

**Health Services  
Administration**

**University of Wyoming  
PHCY 5269  
Healthcare Entrepreneurship  
and Innovation  
Fall 2021  
Nov 7 – Dec 11**



College of Health Sciences  
School of Pharmacy

**PHCY 5269**  
**Healthcare Entrepreneurship and Innovation**

**Course Description:** This interdisciplinary course will focus on real world examples of entrepreneurship and innovation in the healthcare field. It will utilize those innovators around Wyoming and the country to discuss what shortfalls they discovered and how they plan to get around them. The course will give the students the ability to directly engage those who are actively changing healthcare.

**STUDENT LEARNING OUTCOMES:**

To provide a different way to thinking about how to engage in healthcare and continually be looking at different ways to grow the healthcare industry.

**REQUIRED TEXTS:**

Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers (The Strategyzer Series) By Alexander Osterwalder. ISBN-10 : 9780470876411  
ISBN-13 : 978-0470876411

Below is a list of books that are recommended that you read.

Innovation the Cleveland Clinic Way: Transforming Healthcare by Putting Ideas to Work by Thomas J. Graham, MD **ISBN-10:** 1259582957 **ISBN-13:** 978-1259582950

The Art of Healthcare Innovation: Interviews and Industry Insights from 35 Game-Changing Pioneers by Christina D. Warner

**INSTRUCTOR AVAILABILITY/ CONTACT INFORMATION:**

Eric R. Schlidt.

[Eschlid1@uwyo.edu](mailto:Eschlid1@uwyo.edu)

Office hours: Office hours will be by appointment as requested by students.

**CLASS WEBSITE:**

The WyoCourses site is accessible from the University website via WyoWeb. Class information will be posted or linked on this site. The student is expected to utilize the site and accept changes from this syllabus as amended on the site. You may not be able to see the course materials until two weeks prior to the course. Students are requested to set up their own cadence to meet with the professor. A live discussion for all students will be listed in the course website. Specific weeks will be determined after the first week of classes

**LIVE SESSIONS:**

Live class sessions will be listed in the Syllabus for time and date

**COURSE PREREQUISITES, CO-REQUISITES, ENROLLMENT RESTRICTIONS:**

This course is required for students in the Master of Science in Health Services Administration program. Please check the catalog for listing of any prerequisites for the course. This course can be used for a core component of a track or as an elective for other tracks.

**COURSE PROCEDURES:**

All students will join the class at the same time (synchronous) when the option is available. Most activities can be done at the student's selected times (asynchronous).

A class session/assignment is the time that includes the live session, the pre-session work, and any immediate post-session work. For this class, a session/assignment will become available as noted in the Syllabus with due dates listed for each item.

Instructional procedures consist of live lecture / discussions, discussion board, plus assigned readings. The distance education model of this course requires some adaptation by the students and instructor from the traditional classroom setting. **You may be recorded with your face and name.** This recording will be placed on a password protected site, but no guarantees are made on its security.

Different people have different learning styles. Lecture where the instructor talks and students listen is passive on the part of the student. Discussion requires active participation on the part of the learner. In this class, some topics are appropriate for lectures; some are appropriate for discussion; and some will be conducted through active participation such as analysis of case studies and or discussion boards.

### **GENERAL REQUIREMENTS AND EXPECTATIONS:**

Students will be expected to attend all posted courses and actively engage in the live discussions. We have found that **students who work together tend to do better.** That's because teaching this material to other students is a **fantastic** way to learn it. Believe it or not you can actually teach yourself by explaining what you don't understand to someone else.

**Required Participation Outside of Class Meetings (If any):** I would ask students to view this course as something that does not end with the culmination of the course. I would ask students to continually be thinking of innovative ways to impact their life and the lives of others.

### **ATTENDANCE AND ABSENCE POLICIES:**

Students should regularly attend online classes and productively participate in class. Since some of the projects may be started in the live sessions, missing class can make projects much more difficult. Because of the multiple available times for posting assignments as well as for taking any quizzes or examinations, the need for an excused absence would be a rare event. Only rationale accepted by the University of Wyoming as an excused absence will be accepted. Any anticipated absence from the live sessions should be discussed in advance with the instructor.

### **CLASSROOM BEHAVIOR POLICY:**

At all times, treat your presence in the classroom and your enrollment in this course as you would any professional activity. Act professionally, arrive on time, pay attention, complete your work in a timely and professional manner, and treat all deadlines seriously. All of us will be respectful of each other. Spirited debate and disagreement are to be expected in any graduate level course and all views will be heard fully, but at all times we will behave civilly and with respect towards one another. Personal attacks, offensive language, name-calling, and dismissive gestures are not warranted in a learning atmosphere. This is a safe environment and as the instructor, I have the right to dismiss anyone from the classroom, study sessions, electronic forums, and other areas where disruptive behavior occurs – there is zero tolerance on this issue.

