ownership of the medical record, electronic medical records, releasing medical records, mandatory reporting requirements, documenting advance directives, faxing medical records, improper disclosure of medical records, online medical records, documentation of prescription refill requests, and medical records in research.
Session 11: Midterm Exam
Session 12: Chapter 9: Duties of the Medical Office Manager – Different management theories, management vs. supervision, delegating authority to others, coaching and mentoring staff, and motivating employees.
Session 13: Chapter 9 cont’d – Characteristics of the Medical Office Manager, Responsibilities of the Medical Office Manager, different leadership styles, effective staff meetings, the Medical Office Manager’s role with supplies, negotiating service contracts, and employee theft.

Session 14: Chapter 10: Use of Computers in the Medical Office – Components of the computer system, maintaining computer equipment, computer software, and computer security.

Session 15: Chapter 10 cont’d – Electronic medical records, using the internet, prescription management software, and ergonomics in the medical office.

Session 16: Chapter 15: Procedural and Diagnostic Coding – History of procedural coding, current procedural terminology codes, determining the proper procedure code, evaluation and management codes, anesthesia codes, and surgery codes.

Session 17: Chapter 15 cont’d – Postoperative or follow-up days, radiology codes, pathology and laboratory codes, medicine codes, healthcare common procedure coding system, and proper documentation.

Session 18: Chapter 15 cont’d – History of diagnostic coding, ICD-10-CM coding, using the ICD-9-CM coding manual, coding more than one diagnosis, late effect diagnoses, and coding for suspected conditions.

Session 19: Chapter 17: Marketing the Medical Office – Funding a marketing initiative, understanding the demographic, researching your strengths, weaknesses, and opportunities, researching the competition, using the internet for marketing, a robust website, and direct mail advertising.

Session 20: Chapter 17 cont’d – Purchasing mailing lists, welcome to the neighborhood, offering screenings, social media sites, using focus groups, and targeting local businesses.

Session 21: Chapter 17 cont’d – Offering educational speaking engagements, telephone books as advertising sources, on-hold messaging, offering exceptional customer service to keep patients satisfied, patients as advertising tools, writing articles for local newspapers or periodicals, targeting the local media, and hiring a marketing consultant.

Session 22: Wrap-up, review for final exam.

Session 23: Final exam, course evaluations.

Sessions listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, labs, and days.

Method of Evaluation: Students must achieve a minimum of 70% final average and must be in attendance 90% of the class time in order to pass competencies.