



## Undergraduate Course Syllabus

### **HCM 410: Population Health and Cultural Competence**

Center: Online

Credits: 3

### **Course Prerequisites**

HCM 330

### **Course Description**

This course explores a population-based approach to understanding disease management, chronic care management, and health policy-making. It explores how behavioral factors, social circumstances, and environmental exposures affect a population and how to mitigate these factors using culturally relevant approaches to create a culture of wellness.

### **Course Outcomes**

- Evaluate health promotion and disease management strategies for their efficacy in addressing factors that determine population health status
- Evaluate healthcare organizations' patient engagement activities and communication strategies for the extent to which they demonstrate cultural competence for improving population health outcomes
- Assess the extent to which healthcare organizations use the population health approach to reduce costs and improve quality of care
- Propose recommendations that improve healthcare organizations' effectiveness in advancing the population health approach

### **Required Materials**

Using your learning resources is critical to your success in this course. Please purchase directly through SNHU's online bookstore, [MBS Direct](#), rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the Help Desk, your advisor, and the instructor can provide you with support if you have problems.

American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC. ISBN: 9781433805615

Nash D., Reifsnyder J., Fabius R., Pracilio V. (2011). *Population health: creating a culture of wellness*. Jones & Bartlett Learning. ISBN: 9780763780432

Harvard Business Review Articles: Coursepack

<https://cb.hbsp.harvard.edu/cbmp/access/35516544>

Duke Heart Failure Program

Oral Rehydration Therapy

Health Care Reform in Massachusetts: Impacts on Public Health

### **Instructor Availability and Response Time**

Your class interaction with your instructor and your classmates will take place in Blackboard on a regular, ongoing basis. Your instructor will be active in Blackboard at least five days a week, and you will normally communicate with your instructor in the open Blackboard discussion forum so that your questions and the instructor's answers benefit the entire class. You should send emails directly to your instructor only when you need to discuss something of a personal or sensitive nature, and in those cases your instructor will generally provide a response within 24 hours.

### **Grade Distribution**

<b>Assignment Category</b>	<b>Number of Graded Items</b>	<b>Point Value per Item</b>	<b>Total Points</b>
Discussions	7	45	315
Journals	3	50	150
Final Project			
Milestone One	1	75	75
Milestone Two	1	75	75
Milestone Three	1	75	75
Final Submission	1	310	310
		<b>Total Course Points:</b>	1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

## University Grading System: Undergraduate

<b>Grade</b>	<b>Numerical Equivalent</b>	<b>Points</b>	<i>Total Points. 1,000</i>	
			<b>Points Equivalent</b>	
			<i>Lower</i>	<i>Upper</i>
A	93-100	4	930	1000
A-	90-92	3.67	900	929
B+	87-89	3.33	870	899
B	83-86	3	830	869
B-	80-82	2.67	800	829
C+	77-79	2.33	770	799
C	73-76	2	730	769
C-	70-72	1.67	700	729
D+	67-69	1.33	670	699
D	60-66	1	600	669
F	0-59	0	0	599
I	Incomplete			
IF	Incomplete/Failure*			
IP	In Progress (past end of term)			
W	Withdrawn			

\*Incomplete and Incomplete/Failure: Any student requesting an "I" grade must complete a Student Petition and Contract for a Grade of Incomplete and submit it to the proper offices prior to the final day of the term/semester. The petition will specify a deadline by which the coursework must be completed. The incomplete automatically becomes an "IF" if work has not been completed and a grade has not been submitted by the specific deadline.

### Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Course Information area in the Assignment Guidelines and Rubrics folder.

### Weekly Assignment Schedule

The Learning Modules area in Blackboard contains one module folder for each week of the course. All reading and assignment information can be found in the folders. All assignments are due by 11:59 p.m. Eastern Time on the last day of the module week.

In addition to the textbook readings that are listed, there may be additional required resources within each module in Blackboard.

Module	Topics and Assignments
1	<p>Introduction to Population Health and Cultural Competence</p> <p><i>Population health: creating a culture of wellness</i>, Introduction (pp. xxxv–xlvi) and Chapter 1</p> <p>1-1 Journal: Culture</p> <p>1-2 Discussion: Population Health</p> <p>1-3 Final Project Review</p>
2	<p>Culture and Health</p> <p>2-1 Discussion: Cultural Competence in Healthcare Delivery</p>
3	<p>Determinants of Health</p> <p>3-1 Journal: Key Domains</p> <p>3-2 Final Project Milestone One: Patient Engagement Activities and Communication Strategies</p>
4	<p>Disease Management</p> <p><i>Population health: creating a culture of wellness</i>, Chapters 3 and 4</p> <p>4-1 Discussion: Duke Heart Failure Program</p> <p>4-2 Final Project Milestone Two: Health Promotion and Disease Prevention and Management Strategies</p>
5	<p>Quality and Safety</p> <p><i>Population health: creating a culture of wellness</i>, Chapter 5</p> <p>5-1 Journal: Donabedian's Framework for Healthcare Quality</p> <p>5-2 Discussion: Healthcare Quality Strategies</p>
6	<p>The Business Case for a Population Health Approach</p> <p><i>Population health: creating a culture of wellness</i>, Chapters 7 and 8</p> <p>6-1 Discussion: Employee Wellness Programs</p> <p>6-2 Final Project Milestone Three: Financial Incentives and Quality Improvement Processes</p>
7	<p>Marketing and Communication in Population Health</p> <p><i>Population health: creating a culture of wellness</i>, Chapter 11</p> <p>7-1 Discussion: Effective Communication for Health Behavior Change</p> <p>7-2 Final Project Submission: Case Study Analysis and Proposal</p>
8	<p>Policy and Population Health: Population Health in Action</p> <p><i>Population health: creating a culture of wellness</i>, Chapters 12 and 14</p> <p>8-1 Discussion: Health Policy in Population Health</p>

### Attendance Policy

Online students are required to post to the Blackboard discussion board during the first week of class. If a student does not submit a posting to the discussion board during the first week of class, the student is automatically withdrawn from the course for non-participation. Review the [full attendance policy](#).

**Late Assignments Policy**

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the [full late assignment policy](#).

**SNHU College of Online and Continuing Education Guide to Student Success**

Review the [guide to student success](#).

**Diversity and Disability Statement**

The College of Online and Continuing Education (COCE) at SNHU values diversity and inclusion. SNHU strives to create inclusive and welcoming academic environments. If there are aspects of the instruction or design of this course that present barriers to your inclusion, please notify the Disability Resource Center (DRC) as soon as possible. We will work with you and your instructor to address needs and concerns.

We encourage all students with known or suspected physical, medical, sensory, psychiatric, and/or learning disabilities to register with the Disability Resource Center (DRC) in order to assess learning needs and take advantage of available academic accommodations and support services. We look forward to hearing from you. Our contact information is below.

Disability Resource Center (DRC)

(877) 591-4723 (select option 4)

(877) 520-8916 (fax)

[drc@snhu.edu](mailto:drc@snhu.edu)

We welcome COCE students, faculty, and staff to consult with the Disability Resource Center (DRC) on disability-related questions or concerns.

**Academic Honesty Policy**

Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the [full academic honesty policy](#).

**Copyright Policy**

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the [full copyright policy](#).

**SNHU College of Online and Continuing Education Withdrawal Policy**

Review the [full withdrawal policy](#).

**Southern New Hampshire University Policies**

More information about SNHU policies can be found on the [policy page](#).