

## Courses

**PCMED 741: Medical Director-Practice Management  
Fishburn Family Medicine Module  
Penn State Hershey Medical Group - Fishburn Road**

### **1) Description**

This module was developed for those students interested in gaining experience working with a medical director in primary care to learn about managing a practice and with family physicians, nurse practitioners and physician assistants in primary care.

### **2) Overview**

This four-week elective is designed to expose the student to the fundamentals of running a practice, encompassing knowledge about managed care, disease state management, patient education, best clinical practices, quality assurance, patient access, team delivery of medicine, human resources, budgeting, public relations, and negotiating techniques. The student will then incorporate these skills when seeing patients in a clinical primary care setting.

The rotation will consist of didactic interaction, clinical observation and active participation. Students will gain familiarity with the processes involved in running a primary care practice and the clinical decisions which are affected by managing a practice.

### **3) Justification**

Many physicians have little idea how to manage a practice, even though they may be in "management roles" such as developing practice guidelines, human resource conflicts, or even negotiating an employment contract. Physicians manage aspects of their practice every day. Effective delivery of primary health care services requires a well run and efficient organization. There is more to providing quality clinical medicine than just the interaction a physician has with a patient.

#### 4) Objectives

- Learn how a primary care practice is run.
- Develop insight into providing care in a fee-for-service and managed care environment, concurrently.
- Learn negotiation techniques.
- Develop skills to develop patient education programs.
- Develop a patient education handout or practice management project.
- Learn how to foster change in a system environment.
- Integrate the management functions in primary care with the clinical skills of primary care.

#### 5) Student Requirements

- Spend 20 half days observing and interacting with a medical director.
- Spend 20 half days in a clinical family practice setting.

#### 6) Readings

- *Family Practice Management Magazine*, previous year's issues.
- Additional readings will be assigned.

#### 7) Evaluation

Satisfactory completion of Self-assessment Questionnaires from *Family Practice Management Magazine*.

#### 8) Registration

Through Office of Student Affairs.

#### 9) Restrictions

Limited to one student per given four-week rotation block. This rotation is at the Fishburn Road Family Practice Office.

#### Additional Information

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