

Course Syllabus

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Course Information

This course is offered collaboratively through the UW MBA Consortium. Campus specific course information is listed below:

UW-Eau Claire: MBA 782 – Health Care Finance and Economics

UW-Oshkosh: MBA 762

UW-La Crosse: BUS 700

Credit Hours: 2.0

Course Term: Summer 2023

Delivery Mode: Online

Course Dates: July 10, 2023 – August 27, 2023

Instructor Information

Name: Chad Cotti

Home Campus: UW-Oshkosh

Phone: 920-424-3013

Email: cottic@uwosh.edu

<mailto:cottic@uwosh.edu>

As this is an online class, much of the communication between instructor and student will take place either in the discussion forums or over email. I do attempt to check my email frequently throughout the day, when possible. ***That said, email is not always a very effective***

medium for communicating economic concepts or your teaching/learning, so I am also willing to discuss problems with you over the phone. Throughout the course, if you have a question or concern that you would like to discuss with me in a more direct fashion, please feel free to email me and we can set up a time to talk over the phone



Course Description

Health Economics focuses on several issues related to health and the health care sector, including topics such as government intervention in health and health care, the impetus, design, and organization

of health insurance markets, and the related impacts of both on health care reform, health outcomes, and decision making in the health arena. Because the U.S. does not have unlimited resources to apply to population health and the health sector, many traditional tools of economics can be utilized to better understand the many tradeoffs and policy implications present in this environment. This course is intended for anyone who wishes to become better informed about the economics of health insurance and health care, and the public policy issues concerning health, medical care, and health care reform.

Learning Outcomes

After completing this course, students will be able to:

- Describe the economics of insurance (particularly in the health setting), and the various economic concepts critical to understanding insurance-related behaviors (including moral hazard and adverse selection).
- Evaluate how economic concepts of insurance relate to existing problems associated with health insurance and health outcomes, and, through this lens, be able to effectively evaluate current and proposed policy responses.
- Recognize the appropriate economic circumstances when government intervention in health care and health behaviors is warranted (e.g., in the presence of market failures).
- Use formal economic models to analyze problems.
- Apply economic reasoning to health and health care issues and decisions.

Required Course Materials

Textbook

Title: Economics of Health and Health Care (8th edition, 2017)

Author: Sherman Folland, Allen C. Goodman, and Miron Stano

ISBN: 978-1138208049

The textbook is referenced in the course as FGS (representing the last names of the authors).

Please note that this ISBN may differ from what appears on the UWEC bookstore website. If ordering from a source other than the UWEC bookstore, be sure to use the ISBN provided here to ensure you get the correct text.

Additional Readings

Articles from a variety of business magazines/newspapers and company websites may be used in conjunction with case studies or other assignments.

Technology Requirements

Access to a computer and high-speed Internet connection that is capable of accessing Canvas.

Please review the minimum technology requirements and recommendations in the **Online Course Resources** link in the left-hand Course Navigation menu. To set yourself up for success, pay special attention to the sections on *Your Responsibilities*, *Strategies for Success*, *Tech Tips*, and *Tech Support*.

Prerequisite

Successful completion of a college-level Principles of Microeconomics class is an assumed prerequisite for this class. You will be expected to have retained some of this knowledge. **Chapter 2 in the FGS text does provide a review of the relevant concepts (please review).**

Course Outline

This course is organized in the following units:

- Unit 1 Introduction and Review
 - 1.1 Introduction to Health Economics
 - 1.2 Review of Basic Microeconomics
- Unit 2 Economics of Health Insurance
 - 2.1 Demand and Supply of Health Insurance
 - 2.2 Asymmetric Information
 - 2.3 Organization of Health Insurance Markets: The Employer-Sponsored Health Insurance System
 - 2.4 Health Care Reform & The Affordable Care Act

