

Last name of instructor (Semester Year)

California State University, Sacramento

PRACTICE MANAGEMENT

CSAD681 - 2 units
Spring 2022 (AUD-3)

COURSE FACULTY

Course Instructor:
Folsom Hall office #:
Office Phone:
Office Hours:
E-mail address:

REQUIRED CLASS MEETINGS TIMES

Days and times:
Building: Folsom Room #:

REQUIRED TEXTS

Glaser, R., & Traynor, R.M. (2014). *Strategic practice management* (2nd ed.). Plural Publishing.

OPTIONAL TEXTS

COURSE WEBSITE

<https://sacct.csus.edu>

SacCT will be used as the learning management site for dissemination of course readings, handouts, slides, assignments, announcements, and tests/quizzes. The course faculty will have materials posted to SacCT at least 48 hours before class.

Instructor Communication and Response Time

Faculty strive to have open communication with students both within and outside of the classroom. Students are encouraged to contact faculty to discuss questions about the course. Responses to telephone or e-mail messages will usually be transmitted within 48 hours during regular working hours. If you do not have a response within this time period, please check your contact methods and resend the message. Faculty will generally respond to student questions received during evenings and weekends once they are back in the office during regular business hours.

***Please be aware that all content for this course is the property of the course faculty who have created it and can only be used for this course. Those wishing to use the materials outside of this course must receive written permission from the author/creator.**

GENERAL COURSE INFORMATION

PRE-REQUISITES

Admission to Doctor of Audiology program; CSAD611, CSAD612, CSAD613, CSAD614, CSAD621, CSAD622, CSAD622L, CSAD623, CSAD624, CSAD631, CSAD632, CSAD641, CSAD641L, CSAD642, CSAD643, CSAD651, CSAD652, CSAD653, CSAD661, CSAD662, CSAD671, CSAD672, CSAD673

COURSE DESCRIPTION

Overview

Last name of instructor (Semester Year)

This course introduces students to the fundamentals of business practice as they relate to audiology. Topics covered include autonomy in audiology, business plans, and considerations for managing a private practice.

Approved Course Description (from CSUS Course Catalog)

Topics relating to business models, terminology, accounting, reimbursement, equipment needs, and office management. Focus on private practice and managed care.

WHY IS THIS COURSE IMPORTANT?

More than a quarter (28.6%) of audiologists are employed in private practice settings (<https://www.asha.org/Students/Employment-Settings-for-Audiologists/>). This course provides an overview of business practices geared towards audiology students in private practice rotations or those who are interested in pursuing private practice settings as an audiologist.

UNIVERSITY LEARNING GOALS

	1 Disciplinary knowledge	2 Communication	3 Critical thinking/analysis	4 Information literacy	5 Professionalism	6 Intercultural/global perspectives	7 Research
Addressed by this course	X	X	X	X	X		X

GRADUATE LEARNER OUTCOMES

Mastery of each student-learning outcome listed below is indicated by a grade of B or better on each component of the corresponding measures listed in the table. Students are required to track their progress towards meeting each learning outcome and must make an appointment with the instructor for any grade equal to or less than a B. The instructor will suggest strategies to help you establish competence and knowledge in these areas.

Students should track their progress towards meeting each learning outcome by listing their grades on the table below over the course of the semester.

Upon completion of this course, students will be able to:

1. Define autonomy as it relates to audiology private practice
2. List the key sections of a business plan, including a description of each
3. Develop and present a mock business plan
4. Describe needs of private practices, such as hiring, software and equipment purchasing, human resources, and marketing
5. Explain the procedures for processing insurance, billing, and coding for private practices
6. Identify resources for establishing, managing, and dissolving practices

Graduate Learner Outcome	Component Indicating Competence	Grade(s) Received
1,2,4-6	Exam (100%)	
1,2,4-6	Quiz (100%)	
3-6	Business plan proposal (100%)	

COURSE/CLASS POLICIES

Course Format

Lecture

Last name of instructor (Semester Year)

Class Preparation:

All required readings are for the date listed in the course schedule, not the following class period. Students are responsible for all assigned readings, whether discussed in class or not.

