COURSE INFORMATION
Instructor:     Thomas D’Aunno, Ph.D., Professor of Management
Email:     tdaunno@nyu.edu
Meeting days/times:  Wednesdays, 4:55--6:35pm, January 25—Mar 8, 2017
Location: Global Ctr. Academic-Spiritual Life, 238 Thompson Street, Rm. 383
Credits:   1.5 points

Pre-requisites:   CORE-GP 1020 Managing Public Service Organizations
HPAM-GP 1830 Introduction to Health Policy and Management
Office hours:    On request (by email)

COURSE DESCRIPTION
This course focuses on questions of mission and vision ("What areas or activities should we be working in?") and on questions of strategy and operations ("How can we perform effectively in this area?"). We will focus mainly on strategy formulation ("What should our strategy be?") and on the content of strategies (such as mergers), examining their strengths and weaknesses from a variety of perspectives. To some extent, we also will focus on strategy implementation ("What do we need to do to make this strategy work?").

All health care organizations face substantial challenges that demand strategic responses, often in uncertain economic, social, or political contexts. To deal effectively with these challenges, managers need knowledge and skills in strategic thinking and management: setting and aligning goals with the organization’s mission; handling complex trade-offs between demand for services and resource constraints; leading organizational change; defining measures of success; improving work processes; motivating staff and other stakeholders; cultivating relationships with relevant groups; and dealing with crises and environments in transition. In short, the course emphasizes the multiple, related requirements of the leader/manager's job: analysis, creativity, and action.

HPAM-GP 4833 Health Care Management I: Control and Organizational Design is Part 1 of a two-part, 14-week course on health care management. Part 1 can be taken separately or with Part 2 (HPAM-GP 4834 Health Care Management II: Adaptation and the Professional Manager). All MPA students specializing in health care management are required to complete 4833 and 4834.
COMPETENCIES ADDRESSED IN THE COURSE

Assignments and participation in class and case study discussions in this course will be used to assess progress against the competencies listed below. No student will receive a B or higher without demonstrating satisfactory progress toward mastery of each competency. The level of competency expected to be achieved is denoted in brackets according to the following key:

[1] = Basic: Foundational understanding of knowledge/skill/competency
[2] = Intermediate: Student demonstrates greater depth of understanding of this knowledge/skill/competency and can use this ability to analyze a problem
[3] = Advanced: Student demonstrates expertise in this knowledge/skill/competency and can use this ability to evaluate, judge, and synthesize information

- The ability to manage teams, projects and people; to work in change-oriented healthcare organizations; and mentor a diverse and changing work force (TP/CSD) [2]
- The ability to understand and apply legal and ethical principles to managerial and leadership decisions affecting healthcare organizations (IP/TP/CSD) [1]
- The ability to align human resource capacity and practices and processes with strategic organizational goals (TP) [2]
- The ability to hold people accountable to standards of performance and assure organizational, professional and ethical compliance (IP/CSD) [3]
- The ability to measure, monitor and improve safety, quality, access and system care delivery processes in healthcare organizations (IP) [2]
- The ability to assess population and community health needs from a public service perspective (IP/TP/CSD) [1]
- The ability to draw implications and conclusions to develop an evolving vision that leads to organizational viability (IP/TP/CSD/CP) [2]
- The ability to use information systems and evidence-based management principles for problem-solving, strategic planning and decision-making, and measuring change (IP/TP/CSD) [3]
- The ability to synthesize evidence, and apply statistical, financial, economic and cost effectiveness methods in organizational analysis (IP/TP) [2]
- The ability to communicate and interact productively in a diverse and changing industry, workforce and citizenry (IP/TP/CSD) [3]
- The ability to present convincingly to individuals and groups the evidence to support a point of view, position or recommendation (IP/TP) [3]
- The ability to engage in continuous learning; to reflect on and assess one’s strengths and developmental needs; to seek feedback from others; and establish and sustain a professional development network (IP/TP) (1)
Course Objectives
The two primary objectives of the course are to (1) introduce and apply analytic frameworks used in formulating and implementing organizational strategies and (2) integrate managerial and leadership skills acquired in other courses and through personal experience. Thus, students who successfully complete this course will be able to:

- Analyze complex community, sector and organizational situations from a general management point of view, using a comprehensive strategic framework;
- Develop and/or identify potential alternative strategies for pursuing organizational mission and vision and for working with diverse communities of stakeholders to achieve shared goals;
- Assess the implications of strategic options, including potential for achieving advantages and for effective implementation, for satisfying the values and needs of a variety of stakeholders [community, clients, etc.];
- Prepare plans for executing strategies successfully within realistic economic, social, and temporal parameters and within clearly articulated values and ethical standards;
- Work effectively with colleagues in bringing multiple perspectives and diverse skills together to produce innovative solutions to complex situations, and;
- Make, support analytically, and communicate clearly strategic decisions from a managerial and leadership perspective.

READINGS
Students are expected to be prepared for class discussions and participate fully. They will be encouraged to share their own experiences relevant to the topics and cases being explored.

A series of case studies and other required readings will be available on the Classes site for the course.

COURSE REQUIREMENTS
There are three basic requirements for the course:

Class participation (25%): Your active participation is critical. Productive discussion depends on students reading and analyzing the materials beforehand and coming to class ready to present a diagnosis of the problems presented and possible solutions. Students are expected to attend all classes, have thoroughly prepared the assigned cases and readings, participate fully in small group and class discussions, and act as group spokesperson for case presentations.

Written case analyses (35%): each student will complete an individual, written case memo that analyses a case and provides recommendations for dealing with issues presented in the case. The requirements for the case analysis are described below as Assignment 1.

Team project (40%): students will be assigned to work in teams and do a strategic analysis of an organization. Each team will submit a comprehensive analysis with strategic recommendations; teams will present their projects and recommendations in class on the last day of the term. The requirements for the team project are described below in Assignment 2.
All submitted papers, whether individual or group, are to be original work with full and complete citations of any materials drawn from other sources [articles, books, interviews, etc.].

All assignments must be submitted on the stated due dates unless I grant an extension prior to the due date.

COURSE POLICIES

Attendance. You should arrive to class on time. Any absence must be explained and justified beforehand.

Late assignments. Extensions will be granted only in case of an emergency, out of respect for those who abide by deadlines despite hectic schedules. Late submissions without prior permission will be penalized by ½ a letter grade per day (e.g., B+ to B).

Students with disabilities. Any students requiring accommodation should contact me to make proper arrangements. Please be prepared to share your documentation from the NYU disabilities office.

NYU/Wagner grading policy: http://wagner.nyu.edu/current/policies/grading.php

NYU/Wagner academic integrity policy: http://wagner.nyu.edu/current/policies/

Course Session Calendar
1. Introduction 1/25/17
2. Building blocks: Mission, vision, strategy and strategic thinking 2/1/17
4. Strategy formation: Assessing your organization 2/15/17
5. Current strategies 2/22/17
6. Current strategies (cont’d) 3/1/17
7. Putting it all together (portfolio analysis) 3/8/17

COURSE SCHEDULE AND ASSIGNMENTS

Class 1: Introduction (Jan. 25)
Learning objectives
• To define the nature and scope of the course, including the basic conceptual framework and approach
• To explore the basic course themes of strategy, strategic thinking, and strategic planning

Readings
Class 2: Building Blocks: Mission, Vision, Strategy and Strategic Thinking (Feb. 1)
Learning objectives
• To demonstrate the process of strategic thinking in a complex setting involving both organizational and interpersonal challenges
• To introduce the central concepts of mission and vision in the development of organizational strategy
• To distinguish strategic thinking from planning
• To understand the role of leadership in strategy

Readings

Class 3: Developing Strategy: Assessing the External Environment (Feb. 8)
Learning objectives
• To develop a practical framework for assessing external opportunities and threats and internal strengths and weaknesses in the context of organizational mission
• To understand how the basic economic phenomena of resource scarcity and competition define the need for strategy
• To understand the core functions of ‘competitors’, ‘customers’, ‘holder of resources’, ‘referee’, and ‘allies’ in a strategic context

Readings
• Case (for memo #1): ThedaCare: System Strategy

Optional readings:

Class 4: Developing Strategy: Internal Organizational Assessment (Feb. 15)
Learning objectives
• To understand the role of key characteristics of organizations, including their strengths and weaknesses, in evaluating the potential effectiveness of strategic options
• To be able to define the underlying ‘business’ or operational and economic models of an organization’s major activities
• To define clearly and distinguish the three levels of strategic thinking: Conceptual, analytical, and operational

Readings

Class 5: Strategy as Content (Feb. 22)
Learning objectives
• Understand the strengths and weaknesses of key strategies
• Know empirical evidence to support use of strategies
• Know current use of strategies

Readings
• D’Aunno, T. Collaboration Among Health Care Organizations: A Review of Outcomes and Best Practices for Effective Performance, Institute of Medicine, 2011
• Tsai, T.C. & Jha, A.K. Hospital Consolidation, Competition, and Quality: Is Bigger Necessarily Better? JAMA, July 2, 2014 Volume 312, Number 1

Class 6: Strategy as Content –Cont’d (March 1)
Learning objectives (con’t from above)

Readings
• Case: Napo Pharmaceuticals

Class 7: Putting it All Together (March 9)
Learning objectives
• Understand the importance of portfolio analysis
• Know how to use the MacMillan Matrix to decide what strategies to use (and not use) for your organization’s divisions (portfolio analysis)
• Be able to develop a comprehensive diagnostic approach for conducting a complete strategic review of an organization in its full internal and external context

Readings
• Kearns, Chapter 4 (pp. 108-134).
Assignment 1: Case Analysis Memo

Purpose and requirements
You will complete an individual case analysis that provides an opportunity to develop your skills in assessing an organizational situation and providing support for a particular course of recommended action. This assignment will be in the form of a memo addressed to the executive director of the focal organization, not to exceed 2 single spaced pages. The memo must identify the problem as you see it, recommend solutions, and provide support for your perspective.

State one problem presented by the case and briefly explain the context in which key decisions must be made. Next, describe and assess proposed solutions to the problem, which you believe is the best course of action, and your reasons. Identify the next steps if your proposed solution is adopted and outline a “Plan B” in the event that your proposed solution fails. Show how the readings informed your understanding of the case and influenced your decision-making. Do not attempt to address every issue in the case; focus on your analysis of the problem and propose a potentially viable solution. Here is the outline I would like you to use:

Memo outline

- Open with a brief one-paragraph summary (labeled Executive Summary)
  - What is the context, key issue(s), and your recommendation?
- Background
  - Why are we facing these issues? Identify root causes.
- Recommendations
  - What are your specific recommendations? Rationale? Alternatives?
- Next steps
  - How should your recommendations be implemented? What are the priorities? What is the timeline and what resources are required?

Please use a simple and direct style, putting your conclusion or recommendation in the first paragraph. List references, if necessary, on a concluding page.

Requirements
Page and format requirements: 2 pages, single spaced including all graphics. Use Times New Roman font with reasonable margins (looks count) and a 12 pt font size. References should be included on a separate, final page of the document.

Mechanics
Format, grammar, punctuation, spelling, and citation accuracy all count.

Assignment 2 (Final Project): Team Case Analysis
Because strategy is so often formulated in groups, members of the class will be divided into teams for this assignment. This will allow you to develop awareness of how strategic decision-making works. This project will provide an opportunity to apply what you have learned to a case. Your team will be “hired” as a consultant to tackle a strategic problem or address an opportunity
to improve the work of the organization featured in the case. Using the tools and concepts introduced in the course you will provide the organization’s management team with a 5-page (single-spaced) report that analyzes the situation and recommendations on how to move forward.

Prepare a concise analysis of the case that is responsive to the following points:

- What are the issues [strategic, tactical, and/or operational] that are presently confronting the organization or institution described in the case?
- What are the conceptual factors [mission, values, vision] that are relevant to these issues?
- What are the external/environmental factors that are relevant to these issues?
- What are the internal factors [structure, processes, people] that are relevant to these issues?
- What is the strategic intent of the institution?
- What alternative strategies would you consider and which would you recommend/select if you were responsible for the institution? Why?
- What are the 3-4 most significant/first priority actions that you would have to take to implement your recommended strategy effectively?
- How would you “sell” your approach to the senior management of the institution?