Exam 1

- Unit 3 Government Control of Unhealthy Behavior
 - 3.1 The Role of Government Intervention in Health Care Markets
 - 3.2 The Health Economics of Unhealthy Habits (Bads)
- Unit 4 Public Insurance
- Unit 5 Cost, Technology, and the Economics of Pharmaceuticals
 - 5.1 Costs, Technology, and Pharmaceuticals
 - 5.2 Perspective Reading & Final Student Commentary

Final Exam

Instructional Format

In this online course, students will have the ability to work within the flexible dates listed for each topic. I recognize and appreciate the very full schedules you face. I have tried to make the schedule of activities and assignments as consistent as possible from topic to topic (where sensible). In that regard:

Please reference the **Calendar** (icon in the global navigation menu to the far left) to view the assigned materials for each unit and the dates in which assignments are due. I have designed this schedule to help you keep pace with the material and keep track of the assignments for each topic. Not all content has a due date assigned to it, though, so be sure to access the course via **Home** (top link in the course navigation menu to the left). The **Home** view will serve as our course's "landing page", which will help you better navigate the course module-by-module. The modules are laid out in order top-to-bottom. By scrolling, you will be able to see every bit of content included in this course.

In general, each course unit will consist of topic overviews, chapters to read in the textbook, instructor lecture companions, a discussion assignment, and homework assignments. Details of each of these components are:

1. **Unit Overview:** For each unit, I have written a brief overview of what this topic is about and just some general information about where we are in the course. What to expect, what is coming up, things to be aware of, etc.
2. **Instructor Commentary:** Each unit relates to chapters of the text (or other readings) and instructor commentary which should be read at the beginning of starting any new unit (or sub-section of a unit). The text will provide students with the formal concepts and objectives of each topic. The instructor's written companion commentaries will provide greater insights, examples, and applications of the materials provided in the text. This document will help to replace the formal lecture experience found in a more traditional face-to-face class by still providing a crucial perspective on the concepts that can be obtained from instructor insights.
3. **Discussions:** Generally there will be a discussion through each unit which will typically involve reading a couple of news articles or watching a short video related to the topic. Some general questions will be listed that correspond to the assigned reading, which are to be commented on in the course discussion board in the appropriately designated topic. The goal of these discussion assignments is to connect you to the other students in the class, provide a forum to discuss "real world" applications or examples of the concepts, applications, and economic models presented in the class. You will be expected to post your *initial thoughts* on any topic by the due date on the calendar, so others will have time to read your post and respond by the response due date. You are expected to read each other's comments and contribute regularly, but you don't have to comment on every aspect of every conversation. Also, I will attempt to refrain from posting very often in the discussion forums, unless I find them going astray. **NOTE:** Grades for this section will be based on a combination of quality (depth) of comments and quantity (level) of participation. At a minimum, students are expected to post on every issue and to reply to one post initiated by another student to earn average marks for the quantity component of the discussion grade. *Please note that late work will not be accepted.*
4. **Homework Assignments:** For most, but not all topics, there will be a homework assignment that will be related to the topic's material. Usually, similar examples of the problems in the homework assignments will appear in Instructor's Commentary. Homework assignments are to be uploaded to Canvas by the due date listed in the calendar. Overall, these are designed to expand your

understanding and give you a better sense of how well you understand the material. *Group collaboration on homework (not exams) is allowed, but separate solutions must be turned in.* Answers to each assignment will be provided following the due date so that you will be able to learn from any mistakes that you have made. Although homework assignments are graded, the grade you receive will, in general, be based on effort. If you have any special needs, please let me know so I can do my very best to make your experience in this course a positive one. *Please note that late work will not be accepted.* Homework assignments may be submitted in Word, Excel, or scanned (photoed) work done by hand.

Examinations

There will be two open-book examinations. See the calendar for examination due dates.

The exams include these two types of questions: problems and short answer/essay-style questions. The “problems” will be similar to the course homework assignments and test your ability to model the concepts discussed throughout the class effectively, while the short answer/essay style questions will measure your understanding and ability to apply the theory and concepts to policy or business situations.

