

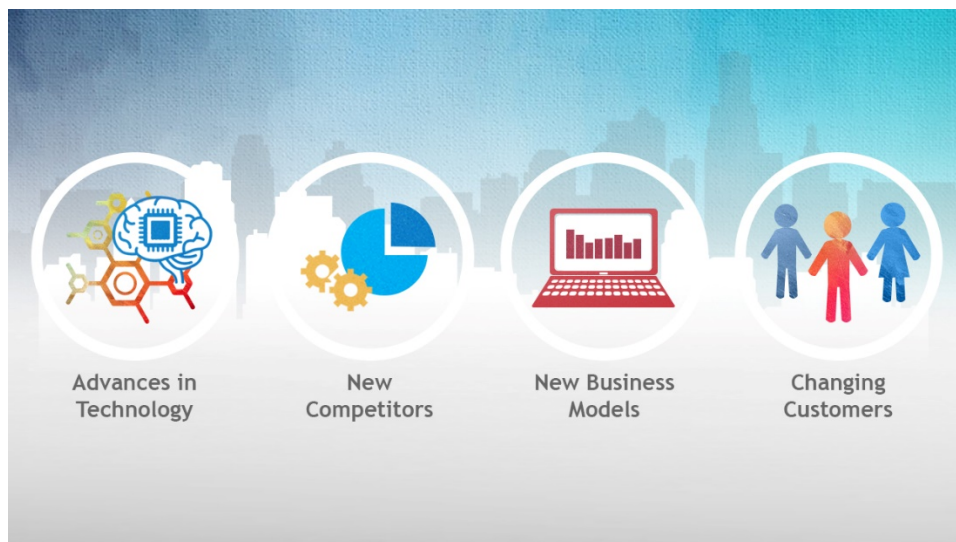
Inside Healthcare and Life Sciences®

Curriculum Description and Course Outlines

To effectively engage with key executives, position your solution within the context of their discussions and differentiate themselves from the competition, your professionals must understand their client's industry.

PSI's *Inside Healthcare and Life Sciences Curriculum* eLearning courses provide the relevant industry knowledge your professionals need in a self-directed environment. The courses are designed with today's learner in mind. Our mobile-enabled courses are fast-paced and include:

- Interactive videos and exercises
- Current global industry content your professionals need to understand the ever-changing and technology-focused Health Care and Life Sciences environment



The content in each course has a particular focus on the emerging technologies and changes driving the industry. For new industry entrants, it is critical that they are familiar with not only the foundations of the health care and life sciences industry, but the changing landscape that is driving this industry.

Each course is supported by PSI's *Inside Health Care and Life Sciences Wiki* which is a repository of "everything you need to know about the industries". The Industry Wiki is a tool that learners can use:

- During the training to enhance their understanding or learn more about particular topics
- After the training as a performance support tool
 - Users can access the Wiki at any time to:
 - Look up industry information
 - Prepare for meetings
 - Learn more about new/emerging areas of each industry segment
 - Reinforce what they learned in the courses "as needed"



By using PSI's *Inside Health Care and Life Sciences* Curriculum and Wiki, your learners will have access to the requisite foundation of industry knowledge they need to be successful in this fast-changing environment.

PSI's *Inside Insurance* curriculum includes the following 50-minute courses:

- [*Introduction to Health Care and Life Sciences*](#)
- [*Inside Health Care Providers*](#)
- [*Inside Health Care Payers and Plans*](#)
- [*Inside Life Sciences*](#)
- [*Inside Medical Technology*](#)
- [*Making Money in Health Care and Life Sciences*](#)

Each course will take 50 minutes to complete and qualifies for one (1) CPE Credit.

PSI updates each course every 12-18 months and updates the Wiki on an ongoing basis.

The course outlines are provided on the following pages...