## **CLASSROOM STATEMENT ON DIVERSITY:**

The University of Wyoming values an educational environment that is diverse, equitable, and inclusive. The diversity that students and faculty bring to class, including age, country of origin, culture, disability, economic class, ethnicity, gender identity, immigration status, linguistic, political affiliation, race, religion, sexual orientation, veteran status, worldview, and other social and cultural diversity is valued, respected, and considered a resource for learning. Diversity helps all of us gain a better understanding and perspective of the subjects we will be covering in the course.

## **DISABILITY SUPPORT:**

The University of Wyoming is committed to providing equitable access to learning opportunities for all students. If you have a disability, including but not limited to physical, learning, sensory or psychological disabilities, and would like to request accommodations in this course due to your disability, please register with and provide documentation of your disability as soon as possible to Disability Support Services (DSS), Room 128 Knight Hall. You may also contact DSS at (307) 766-3073 or udss@uwyo.edu. It is in the student's best interest to request accommodations within the first week of classes, understanding that accommodations are not retroactive. Visit the DSS website for more information at: [www.uwyo.edu/udss](http://www.uwyo.edu/udss)

## **ACADEMIC DISHONESTY POLICIES:**

**Academic dishonesty, discrimination, and harassment will not be tolerated in this class!** Cases of academic dishonesty will be treated in accordance with UW Regulation 2-114. The penalties for academic dishonesty can include, at my discretion, an "F" on an exam, an "F" on the class component exercise, and/or an "F" in the entire course. Academic dishonesty includes plagiarism, which means anything that represents someone else's ideas as your own without attribution. It is intellectual theft – stealing - and includes (but is not limited to) unapproved assistance on examinations, plagiarism (use of any amount of another person's writings, blog posts, publications, and other materials without attributing that material to that person with citations), or fabrication of referenced information. Facilitation of another person's academic dishonesty is also considered academic dishonesty and will be treated identically.

Such conduct is described within and will result in sanctions pursuant to the following School of Pharmacy and University policy and regulations:

University of Wyoming Code of  
Conduct

<http://www.uwyo.edu/dos/conduct/>

University of Wyoming Regulations

<http://www.uwyo.edu/generalcounsel/files/docs/UW%20Reg%20Updates%202016/UW%20Reg%206-802.pdf>

## **DUTY TO REPORT:**

While this is a safe environment and I want you all to feel comfortable coming to me with issues you may be struggling with or concerns you may be having, please be aware that I have some reporting obligations that are part of my faculty requirements at UW.

For example, if you inform me of an issue of sexual harassment, sexual assault, or discrimination I will keep the information as private as I can, but I am required to bring it to the attention of the institution's Title IX Coordinator. If you would like to talk to those offices directly, you can contact Equal Opportunity Report and Response (Bureau of Mines Room 319, 766-5200, [report-it@uwyo.edu](mailto:report-it@uwyo.edu), [www.uwyo.edu/reportit](http://www.uwyo.edu/reportit)). Additionally, you can also report incidents or complaints to the UW Police Department. You can also get support at the STOP Violence program ([stopviolence@uwyo.edu](mailto:stopviolence@uwyo.edu),

[www.uwyo.edu/stop](http://www.uwyo.edu/stop), 766-3296) (or SAFE Project ([www.safeproject.org](http://www.safeproject.org), [campus@safeproject.org](mailto:campus@safeproject.org), 766-3434, 24-Hour hotline: 745-3556).

Another common example is if you are struggling with an issue that may be traumatic or unusual stress. I will likely inform the Dean of Students Office or Counseling Center. If you would like to reach out directly to them for assistance, you can contact them using the info below or going to [www.uwyo.edu/dos/uwyocares](http://www.uwyo.edu/dos/uwyocares).

Finally, know that if, for some reason, our interaction involves a disruptive behavior or potential violation of policy, I must inform the Dean of Students, even when you and I may have reached an informal resolution to the incident. The purpose of this is to keep the Dean apprised of any behaviors (by students or faculty) and what was done to resolve them.

### **SUBSTANTIVE CHANGES TO THE SYLLABUS:**

All deadlines, requirements, and course structure are subject to change if deemed necessary by the instructor. Students will be notified verbally in class or on our WyoCourses announcement page and/or via email of these changes.

### **STUDENT RESOURCES:**

- DISABILITY SUPPORT SERVICES: [udss@uwyo.edu](mailto:udss@uwyo.edu), 766-3073, 128 Knight Hall, [www.uwyo.edu/udss](http://www.uwyo.edu/udss)
- COUNSELING CENTER: [uccstaff@uwyo.edu](mailto:uccstaff@uwyo.edu), 766-2187, 766-8989, 341 Knight Hall, [www.uwyo.edu/ucc](http://www.uwyo.edu/ucc)
- ACADEMIC AFFAIRS: 766-4286, 312 Old Main, [www.uwyo.edu/acadaffairs](http://www.uwyo.edu/acadaffairs)
- DEAN OF STUDENTS OFFICE: [dos@uwyo.edu](mailto:dos@uwyo.edu), 766-3296, 128 Knight Hall, [www.uwyo.edu/dos](http://www.uwyo.edu/dos) UW
- POLICE DEPARTMENT: [uwpd@uwyo.edu](mailto:uwpd@uwyo.edu), 766-5179, 1426 E Flint St, [www.uwyo.edu/uwpd](http://www.uwyo.edu/uwpd)
- STUDENT CODE OF CONDUCT WEBSITE: [www.uwyo.edu/dos/conduct](http://www.uwyo.edu/dos/conduct)

