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**College of Business Vision**
The College of Business at Northern Kentucky University will be the preferred choice of students, faculty and organizations in our region, known for excellence in practical instruction, applied research, and public engagement.

**College of Business Mission**
Our primary mission is to prepare our students to contribute positively to their organizations and communities. We educate future leaders to perform effectively and ethically in a global environment as professionals in business, public, and social enterprises. Our programs are strengthened by diversity among our students and faculty.

Our faculty and students actively engage in scholarship that is relevant to our academic programs and to the business community. We value all types of rigorous scholarship, with a primary focus on applied and pedagogical intellectual contributions.

We leverage partnerships between students, faculty and the community to continuously improve the educational experience and to enhance the integration of scholarship and public engagement to classroom learning. Our public engagement efforts are designed to enrich our communities.

**Assurance of Learning**
The College of Business has established learning outcomes for all its majors. All business majors share some learning outcomes, and some learning outcomes are specific to the majors.

This course, *Introduction to Health Economics*, is designed to meet the objective that all economics majors graduate with a demonstrated understanding of effective computer, quantitative and research skills.

**Course Description**
Introduction to health economics focuses on using the tools of microeconomic analysis to understand behavior by consumers, producers and insurers in health care markets. The tools of microeconomic analysis will also be applied to current policy problems, and supported with analyses of publicly available data sources.

**Prereq:** ECO 200-201; STAT 212

**NKU CREDIT HOUR POLICY**
In accordance with federal policy, NKU defines a credit hour as the amount of work represented in the achievement of student learning outcomes (verified by evidence of student achievement) that reasonably approximates one hour (50 minutes) of classroom instruction and a minimum of two hours of out-of-class student work. For every course credit hour, a typical student should expect to spend at least three hours per week of concentrated attention on course-related work including, but not limited to, class meeting time, reading, reviewing, organizing notes, studying and completing assignments. At least an equivalent amount of time is expected for other academic activities such as online courses, laboratory work, internships, practica, studio work and other academic work leading to the award of credit hours.

Estimates of the time required for a typical student to complete course expectations are at least 3 academic hours per week for 15 weeks totaling 135 hours.

Course objectives
Students will demonstrate competence in principles of economics as these principles are applied in the health care sector (topics include for example, scarcity; tradeoffs; opportunity costs; demand for health and health care; production of health; markets; roles of consumers, providers—physicians and hospitals, government; incentives; cost effectiveness; value; models of care delivery). Students will develop understanding of empirical studies in the health care sector and further develop empirical skills by directly working with public data sources.

Student Learning Outcomes
1. Students will demonstrate competence in principles of economics as these principles are applied in the health care sector. They will be able to describe and discuss in their own words economics concepts (scarcity; tradeoffs; opportunity costs; demand for health and health care; production of health; markets; roles of consumers, providers—physicians and hospitals, government; incentives; cost effectiveness; value; models of care delivery) as the apply to the health care sector. This will be demonstrated through in class discussion, examinations and individual projects.

2. Students will develop understanding of empirical studies in the health care sector. Students will demonstrate this skill by evaluating information in their explication project by appraising and interpreting data analyses in the work they have chosen.

3. Students will develop and demonstrate critical thinking skills by collecting and analyzing publicly available health data during practical computer lab assignments in their empirical lab projects.

COURSE MATERIALS:
Phelps, Charles E. Health Economics, 5th ed
- ISBN-10: 0132948532
- ISBN-10: 0809053977
GRADING INFORMATION:
Grading Scale: Your grade will consist of:
Midterm 20%
Final 20%
Book Assignment 20%
2 Empirical Assignments using Public Data 20%
Readings Assignment 20%

The grading system at Northern Kentucky University is based on the following descriptions:
A represents exceptionally high achievement as a result of aptitude, effort, and intellectual initiative
B represents high achievement as a result of ability and effort
C represents average achievement
D represents a minimum passing grade except for courses taken on a pass/fail basis
F represents failure in a course. Credit in a course where an F was earned can be obtained only by repeating the course successfully

COURSE POLICIES

Attendance
Although not mandatory, you are expected to attend all class meetings because participation, particularly in the lab sessions, is an essential component of the class. If you fail to attend class, you remain responsible for the material.

Student rights and responsibilities
The maintenance of academic standards and integrity includes the obligation not to cheat or plagiarize. A student who uses dishonest or deceitful means to obtain a grade is guilty of cheating; a student who submits another’s work as his or her own without adequate attribution is guilty of plagiarism.

The work you will do in this course is subject to the Student Honor Code. The Honor Code is a commitment to the highest degree of ethical integrity in academic conduct, a commitment that, individually and collectively, the students of Northern Kentucky University will not lie, cheat, or plagiarize to gain an academic advantage over fellow students or avoid academic requirements. A copy of the Code may be found on the Dean of Students’ page – http://www.nku.edu/~deanstudents/HonorCode.htm
If a student is accused of violating the Student Honor Code the following steps will be taken:

For cheating on a quiz or examination
Anyone who copies answers from another person during an exam, or uses any other means to cheat on test, or significantly plagiarizes a paper will receive an automatic “F” for the work and a summary of the event will be sent to the Chair of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and the Dean of Students. The "F" will have a numeric value of zero – which will greatly jeopardize your chances of passing the class. If there is a subsequent offense in this course, the course grade will be an automatic “F.”

