MGT 3662 – Management in the Healthcare Sector

Mid-Term Exam

October 16, 2018

Name: ­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Instructions: Select **three of the five** questions. Limit your writing to the space provided. Please be clear and succinct in your answers.

1. The healthcare industry has a much lower level of adoption of digital records than other industries (e.g. banking with ATM’s, airlines with web-based, mobile-based reservations). Why is that? Why has it been so difficult to achieve widespread use of electronic medical records (EMRs)?
2. We have said often in class that tension between medicine and business, and medicine and politics are inevitable, but that it can be managed. Give one or more examples from cases, guest speakers, or class discussions about such tension, and describe how good management can resolve or mitigate this tension.
3. Primary care is the backbone of the U.S. healthcare delivery system and yet primary care physicians are in critically short supply. Explain the causes this problem and offer possible solutions
4. Your manager has assigned you the task of advising the company on the wisdom of starting a Wellness Initiative. What is the business case for being seriously concerned about improving the overall health of employees? How will you evaluate the return-on-investment (ROI) of the expense of creating a robust Wellness Program?
5. The case on the founding of the Rollins School of Public Health clearly illustrated strategic executive decision making in a high risk-high reward environment. Describe the situation and how various elements of the process carry over to all businesses and demonstrates effective leadership.