Fisher College of Business  
The Ohio State University

Syllabus

BA 3630.01 Introduction to Health Care Industry: Development and Distribution of Health Care Products  
(2 credit hours)  
Fall Semester 2012

FACULTY COORDINATOR: David Nickel, Ph.D.  
315 Fisher Hall  
e-mail: nickel_2@osu.edu  
(personal) 614.529.9930 (no calls after 10:00 p.m. please)

INDUSTRY COORDINATORS: Elyse Wampler  
Talent Specialist  
Cardinal Health

David Poorbaugh  
Director of Margin and Profitability  
Abbott Nutrition

CLASS SCHEDULE: Tuesday 5:30 p.m. – 7:30 p.m., Mason Hall 405

This course is the first in a 2-course sequence that comprises the course requirement for students enrolled in the Fisher Health Care Cluster and which, when combined with other requirements, provides students with in-depth competence in health care business practices. This first course is pre-requisite for enrollment in the second course in the sequence which will be offered Spring Semester 2013. Instructional staff for this first course in the two-course sequence includes representatives from the sponsoring companies that have significant involvement in the health care industry, including Abbott Nutrition, Cardinal Health, and Boehringer-Ingelheim Roxane.

Learning Objectives

1) To describe current context of health delivery in the U.S.
   a. Basic structure of U.S. health system  
   b. Issues in health services delivery  
   c. Key legislative initiatives for health services over past years
2) To gain an overall view of the life cycle of development and delivery of a therapeutic within the health care system
   a. Development Phase (Autumn Semester)  
      i. Research and development  
      ii. Clinical trials  
      iii. FDA protocols  
      iv. Manufacturing and operational excellence
Course Overview

The objective of this first course of the health care industry sequence is to familiarize students with the business environment in which health care operates in the U.S. The course is structured with the leadership of corporate executives in the health care field who will be leading classroom discussions of current topics central to health care. Students will acquire awareness of, and an appreciation for, the diversity and complexity of business operations in the production, development, and delivery of health care products. Specifically, the successful completion of this course should enable students to understand and analyze problems which challenge successful operation of health care businesses.

While the emphasis of the course is on analysis, students will acquaint themselves with the special terms, concepts, and institutions encountered in the health care environment. Through work with sponsoring health care organizations, students are expected to identify and consider approaches to situational contingencies they will face in the health care business environment. Because top-level executives will be visiting us, student interactions with them are expected to exhibit the professionalism characteristic of every Fisher student.

This course is a mixture of lecture, case studies, individual and team exercises, in-class group discussion, and an examination. Understanding of the structure, processes, and key issues in health care will be gained primarily through readings and lectures. Additionally, since this course assumes that skills gained in the classroom can be applied by the student to "the real world," there is a strong emphasis on the analysis of complex delivery system problems through the preparation and discussion of a variety of case studies and other assignments. Each class will require assigned readings. Students must be fully prepared for class. Each student should come to class ready to discuss, validate, argue, and/or state their positions concerning various topics -- just as they would in a business setting. Messages related to the course will be sent to you via E-mail between class sessions. Therefore, it is essential that you check your OSU e-mail messages on a regular basis.
In addition to classroom activities, students of the Health Care Industry Cluster will participate in two special activities during the autumn semester:

**Fisher Fall Career Fair, Wednesday, September 5, Ohio Union, 11:30 a.m. – 4:30 p.m.**

**Resume Critique, Monday, October 8, Mason Hall 127, 128, 5:00 p.m. – 8:00 p.m.**

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, whichever occurs first.

**Schedule of Classes**

Classes will meet each Tuesday evening 5:30 – 7:30 p.m. and will begin promptly at 5:30 p.m.

**Course Mechanics**

**GRADING**
The course grade is comprised of the following components

- Case Study 50%
- Exam 50%

The exam will cover material from both in-class lectures and assignments, readings, and Internet assignments. Please note that anything contained in any of the assigned readings may be on the exam, even if it is not covered in class.

The exam date is noted on the calendar given with this syllabus. There will be NO make-up times or extensions of the date.

**ATTENDANCE POLICY**

Students are expected to attend all cluster activities. Students are responsible for contacting the instructor prior to missing class with the reason for the absence. Class absences will be excused only in the case of health problems or death in the immediate family. Unexcused absences may result in reduction of points from the final course grade.