The exams will be posted on Canvas by 6:00am on the first day of the test (see the calendar). Completed exams should be submitted to Canvas before 11:59pm on the last test day (see calendar). You should print out the exams so that you may take them to a quiet place. They are designed to be completed in about 120-150 minutes (see calendar).

Collaboration on exams is not allowed.

All material included on the exams is in the textbook or instructor lecture companion readings. All of the exams cover just the material introduced since the previous exam (or the start of class in the case of Exam 1), so the material is not explicitly cumulative. That said, several concepts covered in the class will act as building blocks for future topics, so, in this way, there is implicitly a cumulative aspect to the learning process in this class. *Please note that late work will not be accepted.*

A Note on Diagrams

For various assignments, you may be asked to submit a diagram. You may do so using any method that produces a clear graph.

Grading Policies

Course grades will be based on the two exams, the homework assignments, and discussion assignments.

- Exams: 70% of the final grade (35% each)
- Homework: 15% of final grade (based on completion and my perception of effort)

- Discussion assignments: 15% of final grade (based on the level of participation and quality of your posts, see discussion above.)

Grading Scales




Percentage	UWEC/Consortium/ UW-Parkside	UW- Oshkosh
93-100%	A	A
90-92.9%	A-	A-
87-89.9%	B+	B+
83-86.9%	B	B
80-82.9%	B-	B-
77-79.9%	C+	C+
73-76.9%	C	C
70-72.9%	C-	C
67-69.9%	D+	F
63-66.9%	D	F
60-62.9%	D-	F
0-59.9%	F	F

Netiquette: Communicating with Classmates or Me

Because this is an online course, I ask that you communicate with me either via email or the [? Ask the Class/Raise your Hand \(https://uws.instructure.com/courses/578495/discussion_topics/4330136\)](https://uws.instructure.com/courses/578495/discussion_topics/4330136) discussion area. Although I try to check our course daily, I probably check my email more often, so **if there is a question that necessitates an urgent repose or someone notices confusion on the Raise Your Hand forum, I welcome someone to email me to check it out.** If I do get an email question that I think other students may have, I may post the question and response on the Raise Your Hand discussion board. In every email message, please be sure to include MBA 782 + your full name so I know exactly to whom and to which class the message pertains. Keep in mind, too, that we're communicating asynchronously, which means that we won't always be online at the same time. Therefore, be sure you allow enough time for a response. My goal is to respond to all messages within 24 hours during the workweek.

UW - Consortium's Excused Absence Policy

An absence will be considered excused or authorized according to the following institutional policies:

1. The student's home campus policy on excused absences will apply.
 - o [UW – Oshkosh](https://www.uwosh.edu/registrar/policies/attendance-policy)  (https://www.uwosh.edu/registrar/policies/attendance-policy)
 - o [UW-Parkside](https://www.uwp.edu/learn/academiccatalog/2019-2021/policies.cfm#CP_JUMP_334911)  (https://www.uwp.edu/learn/academiccatalog/2019-2021/policies.cfm#CP_JUMP_334911)
2. UW MBA Consortium students will follow the [UW – Eau Claire Authorized Absence Policy](https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences).  (https://www.uwec.edu/kb/article/class-attendance-and-authorized-absence-policies/#authorized-absences)

If your absence falls into the excused absence category, please contact me as soon as possible. I may request that you provide documentation, and I may need time to make alternative assessments available to you.

Academic Conduct


To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course. While I have no problems with students learning from each other while studying, you are expected to do all exams alone. Cheating, plagiarism, or other misconduct will not be tolerated and will be appropriately disciplined, up to and including failure of the course and other academic sanctions. Suspicion of academic misconduct will be enforced strictly by the guidelines of the University in which the student is enrolled.


Academic Integrity Policy

All class materials are the intellectual property of the instructors and may not be shared outside of this course (e.g., to commercial "study sites" or "tutoring sites") without our permission.

Unless we specify otherwise, all work that you turn in to us should be an individual effort. The sentence structure, wording, and content for your assignments and discussions must be your original work.