Inside the Industry[®]: Health Care and Life Sciences

Introduction to Health Care and Life Sciences

This course provides learners with an introduction to the health care industry.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Name health care customers
- Identify participants within the industry
- Recognize different types of health care systems
- Recall industry regulators and important areas of regulation
- Identify the broad challenges facing the industry

COURSE OUTLINE

Customers

- Patients
- Other industry participants

Industry Participants

- Health care providers
 - Medical professionals
 - Health care facilities
- Health care payers
 - Governments
 - Health insurance companies
 - Non-profit associations
- Biopharma companies
 - Pharmaceutical companies
 - Biotech firms
- Medical technology companies
 - Medical technology manufacturers
 - Health care IT companies
- Governments
- Non-for-profit organizations
- Consumer technology companies

Health Care Systems

- Types of health care systems



- Socialized health care systems
- National health insurance systems
- Employer-sponsored health insurance systems
- Individual responsibility health care systems

Industry Regulation

- Industry regulators
- Industry regulations

Industry Challenges

- Rising health care costs
- Digital disruption (artificial intelligence, Internet of Things, analytics, etc.)
- Cybersecurity
- Advances in science and technology (genetic testing, gene therapy, personalized medicine, etc.)

Inside Health Care Providers

This course introduces the provider segment of the health care industry.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Name customers served by providers
- Identify the different types of providers
- Recall the services offered by providers
- Recognize important executives within providers
- List technology used by providers
- Identify the challenges facing providers

COURSE OUTLINE

Customers

- Patients
- Payers
- Other providers

Providers

- Medical professionals
 - General practitioners
 - Medical specialists
 - Allied health professionals



- Health care facilities
 - Hospitals
 - Health clinics
 - Urgent care centers
 - Outpatient centers
 - Chronic care centers
- Home health providers

Services Provided

- Primary care
- Secondary care
 - Diagnostic services
 - Acute care (surgery, internal medicine, emergency services, critical care)
 - Chronic care
 - Rehabilitation and therapeutic care
- Tertiary care
- Ancillary care
 - Pharmaceutical services

Executives

- Chief of Staff/Medical Director
- Chief Medical Officer
- Chief Nursing Officer
- Director, Patient Care
- Director, Facilities and Engineering

Technology in Health Care Providers

- Electronic medical records
- Finance
- Nurses stations
- Radiology
- laboratories

Industry Challenges

- Pressure on profitability
- Cost control
- Revenue growth
- Regulatory compliance
- Improving patient experience
- Shortage of health care workers



Inside Health Care Payers and Plans

This course introduces health care payers and plans.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Name customers served by payers
- Identify the different types of health care payers
- Recall health care plans
- List the steps in the claims process
- Recognize important executives within payers

Identify the challenges facing payers **COURSE OUTLINE**

Customers

- Patients
- Sponsors

Health Care Payers

- Third-party payers
- Providers
- Patients
- Sources of competitive differentiation

Health Care Plans

- Group health insurance plans
 - Large group health insurance plans
- Private health insurance plans
- Types of US health insurance plans

Claims processing

- Claims processing steps

Executives

- EVP, Marketing and Products
- Chief Actuarial Officer (CAO)
- Chief Underwriting Officer
- EVP, Service Operations
- Chief Medical Officer
- Commissioner
- Director of Actuary



Industry Challenges

- Rationing care
- Shifting costs
- Focusing on prevention
- Leveraging utilization management
- Introducing alternative payment models
- Enhancing medical management
- Leveraging information technology
- Promoting telemedicine
- Growing additional sources of revenue
- Complying with regulations
- Increasing member engagement

Inside Life Sciences

This course introduces the life sciences segment of the health care industry.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Name customers served by the life sciences industry
- Identify different types of life sciences companies
- Recall life sciences products and services
- Recognize important executives
- Identify the challenges facing the life sciences industry

COURSE OUTLINE

Customers

- Patients
- Providers
- Payers

Industry Participants

- Biopharma companies
- Academic medical centers
- Life sciences services companies
- Distributors



Products and Services

- Drugs
 - Synthetic drugs
 - Biologics
 - Branded drugs
 - Generics and biosimilars (including patent protection and patent challenges)
 - Prescription drugs
 - Over-the-counter drugs
 - Vaccines
 - Therapeutic areas (cardiovascular, oncology, diabetes etc.)
- In vitro diagnostics
- Digital therapeutics
- Consumer care products

Business Functions

- Research and development
 - Drug development process
- Manufacturing and quality assurance
- Sales and marketing

