

# Catalyst for Management and Health Badges: Online Inter-Professional Curriculum

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## Why a Health-Management Certificate?

- Healthcare sector accounts for 16.4% of projected jobs through 2030 (Work BC, 2019)
- Many healthcare providers are thrust into managerial and organizational roles, either in private practice or within a department inside a larger institution (Allen, 2014)

## Pathways through Program

### Management students

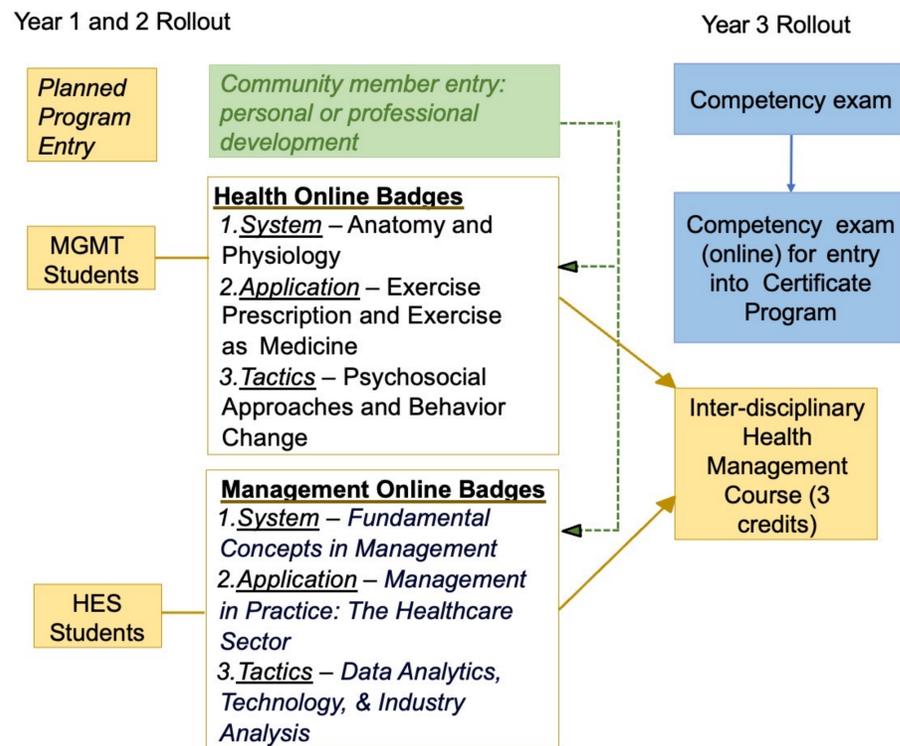
- Will undertake health badges and health-specific management badge

### Health and Exercise Science students

- Will undertake management badges and health badge specific to a management environment

### Other students / Community members

- Will complete appropriate badges based on their background and interests



## Certificate Content

### Health Badges

#### 1. System – Anatomy and Physiology

- Overview of systems (eg. neural, muscular, circulatory)
- Systems interactions and responses to stressors (eg. exercise)

#### 2. Application – Exercise prescription/Exercise as Medicine

- Designing an exercise program
- Health benefits of different exercise types (eg. muscular, cardiorespiratory, metabolic)
- Approaches to exercise prescription in clinical populations (eg. diabetes, obesity, frailty)

#### 3. Tactics – Psychosocial Approaches and Behavior Change

- Understanding the psychological aspects of health, wellbeing and physical activity/exercise (eg. stages of change)
- Theories for instilling and maintaining healthy behaviors
- Applying physical activity and exercise in the workplace

### Management Badges

#### 1. System – Fundamental Concepts in Management

- Understanding organizational types and sectors
- Overview of core concepts: accounting and finance, marketing, human resources, strategy, operations

#### 2. Application – Management in Practice: Healthcare Sector

- Managing in not-for-profit and health care organizations
- The role of the government in healthcare
- Financial systems and accounting practice
- Operational logistics in healthcare (people, supplies)

#### 3. Tactics – Data Analytics, Technology, & Industry Analysis

- Data analytics and database management
- Managing logistics in private practice
- Healthcare technologies

## Content Delivery



Online, asynchronous delivery



Mix of traditional & interactive learning material



Periodic videos by instructors



Automated quizzes



Discussion forums



Case studies (healthcare-specific)

## Questions and Challenges

1. Marketing this program to potential students – how will communicate the certificate's values to different students?
2. How do we facilitate student progress in a timely manner within a pass/fail completion model?
  - a. How do we apply minimum passing thresholds?
  - b. How do we set completion dates or timelines?
  - c. When do students engage with a tutor?

## References

1. Allen, D. (2014). The invisible work of nurses. In Allen, D. (Ed.) Hospitals, organisation and health care. London: Routledge.
2. Work BC (2019). British Columbia Labour Market Outlook: 2019 Outlook. Retrieved online 5/5/2021: [https://www.workbc.ca/getmedia/18214b5d-b338-4bbd-80bf-b04e48a11386/BC\\_Labour\\_Market\\_Outlook\\_2019.pdf.aspx](https://www.workbc.ca/getmedia/18214b5d-b338-4bbd-80bf-b04e48a11386/BC_Labour_Market_Outlook_2019.pdf.aspx)

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