

MASTER CERTIFICATE

HEALTHCARE PRACTICE MANAGEMENT



Meinders
School of Business
OKLAHOMA CITY UNIVERSITY

okcu.edu/business

The Meinders School of Business and the Oklahoma Osteopathic Association have partnered to bring healthcare administration focused coursework to healthcare professionals interested in expanding their business and leadership capabilities in healthcare practice management.

FALL CLASS BEGINS AUGUST 2018

- Flexible, Online Classes
- Prerequisites Not Required
- OOA Members Receive Discounted Tuition Rate
- CME Credit Available
- Affordable Tuition

Become a Leader in the Healthcare Industry

Each course in the master-level certificate program is designed to prepare today's healthcare professional to become a resilient, strategic, innovative, communicative, high-level leader prepared to navigate the challenges of today's health care system.

The curriculum is aligned with the outcome competency models from National Center of Healthcare Leadership (NCHL) and Healthcare Leadership Alliance (HLA), in addition to the results of a 2015 survey of practicing medical practitioners from across the state of Oklahoma.

Meet the demands of your career while earning a graduate certificate online from one of the best business schools in the world. Each course is 9-weeks in an accelerated format. The academic credit earned through the satisfactory completion of the 15-hour certificate can be transferred toward the 36-credit hour Professional MBA graduate degree. (21 additional credit hours.)





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Admission Requirements

Applications are evaluated on an individual basis and consider the following factors:

- A completed bachelor's degree from a regionally accredited university with a cumulative GPA of 3.00 or above.
- Two years of relevant work experience preferred.
- Completion and submittal of the application for OCU Graduate Admission.

Contact Information

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Start Your Application
okcu.edu/admissions/graduate



Course Descriptions

MBA 5123 – Effective Leadership and Communication: Based on the established foundations of the Authentic Leadership Model and utilizing the in-depth CDR Assessment Group program for self-assessment and leadership coaching, this course facilitates the development of interpersonal and team skills leaders need to function effectively. The primary focus is on integrated behavioral competencies demanded in organizations today: self-awareness, communication, negotiation, collaboration, and relationship building. Students will work through their own, individualized leadership profile assessments, evaluate effective leadership behaviors, and explore techniques and processes to communicate and negotiate effectively within organizations.

MKTG 6143 – Healthcare Marketing & Patient Satisfaction: This course employs leading-edge knowledge from services marketing to integrate key aspects of strategic marketing planning and implementation with the achievement of practice-based objectives for assuring patient satisfaction. Health services marketing topics include organizing for marketing; psychographic, demographic, and epidemiological analysis of the market; analysis of the product, price, place, and promotion; competitor analysis; market opportunity and demand for forecasting; market strategy; along with understanding the nature and antecedents for client satisfaction and the assessment and assurance of client satisfaction objectives.

FIN 6333 - Healthcare Financial Strategies & Decision Making: This course establishes a mastery understanding and ability to apply basic financial management principles within the emerging patient-centered care environment and across a variety of healthcare operational settings. A wide range of healthcare financial management topics are covered, including healthcare accounting systems, financial analysis, revenue planning, resource management and allocation, third-party reimbursement, regulation, legislation, and contemporary healthcare finance problems.

MGMT 6723 - Medical Law & Regulation: Examines medical ethics, laws and regulations pertaining to the obligations and liabilities of health and healthcare institutions, health agencies, third-party payers, and healthcare providers. This course will enhance students' understanding of current healthcare laws and/or legislation and the subsequent impact on healthcare practice and management.

MGMT 6703 - Strategic Management of Healthcare Organizations: Emphasizing best practices related to setting up and managing the organization, this course focuses on managerial and operational concepts including strategic planning; quality improvement, organizational strategy and design; individual, interpersonal, and team/group management; along with employment and human resource management topics including selection, staffing, retention, discipline, motivation, productivity, and team building.