

~~PH 610~~
To be ID paper (10 pages)

PHE 610 Final Project Part I Guidelines and Rubric

Overview

For your final project, you will analyze an issue and propose a course of action. You will choose from one of three scenarios: One scenario will involve an issue with electronic medical records and quality improvement; one will revolve around managed care contract negotiations and population health improvement; and one will focus on strategic planning and capacity to provide services in the community. You will draft a letter of proposal outlining a recommended course of action, directed to executive management. You will then assume the role of executive management and draft an email message to organizational staff responding to the proposal (see Final Project Part II Guidelines and Rubric).

Healthcare professionals and healthcare managers are routinely tasked with translating healthcare policies and management decisions into concrete steps for healthcare organizations and practitioners. This means that health policy professionals and healthcare managers must be able to convert abstract policies and practices into strategies to promote population health improvement and healthcare organizational change. At the same time, health policy professionals and final project will give you an opportunity to use the skills you have developed throughout this course to translate policies and practices into concrete steps for healthcare organization and a healthcare provider and manage competing priorities.

In the first part of your final project, you will select a health policy and management scenario and draft a letter to a healthcare management executive in which you explain the issue presented in the scenario, analyze applicable policy-making options, identify organizational planning issues, and recommend solutions to organizational and community health issues using effective strategies that you develop.

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

The project is divided into **three milestones**, which will be submitted at various points throughout the course to scaffold learning and ensure quality final submissions. These milestones will be submitted in **Modules Three, Five, and Seven**. Your final proposal letter will be due in **Module Nine**.

Prompt

In the first part of the final project for this course, you will draft a proposal in the form of a letter. First, select one of the following three scenarios:

- Electronic Medical Records and Quality Improvement
- Managed Care Contract Negotiations and Population Health Improvement
- Strategic Planning and Capacity to Provide Services to the Community

Next, create each section of the proposal. The purpose of the final project is to translate policies and practices into concrete steps and recommendations, so be sure that ~~your tone and recommendations~~ are appropriate for the audience for the proposal.

Your proposal must address the following **critical elements**:

2 paper on proposal

- I. Introduction/Executive Summary: Although this is the first section of your proposal, it should be written last. Be sure that your tone and recommendations are appropriate for the intended audience.
 - A. Clearly **identify** the scenario and issue you selected.
 - B. Briefly summarize your **analysis**.
 - C. Identify your **conclusion and your recommendations**.
- II. **Factual Overview and Identification**
 - A. Clearly state the **questions** from the scenario that need to be resolved.
 - B. Identify applicable **principles** of management theory and population health improvement, and explain why they are applicable to the situation.
 - C. Identify applicable **methods** for financing, evaluating, and improving healthcare delivery, operations, and facilities that are reasonably or legitimately raised by the scenario.
 - D. Discuss healthcare **delivery principles** and technology relevant to the scenario.
- III. **Analysis**
 - A. Describe the **policy-making** processes, if any, implicated by the scenario and issue, and explain why they are implicated. If you feel no processes are fairly implicated, please justify your reasoning.
 - B. Analyze **existing health policy** and population-health programs related to the issue in the scenario, and explain why they are related to the issue.
 - C. Explain how the scenario and issue implicate principles of **budgeting, governance, and strategic planning**. If you feel it does not implicate any such principles, justify your reasoning.
 - D. Apply principles of management **theory** and population health improvement to the scenario, explaining why the principles are applicable to the specific scenario.

IV. Recommended Solution

- A. Recommend an appropriate **solution** to respond to the issue in the scenario.
- B. Explain how your recommended solution can be **deployed** using the policy-making processes you identified above.
- C. Discuss how your recommended solution will **improve** population health and how you will communicate this information to the general populace. Be sure to substantiate your claims.
- D. Describe how your recommended solution utilizes **healthcare delivery** principles and technology.
- E. Discuss how your recommended solution utilizes budgeting, governance, and strategic-planning principles to the general improvement.
- F. Explain how the methods for financing, evaluating, and improving healthcare delivery, operations, and facilities support your proposed solution to **manage** behavior and healthcare delivery.