Executives

- Business unit presidents
- President, Research & Development
- EVP, Manufacturing
- EVP, Supply Chain Management
- Chief Compliance Officer

Industry Challenges

- Revenue headwinds
 - Pressure on pricing
 - Patent expirations
- Regulatory compliance
- Rising R&D costs and risks
- Restructuring
- Opportunities for growth
 - Emerging markets
 - Aging populations
 - Chronic illnesses
 - Orphan drugs
 - Consumerization



- Advances in science and technology
 - Precision medicine
 - Genetic testing
 - Gene therapy
 - Immunotherapy

Inside Medical Technology

This course introduces the medical technology segment of the health care industry.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Name customers served by medtech companies
- Identify different types of medtech companies
- Recall medical technology products and services
- Recognize important executives
- Identify the challenges facing the medtech industry

COURSE OUTLINE

Customers

- Patients
- Providers
- Payers

Industry Participants

- Medical technology manufacturers
- Biopharma companies
- Health care IT companies
- Distributors
- Consumer technology companies

Products and Services

- Diagnostic imaging equipment (x-ray, CT, MRI, ultrasound imaging, PET equipment)
- Other electromedical technology (cardiovascular devices, medical lasers, etc.)
- Implants and prosthetics
- In vitro diagnostic systems
- Consumer products
- wearables



- Health care information technology
 - Practice management software
 - EMRs and EHRs
 - Medical device data systems
 - Digital health
 - Health informatics
- Other services

Executives

- Business unit presidents
- EVP, Research & Development
- EVP, Manufacturing
- EVP, Supply Chain Management
- EVP, Distribution
- SVP, Quality Assurance

Industry Challenges

- Efforts to reduce health care costs
 - Increased patient cost-sharing
 - Lower reimbursement rates
 - Using technology assessments
 - Alternative payment models
- Regulatory compliance
- Cybersecurity
- Opportunities for growth
 - Emerging markets
 - Aging populations
 - Product expansion
 - Consumerization
- Advances in science and technology
 - Robotic surgery
 - Neutral implants
 - Electronic medical devices
 - Bioprinting
 - Nanotechnology



Making Money in Health Care

This course provides a fundamental understanding of how health care companies make money and track their financial performance.

Completion time: 50 minutes

CPE Credit: 1

COURSE OBJECTIVES

- Identify the sources of revenue and expense for industry participants
- Define key performance indicators (KPIs) used by industry participants
- Recall sources of financial information
- Use financial information to better understand specific organizations

COURSE OUTLINE

Why is Financial Information Important?

- Understand business and strategy
- Participate in conversations with senior executives
- Prioritize efforts

Making Money as a Health Care Provider

- Sources of revenue
 - Operating income
 - Reimbursement methods (cost payment, cost-plus payment, time and materials, fee-for-service, bundled payment, capitation)
 - Other income
- Sources of expense
 - Salaries, wages and benefits
 - Supplies
 - Depreciation expense
 - Interest
 - Provision for bad debt
 - Professional liability premiums
 - Other expenses
- Key Financial Performance Indicators
 - Total margin
 - Operating margin
 - Payment-to-cost ratio (PCR)
 - Beds and occupancy rate
 - Patients, admissions, visits and patient days
 - Net outpatient revenue as a % of total revenue



- Net cash provided by operating activities

Making Money as a Health Care Payer

- Sources of revenue
 - Taxes
 - Premiums
 - Fees and other sources
- Sources of expense
 - Benefits
 - Reimbursements paid
 - Reserves
 - Selling, general and administrative expenses
 - Other expenses
- Key Financial Performance Indicators
 - Medical loss ratio (MLR)
 - Administrative expense ratio
 - Membership
 - Operating expense per member

Making Money as a Life Sciences or Medical Technology Company

- Sources of revenue
 - Net sales
 - Royalties
 - Financial income
- Sources of expense
 - Cost of goods sold
 - Research & development
 - Marketing and sales
 - General and administration
 - Interest expense
- Key Financial Performance Indicators
 - Gross profit margin
 - Operating margin
 - R&D as a percentage of revenue
 - Debt to capitalization
 - Days of sales outstanding
 - Days of inventory on hand

Using Financial Information

Sources of Financial Information