2013-2014 EC Healthcare Courses

The following are course offerings for the 2013 – 2014 academic year:

Courses:

**BUILDING LIFE SCIENCES BUSINESSES**

*FALL QUARTER 1*

Richard Hamermesh

Y 11:40am - 1:00pm

The course is intended primarily for students who have a career interest in either leading or investing in life science ventures (biotechnology, pharmaceuticals and medical devices). It will also be of interest to students who plan to work in Business Development functions either in or outside the healthcare sector.

**CONTEMPORARY SOUTH ASIA: A SURVEY OF INTRACTABLE PROBLEMS AND INNOVATIVE SOLUTIONS (UNIVERSITY-WIDE COURSE)**

*FALL QUARTER 1 & 2*

Tarun Khanna

TBA as of April 12th

This survey course focuses on several categories of social and economic problems faced by the countries of South Asia, with specific focus on the realms of Education, Health, and Financial Inclusion. Each problem category will be dealt with through a survey lecture, supplemented by assigned and recommended readings for those wishing to explore the topic further, and an in-depth look at several organizations, companies and non-profits that have attempted to address some of the problems within that category. The primary objective of the course is to engage students (in an inter-disciplinary and university-wide setting) with the modern day challenges affecting South Asia, and to examine a range of entrepreneurial attempts to solve these problems.

**ENTREPRENEURSHIP IN HEALTHCARE IT AND SERVICES**

*FALL QUARTER 2*

Robert Higgins

Y 11:40am - 1:00pm

This course is intended for students who have a career interest in leading or investing in companies in the healthcare sector, and are interested in how information technology can improve quality, efficiency, and access to healthcare. Students will be exposed to pure healthcare IT (HCIT) businesses, healthcare service businesses that rely heavily on IT to achieve their goals, and pure healthcare service businesses. Though the vast majority of these enterprises will be for-profit, the course will also examine the innovative role social ventures play in healthcare.

**INNOVATING IN HEALTH CARE INTENSIVE COURSE**

*FALL QUARTER 1 (2 Sessions Daily)*

Regina Herzlinger

X 10:05am - 12:55pm

Innovating in Health Care (IHC) helps students to create successful entrepreneurial health care ventures by enabling them to identify the alignment between an entrepreneurial health care venture and the Six Forces that shape health care - structure, financing, technology, consumers, accountability, and public policy. Also, create a business model that responds appropriately to any misalignments. Innovating in Health Care embraces every part of the health care sector, including insurance, services, IT, medical devices, biotechnology, diagnostics, and pharmaceuticals. The course has a global focus with case studies set in Brazil, India, Spain, the U.K., and the U.S., among other countries.
MANAGING GLOBAL HEALTH:
APPLYING BEHAVIORAL ECONOMICS TO CREATE IMPACT

Winter Quarter 3 & 4
Y 10:05-11:25am

Nava Ashraf

Managing Global Health (MGH) is designed for students who want to know how to use the principles of behavioral economics to make impact at the customer, provider and system level. The central question of the course is how to leverage existing, inexpensive technologies and billions of dollars of investment to make greater impact in health globally. However the principles can be applied to any sector, including education and development, and student projects have encompassed many domains. The insight of the course comes through adopting the perspective of the “end-user”, in order to 1) understand the customer; 2) motivate the provider and 3) influence the system.

Students will be taught the skills to effectively create change at each level, to understand how the levels interact to co-produce improved outcomes, and to rigorously measure their impact. Through exposure to major practitioner challenges, protagonists from the field, expert guest faculty from across Harvard, and engagement with cutting edge research in public health, public policy, psychology, and economics, students will learn to bridge the worlds of research and action to creatively and skillfully make social impact.

MANAGING MEDICINE
Winter Quarter 3
X 10:05-11:25am

Richard Bohmer

The U.S. healthcare market is currently undergoing widespread change. New technologies and healthcare delivery models, coupled with increasing consumer empowerment will ultimately revolutionize healthcare delivery. However, for entrepreneurs and healthcare managers alike, this is a particularly challenging market because of its complexity, fragmented structure and large number of constituencies. In order for managers to improve the quality and efficiency of healthcare delivery, or successfully launch new services or products, they must understand the design and management of healthcare operations. Many healthcare innovations ultimately fail because they neither integrate with existing clinical processes, nor successfully create new ones. The course will examine the unique characteristics of the care delivery process in order to help students identify opportunities for innovation and develop the management skills needed to design and implement operational and technologic change in healthcare.

