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## PHE 610 Final Project Part II Guidelines and Rubric

### Overview

In the second part of your final project, you will assume the role of the healthcare management executive to whom the proposal was directed. You will draft a brief **executive email** communication directed to all employees of the organization, in which you will explain the issue that was originally presented in the scenario, as well as the solution you will implement. Consider how you will justify your reasoning to your employees. This email message should be brief and appropriate in tone and content for the intended audience.

This assessment addresses the following course outcomes:

- Analyze healthcare policymaking processes for informing policy solutions to public health problems
- Propose strategies for communicating and promoting individual, community, and population health by examining public health policy and population health programs
- Analyze methods for financing, evaluating, and improving healthcare delivery, operations, and facilities for managing health behaviors and the delivery of healthcare
- Recommend solutions to organizational and community health issues that utilize principles of management theory and population health improvement
- Analyze the role of budgeting, governance, and strategic-planning principles within healthcare organizations in promoting quality and organizational improvement
- Develop effective strategies that use healthcare delivery principles and technology for responding to emerging public health issues and trends

### Prompt

In the second part of the final project for this course, you will draft a brief email communication. You will assume the role of the management executive who received the proposal that you wrote for the first part of your final project. First, assume that you will implement the proposal in whole. Next, draft an email communication that explains the issue presented in the scenario and the solution you will implement. Your explanation must be supported by adequate reasoning. Consider how you will make the issue and solution digestible for all of the employees in your organization; prepare your email communication so that its tone and content are appropriate for your audience.

Specifically, your email communication must address the following **critical elements**:

- I. **Introduction**: Identify yourself as a management executive and identify the issue.
- II. **Explanation of Factual Background**
  - A. Explain the **policy-making** processes you identified above. In your explanation, be sure to explain how the processes will impact the organization. You should assume that your audience knows nothing about traditional policy-making processes.

- B. Describe which **methods** for financing, evaluating, and improving healthcare delivery, operations, and facilities are implicated. Assume your audience needs only basic information about these methods in order to understand the reasoning for your decision.
- C. Identify and briefly describe public health **policy** and population-health programs related to the issue. Call to attention any programs with particular relevance to the organization.
- D. Discuss how the issue implicates **principles** of budgeting, governance, and strategic planning. Approach this discussion from the perspective of organizational employees who want to know how the issue may impact their work.

III. Next Steps and Organizational Impact

- A. Explain the **solution** you will implement. Be direct with employees.
- B. Discuss how the solution you will implement will **improve** population health for patients of the organization. Organizational employees may be more committed to change if there is a clear link to health improvement.
- C. Describe how the solution you will implement will utilize healthcare **delivery** principles and technology available within the organization or using principles and technology that must be deployed in the future.
- D. Discuss how your solution will use budgeting, governance, and strategic-planning principles to **promote** quality and organizational improvement within the organization.

Final Project Part II: Executive Email

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**Deliverable**

In **Module Ten**, you will submit your ~~email~~ communication directed to all employees of the organization. Review the critical elements set forth above. You should also review the rubric to ~~remind~~ yourself of key components of the assignment. As you draft the email communication, think about your personal, professional, and academic experience with change and management. How can the executive best craft a message that will resonate with employees? What information do employees need to understand the purpose of this work? How much information is *too much* information? Why should the organization and the employees devote time and resources to this work? This email should flow naturally from your analysis and recommendations in Part I; do not reinvent the issue or your analysis. Your email communication should be driven by the critical elements set forth above, but it should not be weighed down with citations or references to other materials. Speak to the employees as though you were having a conversation with them. The executive email should be a complete, polished artifact containing all of the critical elements of the Final Project Part II. It should reflect the incorporation of feedback gained throughout the course, as well as reinforce course materials you have reviewed in each module. **This submission will be graded using the Final Project Part II Rubric.**