V. Next Steps and Conclusion

- A. **Summarize** your analysis and recommendations in a brief concluding paragraph.
- B. Identify immediate **next steps** for the healthcare organization and executive management.

Milestone One: Scenario Selection and Factual Overview (2 pages) **Milestones**

In Module Three, you will submit your **scenario selection and factual overview**. First, select one of the three following scenarios discussed above. Next, prepare a draft of your factual overview of the scenario. Communicate clearly which scenario you selected. Identify the questions that you will resolve in your proposal. Be sure to do this from the perspective of the reader and ultimate audience—the executive. Never make your reader guess about the issues you will address. Next, prepare a factual overview, think about the level of detail necessary to support your entire proposal. You want to aim for sufficient detail as a foundation for the rest of your final project. At the same time, you do not want to overwhelm the executive. Your overview needs to address background information as a foundation for key principles to inform your executive's actions. Remember that you can revise this milestone towards the end of the course when you compile all your work for Part I. This milestone should be 1–2 pages long and should be submitted in MS Word format. **This submission will be graded with the Milestone One Rubric.**

Milestone Two: Analysis (2 pages)
In Module Five, you will submit a draft of the **Analysis** section of the proposal. This section should represent at least 50% of the content of your final work for

If you find yourself imbalanced—with more of your content in the factual overview section—be sure to re-read and think about whether each piece of information has utility to the executive. Will it be used to inform actions or justify your analysis? You want each portion of this final project to pull its weight. You think about the policy-making processes relevant for the scenario you selected, reflect back on the material in the course in Modules One through Four. Be sure to build on that content throughout your final project. This milestone should be well supported by citations to course materials and outside research you conduct. In particular, you will need to research relevant population-health programs related to the scenario. This milestone should be 3–4 pages long and should be submitted in MS Word format. **This submission will be graded with the Milestone Two Rubric.**

Milestone Three: Recommendations (2 pages)

In **Module Seven**, you will submit a draft of the **Recommendations** section of the proposal. Your recommendations should build logically on the factual overview and analysis sections of your draft proposal. You may find that outlining this milestone is a good way to start; be sure you know what your recommendations are before you start writing. Set forth your recommendations in an overview paragraph. From there, be sure to support each recommendation by referencing your analysis and building on key conclusions. Keep this milestone organized by walking through each recommendation in turn. Before you submit this milestone, reread it and ask, are there any logic gaps? Do your recommendations make sense in light of your analysis? Are there any issues you have not addressed? Do not overlook financial and operations issues throughout. You should acknowledge challenges, resolve them, and move on. This milestone should be 1–2 pages long and should be submitted in MS Word format. **This submission will be graded with the Milestone Three Rubric.**

Final Project Part I: Proposal Letter (2 pages)

In **Module Nine**, you will submit your final **proposal letter**. Revise your previous milestones based on instructor feedback, compile these components, and add your fully developed introduction and conclusion to submit your final proposal in the form of a letter. It should be a complete, polished artifact containing all of the critical elements of the final product. It should reflect the incorporation of feedback gained throughout the course. You should expect to modify all of milestones as your understanding of the scenario and course material changes throughout the course. Be sure you understand your instructor's feedback. If you do not, reach out and ask questions. It is important that you know how to act on feedback so that your proposal letter is in the best form it can be. After you capture all feedback, write your conclusion first and your introduction last. When you write your conclusion, capture the essence of the issue and your recommendation. Focus on actionable next steps so that the executive knows the path forward. Policy analyses that identify problems but do not provide a clear path forward are frustrating for executives—they want to know what they can do! After you finish your conclusion, look back over your entire Part I submission. Your introduction should provide an overview of the entire proposal letter, without going into great detail. Think of it as a movie preview—you want to entice the audience to buy a ticket, but you do not want to show the entire movie. **This final submission will be graded using the Final Project Part I Rubric.**

Deliverables

Milestone	Deliverable	Module Due	Grading
One	Scenario Selection and Factual Overview	Three	Graded separately; Milestone One Rubric
Two	Analysis	Five	Graded separately; Milestone Two Rubric
Three	Recommendations	Seven	Graded separately; Milestone Three Rubric
	Final Project Part I: Proposal Letter	Nine	Graded separately; Final Project Part I Rubric