FIELD COURSES:

FIELD COURSE: COMMERCIALIZING SCIENCE
Fall Quarters 1 & 2
Wednesdays 3:30-6:00pm

Vicki Sato

This course has evolved over four years to be unique among HBS electives as students are selected from Harvard’s schools of business, medicine, science, engineering, law, public health, government, and teaching hospitals. The focus is on inventing breakthroughs, working with other professions such as science, medicine, and law, and moving research from the lab to the market place. A center piece of the course is a multi-disciplinary team project to create the plan for commercializing research from a university or private sector lab. Final presentations of the projects will be attended by Harvard faculty, alums and local venture capitalists. Students will be encouraged to develop the best projects for new venture creation and entry into the HBS business plan contest in April.
FIELD COURSE: HEALTHCARE COMPUTER-ASSISTED INNOVATIONS  
**FALL QUARTER 2**
Regina Herzlinger and Margo Seltzer (School of Engineering and Applied Sciences)  
Tuesdays 11:40am-1:00pm

In this field course, students will prepare a business plan and/or a prototype for a device or IT application. Prof. Herzlinger will lecture on the creation of a business plan and evaluations of new technologies and Prof. Seltzer will lecture on a variety of technologies and approaches to technological innovation. The remaining sessions will be devoted to individual weekly meetings between the faculty and student groups. One member of the team, at least, must complete the Innovating in Healthcare Course offered in Fall Quarter 1.

FIELD COURSE: INNOVATING IN HEALTHCARE  
**FALL QUARTER 2**
Regina Herzlinger  
Tuesdays 10:05-11:25am

This course is designed for students interested in careers in healthcare services, health insurance, health IT or medical technology. This course will discuss research strategies for students seeking to gain field based experience in innovating new health care ventures on topics of interest. One member of the team, at least, must complete the Innovating in Healthcare Course offered in Fall Quarter 1.

FIELD COURSE: MANAGING MEDICINE  
**WINTER QUARTERS 3 & 4**
Richard Bohmer  
X 10:05-11:25am

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OTHER COURSES TO CONSIDER BY CAREER GOAL

**Healthcare Venture Capital or Startup**
- Building and Sustaining a Successful Enterprise (Fall and Winter)
- Business Analysis and Valuation Using Financial Statements (Fall)
- Entrepreneurial Finance (Fall)
- Entrepreneurial Solutions for Market Failure (Winter)
- Venture Capital and Private Equity (Winter)

**Healthcare Insurance or Delivery**
- Building and Sustaining a Successful Enterprise (Fall and Winter)
- Business at the Base of the Pyramid (Fall and Winter)
- Leadership in the Social Sector (Winter)
- Managing Human Capital (Fall)
- Managing Service Operations (Winter)
Healthcare Consulting or Investment Banking
- Business Analysis and Valuation Using Financial Statements (Fall)
- Corporate Strategy (Winter)
- Leading Professional Service Firms (Winter)
- Power and Influence (Fall)

Pharma or Biotech
- Corporate Strategy (Winter)
- Microeconomics of Competitiveness (Winter)
- Operations Strategy: Managing Growth (Fall)

INDEPENDENT STUDIES

Students may earn academic credit by working independently, or in teams, as they conduct research or complete projects for healthcare organizations.

Students may choose between three different independent study options:
- Finding a project on your own
- Choosing a project from a company listed on the Company Opportunity Posting page
- Taking a field study course

To enroll in an Independent Project in your EC year, you'll need to bring together
1) project idea
2) team mates, if appropriate
3) a faculty supervisor

There is a very compressed time frame for finalizing registration for an Independent Project at term start, and students have recommended having at least two of these three components firmly in place before returning to campus for the term.

For a complete FAQ on how to complete an independent study course, please see the Independent Study FAQ page.