

**HESP 704: Audiology Practice Management**  
**Winter 2015**  
Department of Hearing and Speech Sciences,  
University of Maryland, College Park

Instructor:	Samira Anderson, Au.D., Ph.D.	Email: sander22@umd.edu
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Dept. Phone:	301-405-4213	Office Hours: by appointment
Meeting Time:	Mon-Thurs, 1:00 to 4:30 pm	
Meeting Location:	Lefrak Hall, Room 0104	
Prerequisites:	HESP 606, 701, 702, 706	

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**COURSE SYLLABUS**

**REQUIRED READINGS**

**Required Text:**

Glaser, R.G. and Traynor, R.M. (2014). *Strategic Practice Management: Business and Procedural Considerations, Second Edition*. San Diego: Plural Publishing, Inc.

**Recommended Texts:**

Hosford-Dunn, H., Roeser, R., and Valente, M. (2008). *Audiology Practice Management, 2<sup>nd</sup> Edition*. New York: Thieme Medical Publishers, Inc.

Hamill, T. (2012) *Ethics in Audiology, 2<sup>nd</sup> Edition*. Reston: American Academy of Audiology.

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|---------|--|
| 1/5/15  | Introduction; Private practice considerations Chapter 1 (Glaser & Traynor)   |
| 1/6/15  | Elements of a business plan; Legal considerations<br>Chapters 2 and 3 (Glaser & Traynor)   |
| 1/7/15  | Marketing the audiology practice<br>Chapters 5 and 6 (Glaser & Traynor)  |
| 1/8/15  | Optimizing pricing strategies<br>Academic and research ethics (Guest lecturers: Drs. Carmen Brewer and Kelly King,<br>NIDCD)<br>Chapter 7 (Glaser & Traynor) |
| 1/12/15 | Fiscal monitoring: cash flow analysis<br>Chapter 8 (Glaser & Traynor)  |
| 1/13/15 | Coding and reimbursement<br>Chapter 9 (Glaser & Traynor)   |

- 1/14/15 Patient and personnel management  
Chapters 11 and 12 (Glaser & Traynor)
- 1/15/15 Wrap-up of unfinished topics  
Begin discussion of ethics
- 1/19/15 Dr. Martin Luther King Holiday
- 1/20/15 Presentations of business plans
- 1/21/15 Ethics  
Chapter 4 (Glaser & Traynor)  
ASHA Code of Ethics  
AAA Code of Ethics  
Research Ethics Guidelines  
Hearing Industry Ethics Guidelines
- 1/22/15 Class presentations on ethics case

**Grading System**

Grades based on:	Class participation:	6% each (x 9 = 54%)*
	Business plan:	36%
	Ethics case:	10%

\*If you must miss a class, the weight of your business plan will increase by 6%, assuming that you have received prior permission for missing the class by your instructor. If you miss more than one class, your grade will be decreased by 6 points for each subsequent class.

**University of Maryland grade policy**

<u>Percentage of Possible Points</u>	<u>Course Grade</u>
.970-1.00	A+
.930-.969	A
.900-.929	A-
.870-.899	B+
.830-.869	B
.800-.829	B-

**Course Description and Objectives:**

This course will provide students with the basics of clinical business management both in the context of private practice and as a department in a healthcare corporation.

Upon completion of the course, students will be able to:

1. Define Practice Management.

2. Define the financial variables critical to developing and maintaining a financially viable practice.
3. Develop a business and marketing plan.
4. Analyze and make decisions based on financial statements.
5. Describe reimbursement and coding issues.
6. Develop appropriate pricing and scheduling strategies.
7. Describe laws related to unemployment, benefits and taxes.
8. Describe relevant laws and ethical issues related patient care, business management and interactions with other professionals, businesses and industry.
9. Determine solutions for common personnel management issues.
10. Demonstrate knowledge of professional codes of ethics

### **Class participation**

Each student will be expected to contribute to the class discussion at least three times per class to receive the full six percentage points. A brief powerpoint presentation will be posted prior to each scheduled class. This presentation and the assigned readings should help you to prepare for the discussion.

### **Business plan**

You will prepare a business plan based on a practice model of your choice. This business plan should be suitable for presentation to a loan officer to secure a loan to fund the business, and it should include all of the elements discussed in class and on the rubric. You will submit a written plan and will prepare a 10-minute powerpoint presentation of the plan on **January 15<sup>th</sup>**. You may use online resources to assist with development of the plan.

