

Title of the Course:***Economics and Management of Services***

Prof. Giuseppe Turchetti, Prof. Joel Shalowitz, Prof. Madeleine Shalowitz

Short description of the course:

The course is designed to introduce PhD students to the fundamental skills and tools regarding economics and management of services. In particular, the specificities of services with respect to physical goods will be presented and the related managerial and marketing implications will be highlighted and discussed. Specific attention will be dedicated to two interesting areas of the service sector, the insurance and the health care.

Dates, topics, descriptions, timetable

The course will take place at the Istituto di Management.

| Date and time | Teacher | Topic |
|-----------------------|---|--|
| Nov. 16 – 13.30-16.30 | Prof. Giuseppe Turchetti and Prof. Joel Shalowitz | Introduction to the Course and to the specificities of the economics and management of services. A first focus: Introduction to strategic trade-offs in health care services. |
| Nov. 16 – 17.00-18.30 | Prof. Madeleine Shalowitz | Income inequality and health |
| Nov. 17 – 11.30-13.00 | Prof. Madeleine Shalowitz | Community engagement strategies to address health inequalities |
| Nov. 21 – 9.00-12.30 | Prof. Joel Shalowitz | The quality in health care services |
| Nov. 30 – 9.00-12.00 | Prof. Joel Shalowitz | Influence of culture on health care systems |
| Dec. 7 – 11.30-13.30 | Prof. G. Turchetti | Economics and Management of services: differences between goods and services |
| Dec. 12 – 9.00-12.00 | Prof. G. Turchetti | Marketing of services |
| Jan. 11 – 9.00-13.00 | Prof. G. Turchetti | Economics and Management of services: the case of the insurance services |

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| Jan. 18 – 13.30-16.30 | Prof. G. Turchetti | Marketing of healthcare services |
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Short description of how the final examination will take place.

The writing of a paper.

List of references

Shalowitz, J. (2011), Implementing Successful Quality Outcome Programs in Ambulatory Care Key Questions and Recommendations, *J Ambulatory Care Management*, Vol. 33, No. 2, pp. 117–123.

Das, J. and Gertler, PJ: "Variations in Practice Quality in Five Low-Income Countries: A Conceptual Overview" *Health Affairs* 26: w296-w309, 2007

McGlynn, EA: "There Is No Perfect Health System." *Health Affairs* 23: 100-102, 2004.

Schoen, C et al: "Toward Higher-Performance Health Systems: Adults' Health Care Experiences in Seven Countries, 2007". *Health Affairs* 26:w717-734, 2007

Chodoff, P and Crowley, K: "Clinical Practice Guidelines: Roadblocks to Their Acceptance and Implementation." *The Journal of Outcomes Management* 2(2): 5-10, 1995.

Berwick, DM: "Continuous Improvement as an Ideal in Health Care." *NEJM* 320: 53-56, 1989.

Marshall, MN, et al: "The Public Release of Performance Data, What Do We Expect to Gain? A Review of the Evidence." *JAMA* 283(14): 1866-1874, 2000.

Deaton, A: Income, Health, and Well-Being around the World: Evidence from the Gallup World Poll *Journal of Economic Perspectives* 22: 53–72, 2008

Clifton, J and Gingrich, N: Are Citizens Of The World Satisfied With Their Health? *Health Affairs* 26: no. 5 (2007): w545–w551

Sharma, M and Ashutosh, A: The role of culture and behavior in health. In: *Essentials of International Health* pp. 72-97. Jones and Bartlett Publishers. Boston, MA 2010

Macklin, R: The Doctor-Patient Relationship in Different Cultures. Chapter 75 in *Bioethics, An Anthology*. Eds. Kuhse and Singer. Blackwell Publishing. Malden, MA. 2nd Ed. 2006

Other references will be provided during class hours.