**CELL PHONE USE**

Cell phone and smart phone usage will not be permitted during class as this is distracting to both guest speakers and other students. Please turn phones off during class.

**COMPUTER USE**

Use of computers in the classroom is allowed only for class-related activities such as taking notes on presentations.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>August 28</td>
<td>Overview of Cluster Series Healthcare in U.S.</td>
<td>Dr. Nickel</td>
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</table>
| September 4  | Research & Development of Health Products                             | Matthew-Alan Roberts  
Head of Global Science & Technology  
Abbott Nutrition                            |
| September 11 | FDA Approval Processes Clinical Trials                                 | Jose Restituyo  
Director of Analytical Development  
Boehringer Ingelheim Roxane  
Sarah Smith  
Associate Director of Drug Regulatory Affairs  
Boehringer Ingelheim Roxane                |
| September 18 | Manufacturing & Operational Excellence                                | Mark Warner, Associate Director  
Boehringer Ingelheim Roxane                   |
| September 25 | Marketing & the Pharmaceutical Market                                  | John Hixon,  
Senior Director  
Global New Product Planning – Neuroscience  
Eli Lilly and Company                          |
| October 2    | Pricing and Payment for Health Products                               | Lori Honner  
Director, Commercial Operations  
Abbott Nutrition                                   |
| October 9    | Vioxx Case Study & Team Presentations                                  | Dr. Nickel                                                                                       |
| October 16   | Overview of CAH and the Healthcare Landscape                           | Carole Watkins, Chief HR Officer  
Mark Rosenbaum, Chief Customer Officer  
Elyse Wampler, Specialist, Talent Management |
| October 23   | How we collaborate with customers, suppliers and make money            | Melissa Laber, VP, Pharma Strategic Sourcing                                                    |
| October 30   | Planning and Strategic Sourcing                                        | Sean McNally, VP Strategic Sourcing  
Terri Stentz, Director, Sourcing Management  
Theresa Shuster, Director, Branded Sourcing PD |
**Readings & Internet Assignments**

*All selections assigned on the syllabus are required reading –they are not optional.* Electronic PDF versions of the articles listed are available on the Carmen website for this course. They may also be obtained through the library, using an EBSCO Host search of the Business Complete database. Additional readings may be assigned by visiting lecturers.

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<tr>
<th>Topic</th>
<th>Selections</th>
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<tr>
<td>Healthcare in U.S.</td>
<td>In-class Handouts:</td>
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<tr>
<td></td>
<td>a. 100 Years of Health Legislation Reform in the U.S.</td>
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<td>b. Basic Structure of the U.S. Health Care System</td>
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<td></td>
<td>c. Listing of Health Care Terms and Abbreviations</td>
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<tr>
<td>Research &amp; Development of Health Products</td>
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(5) Wynia, Matthew and Boren, David. ‘Better Regulation of Industry-Sponsored Clinical Trials is Long Overdue’, *Journal of Law, Medicine, & Ethics*, Vol. 37, No. 3 (Fall 2009), p.410-419.  
| FDA Approval Process/Clinical Trials | Connect to the fda.gov website at the URL listed below and watch the videoclip ‘John Jenkins looks at changes in the way new drugs are evaluated’.  
http://www.fda.gov/AboutFDA/Transparency/Basics/ucm195647.htm |
<p>| Manufacturing &amp; Operational Excellence |  |
| Marketing &amp; the Pharmaceutical Market |  |</p>
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<tr>
<th>October 2</th>
<th>Pricing &amp; Payment for Health Products</th>
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<tr>
<th>October 9</th>
<th>Case Study – Vioxx</th>
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<td>Vioxx Case Study &amp; Team Presentations</td>
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<tr>
<th>October 16</th>
<th>Overview of CAH and the Healthcare Landscape</th>
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 Complete review of Cardinal Health business landscape through use of web link noted below http://www.cardinalhealth.com/HealthcareLandscape/  
 Review ‘Our Business’ on CAH’s Homepage |

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<th>October 23</th>
<th>How We Collaborate with Customers, Suppliers and Make Money</th>
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<th>October 30</th>
<th>Planning and Strategic Sourcing</th>
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<th>November 6</th>
<th>Marketing, Promoting, and Selling Our Products and Services</th>
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<td>November 20</td>
<td>Exam &amp; Project Work</td>
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<td>November 27</td>
<td>Corporate Support</td>
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<td>December 4</td>
<td>Distribution to Providers</td>
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8/22/2012