Class Participation:

Students are expected to actively participate in class discussions and are required to have read the assigned material prior to class meetings.

Class Attendance:

Classroom attendance is necessary for this course. No more than three unexcused absences are allowed. Students are expected to arrive on time as class begins at X:XX am/pm.

Class Assignments

Course grades will be based on quizzes based on lecture content, a business plan proposal, and a final exam.

Quizzes

Quizzes on the course content (lectures, required reading assignments) are available on SacCT for one week prior to the deadline. Quizzes are to be completed individually. Students will have 60 minutes to complete the quiz. Late quiz submissions will receive a 0.

Business Plan Proposal

Students will create a business plan that includes a summary, description, location, personnel, strengths/weaknesses analysis, examples of marketing and advertising methods, and the business values. At the end of the semester, students will present their business plans and submit the final written document.

Exams

- **Exam absences:** No make-up examinations will be given unless there is a documented emergency for which you have written proof. Any approved make-up exams will be scheduled at the end of the semester (during finals week) and may be administered in a different format from the original exam.

- **Exam procedures:**

Test arrival/start

Test duration and completion

Commitment to Integrity

As a student in this course (and at this university) you are expected to maintain high degrees of professionalism, commitment to active learning and participation in this class and also integrity in your behavior in and out of the classroom.

Sac State's Academic Honesty Policy & Procedures

"The principles of truth and honesty are recognized as fundamental to a community of scholars and teachers. California State University, Sacramento expects that both faculty and students will honor these principles, and in so doing, will protect the integrity of academic work and student grades." Read more about Sac State's Academic Honesty Policy & Procedures at the following website: <http://www.csus.edu/umannual/AcademicHonestyPolicyandProcedures.htm>

Definitions: At Sac State, "cheating is the act of obtaining or attempting to obtain credit for academic work through the use of any dishonest, deceptive, or fraudulent means."

Last name of instructor (Semester Year)

“Plagiarism is a form of cheating. At Sac State, “plagiarism is the use of distinctive ideas or works belonging to another person without providing adequate acknowledgement of that person’s contribution.” *Source:* Sacramento State University Library

Note: Any form of academic dishonesty, including cheating and plagiarism, shall be reported to the office of student affairs.

Understand When You May Drop This Course

It is the student’s responsibility to understand when he/she need to consider disenrolling from a course. Refer to the Sac State Course Schedule for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons include: (a) documented and significant change in work hours, leaving student unable to attend class, or (b) documented and severe physical/mental illness/injury to the student or student’s family. Under emergency/special circumstances, students may petition for an incomplete grade. An incomplete will only be assigned if there is a compelling extenuating circumstance. All incomplete course assignments must be completed in accordance with the department’s policy.

Accommodations

Inform your instructor of any accommodations needed. If you have a documented disability and verification from the Office of Services to Students with Disabilities (SSWD), and wish to discuss academic accommodations, please contact your instructor as soon as possible. It is the student’s responsibility to provide documentation of disability to SSWD and meet with a SSWD counselor to request special accommodation before classes start. SSWD is located in Lassen Hall 1008 and can be contacted by phone at [\(916\) 278-6955](tel:9162786955) (Voice) or [\(916\) 273-7239](tel:9162737239) (TDD only) or via email at sswd@csus.edu

Course Requirement Grading

<u>Activity</u>	<u>Points Available</u>
Quizzes (15 points each x 10)	150
Business plan proposal	300
Exam	250
<u>TOTAL COURSE POINTS AVAILABLE</u>	700

Overall Percentage Needed

Note: A grade of “B” or higher is required to count toward the minimum number of units needed to advance to candidacy.