For Plagiarism –
Case 1: Failure to attribute when the omission is minor:
For the first offense in this course: the student will be permitted to provide the proper citations. A summary of the event will be sent to the Chairperson of the Department of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and to the Dean of Students.
For the second offense in this course – the student will be given an “F” for the assignment. A summary of the event will be sent to the Chairperson of the Department of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and to the Dean of Students.
For subsequent offenses in this course: the student will be given an “F” for the course. A summary of the event will be sent to the Chairperson of the Department of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and to the Dean of Students.

Case 2: Cutting and Pasting with little to no original content.
For the first offense in this course: the student will be given a zero for the on the assignment. A summary of the event will be sent to the Chairperson of the Department of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and to the Dean of Students.
For subsequent offenses in this course: the student will be given an “F” for the course. A summary of the event will be sent to the Chairperson of the Department of Marketing, Economics & Sports Business, the Associate Dean of the College of Business, and to the Dean of Students.
In an effort to thwart the growing use of plagiarism, NKU subscribes to the www.TurnItIn.com plagiarism detection service that is integrated with BlackBoard. The Professor reserves the right to use this tool to investigate submitted work for potential plagiarism.

Note: If the student’s name is in the files maintained by the Chairperson, the Associate Dean and the Dean of Students for previous violations of the Student Honor Code, then, depending on the number of previous offenses, the penalties for the first offense in this course will be more severe.
Students are fully responsible for learning the course content and material disseminated in the class. Absences do not release you from this responsibility.
Please see the NKU Code of Student Rights and Responsibilities at www.nku.edu/~deanstudents.
The College of Business has in addition its own Code of Student Conduct, created by student organizations. Please visit the College website at http://www.nku.edu/~cob/CodeConduct.htm

Students with Disabilities
Students with disabilities who require accommodations (Academic adjustments, auxiliary aids or services) for this course must register with the Disability Services Office. Please contact the Disability Service Office immediately in the University Center, Suite 320 or call 859/572/6373 for more information. Verification of your disability is required in the Disability Services Office for you to receive reasonable academic accommodations.

Make-up Policy
Make up exams and assignments are by prior arrangement, and at the discretion of the professor.

Syllabus Changes
Dates and assignments in this syllabus are subject to change at the discretion of the professor. Verbal notification at a class meeting will constitute sufficient notice.

COURSE OUTLINE:

Week 1: Why study health economics? Why is health care different?
Phelps Ch 1; Looking at data and empirical results
Chapter 1: 1-6

Reading:  http://www.aspe.hhs.gov/health/MedicalExpenditures/index.shtml


http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2659297/

DEMAND

Week 2: Utility and Health
Phelps Ch 2
Problems: 1-6
Link and Phelan
http://deepblue.lib.umich.edu/bitstream/handle/2027.42/57746/Fundamental%20Causes%20of%20Social%20Inequalities%20in%20Mortality%20A%20Test%20of%20the%20Theory%20.pdf?sequence=1

Week 3: The Transformation of Medical Care to Health
Phelps Ch 3
Problems: 1-9
Dartmouth Atlas:  www.dartmouthatlas.org/data/region/

Week 4: The Demand for Medical Care
Phelps Ch 4
Problems: 1-10

SUPPLY

Week 5: Physicians
Phelps Ch 6
Problems: 1-5
Reading: Reading: RAND Health Insurance Experiment
Week 6: Physicians in the Marketplace  
Phelps Ch 7  
Problems: 1-9  

Week 7: Review/Midterm

Week 8/ Week 9 Cost Benefit/Cost Effectiveness  
EXCEL lab  

http://www.cdc.gov/owcd/EET/CBA/Fixed/1.html


Week 10: Hospitals  
Phelps Ch 8  
Problems: 1-7  
Reading: Maybe Doctors and their workshops (Pauly)

Week 11: Hospitals in the Market  
Phelps Ch 9  
Problems: 1-7  

INSURANCE

Week 12: Demand for Health Insurance  
Phelps Ch 10  
Problems: 1-8  

Week 13: Supply of Health Insurance  
Phelps Ch 11  
Problems: 1-8  
Week 14: Government Provision of Health Insurance
Phelps Ch 12
Problems: 1-8

Week 15: Review

Important Dates

Assignments

Book Assignment
• ISBN-10: 0809053977

Articles 3 empirical article related to policy issues

Empirical Assignment 1: Cost-Benefit Analysis

Empirical Assignment 2: Cost Effectiveness Analysis

Behavioral Risk Factor Surveillance Survey
http://www.cdc.gov/brfss/

Medical Expenditure Panel Survey
http://meps.ahrq.gov/mepsweb/data_stats/download_data_files.jsp

National Health and Nutrition Examination Survey


http://www.cdc.gov/nchs/nhanes/nhanes_questionnaires.htm