Academically dishonest behaviors include (but may not be limited to) the following:

- Intentionally or unintentionally presenting someone else's ideas or words as your own, either as a direct quote or paraphrased or summarized material, without the proper citation. All quotes and direct references must include citations. Remember to use APA format for citations. See the [OWL website from Purdue](http://owl.english.purdue.edu/owl/resource/560/01/)  (<http://owl.english.purdue.edu/owl/resource/560/01/>) for APA citation guidelines.
- Submitting work that is identical to or so similar to that of another's in its wording, sentence structure, and content that it cannot be considered original.
- Plagiarizing yourself by submitting work for evaluation in this course that was previously graded or otherwise evaluated in another course. You can cite your previous work. If you want to use your previous work, contact me first.
- Making up data or citations.
- Consulting resources to complete a graded course assessment other than those allowed in the assessment directions. If you are unsure what is considered as an authorized resource, consult with your instructor.
- Helping someone else engage in academically dishonest behavior, including posting course materials online.
- Violating copyright laws. In some cases, citing a source is not sufficient; you also have to obtain permission from the original source for the materials you use. Likewise, if you use any materials from this course outside this course, you may need permission to use them (e.g., in your company's training manuals, publications, or style guides).

Any investigation into any form of academic misconduct will result in a report to the dean of students and in student academic disciplinary sanctions as established by the UW System Board of Regents ([UWS Chapter 14](http://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)  (http://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)).

Disciplinary procedures from the student's home campus dictate the disciplinary action against students who engage in academic misconduct.

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. Canvas is [compliant with W3C's Web Accessibility Initiative](https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas)  (<https://community.canvaslms.com/docs/DOC-2061-accessibility-within-canvas>) and with [Section 508](https://www.section508.gov/)  (<https://www.section508.gov/>) guidelines.

Additionally, Canvas was certified as a [substantially conformant LMS](https://webaim.org/services/certification/canvas)  (<https://webaim.org/services/certification/canvas>) by WebAIM, a third-party authority in web accessibility.








If you find that course materials are not posted in a format that meets your needs, or you need testing

accommodations, please contact Online Course Support at BIZHelp@uwec.edu (<mailto:bizhelp@uwec.edu>) and we will work with you to make arrangements.














MBA 782 vs. MBA 789





There are a handful of sub-topics between this class (Health Economics) and MBA 789 (Health Care Organization and Delivery) that discuss similar and related topics. In these cases where the same general topic is being addressed, the takeaways (e.g., what is relevant about these similar topics) is ultimately different between the classes, but the background info provided may often be very similar. For example, in order to discuss "why Medicare" from an economics perspective, we need to understand the basics of "what is Medicare" and "how does Medicare work" first. In a couple of instances, both classes will cover the "what" and "how" elements of the same topic in similar ways in order to provide the same relevant background. After this point on any similar topic, the classes will diverge, as this course will then focus on the economic aspects that are relevant, while MBA789 will tend to focus more on delivery or organizational perspectives.

Course Summary:

Date	Details	Due
Mon Jul 10, 2023	 Complete the Code of Conduct Agreement (https://uws.instructure.com/calendar?event_id=1421097&include_contexts=course_578495)	12am
	 Let's Get To Know Each Other!	to do: 11:59pm
	 Unit 1.1 Overview and Readings	to do: 11:59pm
Tue Jul 11, 2023	 Unit 1.1 Discussion: Incentives (https://uws.instructure.com/courses/578495/assignments/5999348)	due by 11:59pm
Thu Jul 13, 2023	 Unit 1.1 Discussion Response Posts Due	to do: 11:59pm
Sat Jul 15, 2023	 Unit 1.2 Overview & Readings	to do: 11:59pm
Mon Jul 17, 2023	 Unit 1.2 Homework (https://uws.instructure.com/courses/578495/assignments/5999353)	due by 11:59pm
Wed Jul 19, 2023	 Unit 2.1 Overview & Readings	to do: 11:59pm