<u>Grade</u>	<u>Percentage</u>
A	93-100%
A-	90-92%
B+	87-89%
B	83-86%
B-	80-82%
C+	77-79%
C	73-76%
C-	70-72%
D+	67-69%
D	63-66%
D-	60-62%
F	< 60%

COURSE SCHEDULE OF LECTURE TOPICS AND EXAMS

Date	Topic and Activity or Quiz and Exam	Readings/ Assignment
1/20	Course overview Employment settings for audiologists	Schwab, E.F. (2016). Surviving and thriving your first year in private practice. <i>Seminars in Hearing</i> , 37(4), 293-300. Fabry, D.A. (2016). The future of private practice in audiology. <i>Seminars in Hearing</i> , 37(4), 369-378.
1/22	Autonomy and audiology	Glaser & Traynor- Ch. 1 Smith, K.E. (2014). The death of private practice. <i>The Hearing Journal</i> , 67(11), 6.
1/27	Structures of corporations	Quiz 1 due
1/29	Business plan outline	Glaser & Traynor- Ch. 2
2/3	Designing a business plan for audiology Legal and ethical considerations	Glaser & Traynor-Ch. 3-4, 11 American Academy of Audiology- Private Practice Checklist ASHA "Issues in Ethics: Obtaining clients from private practice from primary place of employment" Quiz 2 due
2/5	Location Personnel and staffing needs	Glaser & Traynor-Ch. 14 Hamill, T.A., & Andrews, J.P. (2016). Audiology assistants in private practice. <i>Seminars in Hearing</i> , 37(4), 348-358.
2/10	Market analysis	Quiz 3 due
2/12	Software pricing Purchasing of equipment and software	Glaser & Traynor- Ch. 7, 17 Huskey, M. (2005). Office management software 101. Audiology Online. Cavitt, K. (2015). Pricing

DRAFT

Last name of instructor (Semester Year)

		strategies and delivery models for audiology items and services. Audiology Online.
2/17	Financing, loans and support	Glaser & Traynor- Ch. 8 Quiz 4 due
2/26	Income and cash flow	Glaser & Traynor- Ch. 8
3/2	Pricing Bundling and cash flow	Glaser & Traynor-Ch. 7, 8
3/4	Marketing Advertising	Glaser & Traynor-5-6 Rudden, D. (2016). Can you hear me now? Marketing essentials for audiologists in a noisy health care world. <i>Seminars in Hearing</i> , 37(4), 325-339. Estes, S. (2006). What's in your marketing tool belt? <i>Audiology Today</i> , 18(6), 43-44. Quiz 5 due
3/9	Internet advertising and social media	Glaser & Traynor-5-6 Perry (2011) "Using technology to attract older patients" Richey, D. (2011). 6 things every audiologist should know about Facebook. <i>Academy of Doctors of Audiology</i> , 3(3), 8-11. Smaka, C. (2011). Seven reasons to re-think social media. <i>Academy of Doctors of Audiology</i> , 3(3), 12-19.
3/11	Human resources	Quiz 6 due
3/16	Compensation Hiring and firing Conflict resolution	Glaser & Traynor-Ch. 14, 16
3/18	Patient satisfaction surveys	Glaser & Traynor-Ch. 11 Fabry, D. A. (2016). Measuring patient satisfaction: The future is now. <i>Audiology Today</i> , 20-24. Taylor, B. (2016). Using

DRAFT

Last name of instructor (Semester Year)

		key performance indicators to do more with less in your practice. <i>Seminars in Hearing</i> , 37(4), 301-315. Quiz 7 due
3/23	Insurance	Glaser & Traynor-Ch. 9
3/25	Billing	Glaser & Traynor-Ch. 9 Quiz 8 due
3/30	Coding	Glaser & Traynor-Ch. 9
4/1	Buying groups Worksheet (Audigy, Alpaca, etc.)	
4/8	Buy-sell agreements Contracts	Quiz 9 due Drullinger, R. E. (2006, February). Practice Valuation: The Buying and Selling of an Audiology Practice. <i>Seminars in Hearing</i> , 27(1), 57-76.
4/13	Partnerships	Glaser & Traynor- Ch. 15
4/15	Guest lecture from community	Quiz 10 due
4/20	Guest lecture from community	
4/22	Presentations of business plan	
4/27	Presentations of business plan	
4/29	Presentations of business plan	
5/4	Final exam	

Please note that dates, topics, and assignments are subject to change. In the event of a change, you will be given ample notification of the change.

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