"If you have a physical, learning, sensory or psychological disability and require accommodations, please let me know as soon as possible. You will need to register with, and possibly provide documentation of your disability to Disability Support Services (DSS), room 109 Knight Hall. You may also contact DSS at (307) 766-3073 or [udss@uwyo.edu](mailto:udss@uwyo.edu). Visit their website for more information: [www.uwyo.edu/udss](http://www.uwyo.edu/udss)."

**COVID-19 Policies** – during this pandemic, you must abide by all UW policies and public health rules put forward by the City of Laramie (or by Natrona County if at UW-Casper), the University of Wyoming and the State of Wyoming to promote the health and well-being of fellow students and your own personal self-care. The current policy is provided for review at: <https://www.uwyo.edu/alerts/campus-return/index.html>

As with other disruptive behaviors, we have the right to dismiss you from the classroom (Zoom and physical), or other class activities if you fail to abide by these COVID-19 policies. These behaviors will be referred to the Dean of Students Office using the UWYO Cares Reporting Form for Student Code of Conduct processes ([https://cm.maxient.com/reportingform.php?UnivofWyoming&layout\\_id=5](https://cm.maxient.com/reportingform.php?UnivofWyoming&layout_id=5)).

**Syllabus Changes:** I will alert you to any possible course format changes in response to UW decisions about community safety during the semester.

### **HyFlex, Zoom, and WyoCourses expectations:**

As with all UW coursework, this course will be educational and useful to you. I will respond to questions,

concerns, and feedback in a timely manner.

Your responsibilities:

- Give and receive feedback from me and your classmates respectfully and constructively in all interactions. This includes in Zoom chats, on WyoCourses boards, and within physical classroom spaces.
- Actively engage in civil discourse in a respectful manner. Use professional language in all course related forums.
- Communicate professionally. Whenever you send class-related email or messages, please include a clear, specific subject line and use the body of the email or message to explain the purpose for the email and any attached materials. Conduct yourself professionally.
- Meet assignment deadlines. We expect that you're interacting with course material multiple times during the week.
- Ask for help when you need it. For academic assistance for this course please contact me for available resources. For Dean of Students assistance please see: <https://www.uwyo.edu/dos/student-resources/covid-19-student-resources.html>
- Please let us know if you notice another student who needs help in our (anonymous) WyoCares referral option (<https://www.uwyo.edu/dos/students-concern/index.html>).

**Information Technology (IT):** If you have any IT related challenges, please contact the UWIT Service Center: <https://uwyo.teamdynamix.com/TDClient/1940/Portal/Requests/ServiceDet?ID=8890>

## GRADES

The numbers assigned to the grades shall be

A=90 and above,

B=80 to <90;

C=70 to <80;

D=60 to <70;

F=below 60.

Week 1- 50 points

Week 2- 50 points

Week 3- 20 points

Week 4- 100 points

Graduate students, including those enrolled in the Master of Science in Health Services Administration, must maintain a 3.00 GPA (B or better). Note: there is no rounding of grades – an 89.9 is not 90.

## COURSE SCHEDULE

<b>PHCY 5269</b>		
<b>Healthcare Entrepreneurship and Innovation</b>		
<i>You are strongly encouraged to begin the assigned reading PRIOR to the class starting.</i>		
	DATES	TOPIC AND ASSIGNMENTS
Week 1	Presentation by industry innovator  Week of Nov 7	<b>Readings:</b> TBD  One (1) original post and two (2) replies to classmates-discussion post will be the start of discussion talking about what your final project will be. 30 points for original post and 10 points for each response.  Live Class session: Zoom TBD Mountain time*
Module 2	Business plan  Week of Nov 14	<b>Readings:</b> TBD  Come up with a business plan for your project. You will need to address a problem/need (10 points), come up with a solution (10 points), describe your customers (10 points), determine obstacles to getting this to market (10 points), and finally determine time line (5 points) and investment needed (5 points).
Module 3	Define the Topic  Week of Nov 28	You will need to send in a presentation of your course at the beginning of the week for the instructor to review and go over with you. This will be an in-depth discussion a week prior to presenting. (20 points)
Module 4	Presentations  Week of Dec 5	Live presentation to classmates. Five (5) minutes will devoted to your presentation and five (5) will be devoted to class questions. One (1) one pager discussing your classmates plan offering constructive help to them. (100 points)  Live Class session: Zoom TBD Mountain time

\* Scheduled presentations will meet during the evening of week 1 at the discretion of the presenter and the students preference.