Date	Details	Due
Sat Jul 22, 2023	 Unit 2.1 Homework https://uws.instructure.com/courses/578495/assignments/5999354	due by 11:59pm
Sun Jul 23, 2023	 Unit 2.2 Overview & Readings	to do: 11:59pm
Mon Jul 24, 2023	 Unit 2.2 Discussion: Asymmetric Information https://uws.instructure.com/courses/578495/assignments/5999347	due by 11:59pm
Wed Jul 26, 2023	 Unit 2.2 Discussion Response Posts Due	to do: 11:59pm
Thu Jul 27, 2023	 Unit 2.3 Overview & Readings	to do: 11:59pm
Fri Jul 28, 2023	 Unit 2.3 Discussion: Organization of Health Insurance Markets https://uws.instructure.com/courses/578495/assignments/5999340	due by 11:59pm
Sat Jul 29, 2023	 Unit 2.3 Discussion Response Posts Due	to do: 11:59pm
Sun Jul 30, 2023	 Unit 2.4 Overview & Readings	to do: 11:59pm
Tue Aug 1, 2023	 Unit 2.4 Discussion: ACA https://uws.instructure.com/courses/578495/assignments/5999346	due by 11:59pm
Thu Aug 3, 2023	 Unit 2.4 Discussion Response Posts Due	to do: 11:59pm
Fri Aug 4, 2023	 Midterm Course Evaluation	to do: 11:59pm
Sat Aug 5, 2023	 Exam I https://uws.instructure.com/courses/578495/assignments/5999350	due by 11:59pm
Sun Aug 6, 2023	 Unit 3.1 Overview & Readings	to do: 11:59pm
Mon Aug 7, 2023	 Unit 3.1 Discussion: Role of Government Intervention in Health Care Markets https://uws.instructure.com/courses/578495/assignments/5999345	due by 11:59pm

Date	Details	Due
Wed Aug 9, 2023	 Unit 3.1 Discussion Response Posts Due	to do: 11:59pm
Thu Aug 10, 2023	 Unit 3.1 Homework https://uws.instructure.com/courses/578495/assignments/5999355	due by 11:59pm
Fri Aug 11, 2023	 Unit 3.2 Overview & Readings	to do: 11:59pm
Sat Aug 12, 2023	 Unit 3.2 Discussion: The Health Economics of Unhealthy Habits (Bads) https://uws.instructure.com/courses/578495/assignments/5999344	due by 11:59pm
Sun Aug 13, 2023	 Unit 3.2 Discussion Response Posts Due	to do: 11:59pm
Mon Aug 14, 2023	 Unit 3.2 Homework https://uws.instructure.com/courses/578495/assignments/5999357	due by 11:59pm
Tue Aug 15, 2023	 Unit 4.1 Overview & Readings	to do: 11:59pm
Wed Aug 16, 2023	 Unit 4.1 Discussion: Social Insurance https://uws.instructure.com/courses/578495/assignments/5999343	due by 11:59pm
Fri Aug 18, 2023	 Unit 4.1 Discussion Response Posts Due	to do: 11:59pm
Sat Aug 19, 2023	 Unit 5.1 Overview and Readings	to do: 11:59pm
Sun Aug 20, 2023	 Unit 5.1 Discussion : Costs, Technology, and the Economics of Pharmaceuticals https://uws.instructure.com/courses/578495/assignments/5999342	due by 11:59pm
Tue Aug 22, 2023	 Unit 5.1 Discussion Response Posts Due	to do: 11:59pm
Thu Aug 24, 2023	 Unit 5.2 Perspective Reading Discussion - SuperFreakonomics	due by 11:59pm

Date	Details	Due
	https://uws.instructure.com/courses/578495/assignments/5999341	
Fri Aug 25, 2023	 Unit 5.2 Discussion Response Posts Due	to do: 11:59pm
	 Final Course Evaluation	to do: 11:59pm
Sun Aug 27, 2023	 Exam II https://uws.instructure.com/courses/578495/assignments/5999351	due by 11:59pm
	 FINAL GRADE https://uws.instructure.com/courses/578495/assignments/5999352	