### **Ethics case**

You will present an ethics case (powerpoint presentation) on the last day of class. The presentation can be based on a clinical, academic, or research case and may be real or selected from one of the cases posted on ELMS. To allow enough time for discussion of each, please team up with a class mate to do the presentation. We will then have seven presentations of 10 minutes each with 15 minutes for discussion.

## **University Policies**

### **Academic Integrity**

The University administers an Honor Code and an Honor Pledge, available on the web at <http://www.bsos.umd.edu/for-students/advising/academic-integrity-honor-pledge-and-legal-aid-.aspx>. The Code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers submitting fraudulent documents, and

forging signatures. Students are requested to write the following signed statement on each examination or assignment: “I pledge on my honor that I have not given or received any unauthorized assistance on this examination (or assignment).” Compliance with the code is administered by a Student Honor Council, which strives to promote a “community of trust” on the College Park campus. For additional information, see the Office of Judicial Programs and Student Ethical Development website: <http://roberson.rutgers.edu/studentlife/conduct.html>.

### **Accommodations for Students with Disabilities**

If you have a documented disability and wish to discuss academic accommodations with me, please contact me before February 8<sup>th</sup>. If necessary, please contact the Disability Support Service (301-314-7682) for assistance in determining and implementing appropriate academic accommodations.

### **Confidentiality-Posting Grades**

The University complies with the regulations set forth in the Buckley Amendment. The amendment protects the student from the disclosure of personal and academic information to anyone other than the student, including parents, except under special circumstances. Posting student grades with either student names or social security numbers-in whole or in part-*is strictly prohibited*. Grades will be available on ELMS, UMEG, or directly from the instructor.

### **Religious Observances**

The University System of Maryland policy on religious observances provides that students *should not be penalized because of observances of their religious beliefs; students shall be given an opportunity, whenever feasible, to make up within a reasonable time any academic assignment that is missed due to individual participation in religious observances*. I will make every feasible effort to accommodate students' requests based on attendance of religious observances. *It is the student's responsibility to inform me of any intended absences for religious observances in advance. Notice should be provided as soon as possible but no later than the end of the schedule adjustment period*. Prior notification is especially important in connection with final examinations, since failure to reschedule a final examination before the conclusion of the final examination period may result in loss of credits during the semester. To review the University's policy or view a variety of other religious holidays, see <http://www.bsos.umd.edu/for-faculty-and-staff/faculty-resource-guide/faculty-responsibilities-inside-the-classroom-/canceling-classes.aspx> for further details.

### **Course evaluations**

CourseEvalUM will not be available for the winter term. Therefore, I will be asking you to complete an in-class assessment. This course is new to the department and I will be relying on your feedback!

### **Flu and other illnesses**

The University of Maryland is concerned for the health of members of the University community. However, we are also concerned about the possibility that widespread illness could disrupt the academic enterprise of the University. If you have flu-like symptoms, please stay home and seek medical attention. You should return to classes only after your fever and symptoms have abated for 24 hours. I will follow the same policy. To continue the teaching/learning environment of our class even if you or I are absent, and/or classes are canceled, I plan to implement several contingencies this year:

1. I will communicate with all of you via ELMS if class is canceled for any reason; if at all possible, I will conduct the course on-line.
2. I ask you to communicate with me if you are sick and will miss class;
3. I will post all ppt presentations to ELMS;

### **ELMS Course Website/ Course Readings**

Students must log on regularly to their Blackboard accounts in order to fully participate in this class. Please plan to check the site frequently for announcements. The class site will include the syllabus, the course reading list, course content, information on and instructions for assignments, and grade postings.

Students are expected to be familiar with the day's power point lecture and the assigned chapters prior to coming to class and to be prepared to participate in class.

*If you have not previously used Blackboard, information on Blackboard and on how to logon is provided at the following website: under "Student Resources". If you do not have access to a personal computer at home, you can access the Internet and your Blackboard page at one of the open workstation laboratories on campus. Information on the location of open workstation laboratories and hours of operation can be found at <http://www.oit.umd.edu/wheretogo> or by contacting the Office of Information Technology (OIT) Helpdesk (for more information, see <http://www.helpdesk.umd.edu>).*