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China-Tennessee Rural Health Care Exchange **Health Economics Program at the University of Memphis** **May 12 – 24, 2008**

Curriculum Objectives and Program Content

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Group Picture at the Opening Ceremony held in the Executive MBA Room of the Fogelman
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5.12.2008



Front row sitting left to right: Mr. Liu Zhong-Ming, Dr. Shirley Raines, Dr. Zhang Ben,
Mr. Matt Kisber, Ms. Susan Cooper, and Dr. Rajiv Grover

China-Tennessee Rural Health Care Exchange Health Economics Program at the University of Memphis

Curriculum Objectives and Program Content

The goal of the China-Tennessee Rural Health Care Exchange Program at the University of Memphis was to explore a wide range of health economics issues related to rural health care reform in China. These include but are not limited to:

- The major health insurance models in the US, their characteristics and performance;
- Comparison of health financing models in developing countries and the level of funding in relation to economic growth;
- Efficient allocation of healthcare resources: central planning, the market approach, and a mixed model;
- Actuarial estimation of healthcare costs, cost control strategies, and the administration and security of public health funds;
- Various methods for paying healthcare providers;
- Health Maintenance Organizations (HMOs) in the US: How HMOs integrate curative and preventive care to reduce the burden of diseases and healthcare costs;
- China specific issues: How the current new cooperative medical system (NCMS) can be developed into a stable insurance program that can effectively protect enrollees from economic losses? What are the options and risks?
- Integration of community health services into a rural health insurance scheme.

During the two-week period of May 12 – 23, 2008, the following seminars and field trips were planned, arranged and held for a delegation of Chinese health care officials from ten provinces that have been selected to participate in a new World Bank rural health project:

Topic 1 - Community-Based Health Insurance in Rural China: A case study in design and evaluation of RMHC scheme

In order to provide policy-evidences on the establishment rural health insurance in rural China, a community-based rural health experiment called the Rural Medical Health Care (RMHC) scheme was developed and implemented in the pilot areas in the Guizhou and Shanxi Provinces. The objectives were to reduce financial burden due to illness, increasing access to health care and to improve the health status of participants. Although the pilot was not part of national efforts, the experiment followed the “new cooperative medical system” or NCMS financing policy in order to make RMHC scheme sustainable in the long run. However, unlike the government proposed scheme that mainly cover hospital services, the benefit package of RMHC included both outpatient services and hospital services with no deductible. In addition, in order to increase the cost-effectiveness of the use of RMHC fund, efforts were also made to improve the healthcare delivery system. This project has been implemented since 2002. This seminar covers the design of the RMHC and its evaluation, including issues of willingness to pay, equity in benefit distribution, adverse selection, health care utilization, and health status improvement.

Speaker – Professor Hong Wang, Yale University School of Public Health

Professor Wang's primary research interests are in health care financing, health care system development, and the determinants of population health in developing countries. He is currently working on health care financing in rural China, health delivery system development in rural Africa, and the economic analysis of tobacco consumption. He also works on a cost-benefit/effectiveness analysis of nurse intervention for improving the quality of life of ovarian cancer patients in the United States. Professor Wang has worked in China for a dozen years. He has served as a faculty member in the Department of Health Economics at Beijing Medical University and as Deputy Director in China National Health Economic Institute, Ministry of Health. Currently, he serves as Program Officer at Milbank Memorial Fund. He is a member of Chinese Ministry of Health Advisory Committee of Health Policy and Administration.

Topic 2 - Application of Basic Economics to Health Care

This session presents basic economic concepts and an explanation of the market system as background for discussion of health care delivery and financing in the U.S. and in China. Concepts covered include: resources, scarcity, choice, trade-offs, Production Possibilities (PPC for health vs. other goods and PPC for alternative health goods), alternative economic systems for allocating resources and distributing goods and services, basic market concepts (demand, supply, equilibrium), externalities, health care financing in the U.S. (out-of-pocket, public and private insurance).

Speaker – Professor Rose M. Rubin, the University of Memphis

Professor Rubin teaches in the Fogelman College of Business & Economics at the University of Memphis. Her areas of expertise and research are the economics of health, of aging, and of the very young. She is co-author of two books, Expenditures of Older Americans (1997) and Working Wives and Dual-Earner Families (1994) and several dozen research articles in economics, health policy, medical, gerontology, and social science journals. She has published research on health care, health policy, and aging issues in *Health Economics*, *Health Policy*, *Medical Care*, *Southern Medical Journal*, *Social Science Quarterly*, the *Monthly Labor Review*, *Journal of Family and Economic Issues*, the *Journals of Gerontology*, *Social Sciences*, *The Gerontologist*, the *Journal of Applied Gerontology*, and numerous other economics journals.

Topic 3 - Health Care in Developing Countries: The Case of Thailand

This seminar focuses on Thailand's UC (Universal Coverage) as a case study for China's rural health design in the global context. Taking the 'healthy peoples' perspective to public health improvement, Thailand is the first developing country in 2001 to launch universal health insurance coverage for all including in rural areas. Six of the 76 Thai provinces adopted the UC in April 2001; the rest joined in October of

same year. The Thai experience is reviewed as a case study for rural health reform in the developing country context.

Speaker – Professor Albert Okunade, the University of Memphis

Professor Albert Okunade teaches in the Fogelman College of Business & Economics. He has authored over 70 research publications including an interdisciplinary textbook on health risk and safety communication in journalism. During 2000-01, he served a visiting faculty research sabbatical in health economics at Harvard University, Boston, MA. His research focuses on health economics, medical technology, pharmaceuticals, labor economics, and non-profit organization financing. Dr. Okunade teaches graduate and undergraduate courses. He earned the BS (1980), MS and MBA (1982) degrees from Wright State University (Ohio) and a Ph.D. Economics degree from the University of Arkansas in 1986.

Topic 4 – Health Insurance: The Case of BlueCross and BlueShield

This session begins with a brief history of the health insurance industry in the United States followed by a discussion of the insurance market and the structure of the health care network. Also included in the discussion are such topics of health plan features, insurance products and health benefit design. The course ends with a discussion of the insurance claim process, billing guidelines, marketing and distribution channels, and the concept and practice of health care reinsurance.

Speaker – Bill Cecil of BlueCross and BlueShield of Tennessee

Mr. Bill Cecil is the Director of Research, BlueCross and BlueShield of Tennessee in Chattanooga, Tennessee. His expertise includes a wide range of insurance issues including cost sharing, benefits design, health policy, and consumer preferences. He is a member of Academy Health, International Health Economics Association, and the American Health Association.

Topic 5 – Health Law and Regulation

This short course exposes participants to the concept of law and the American legal system. It also covers topics such as contracts, intellectual property and business organizations. Also emphasized are issues related to patient privacy, reimbursement basics, and trial and defense of medical malpractice case.

Speaker – Charles Key, a practicing health care attorney and an Adjunct Professor of Health Law, University of Memphis.

Topic 6 – Health Ethics

This short course introduces the foundation of health ethics built on the concepts of fiduciary and public trust. It addresses fundamental questions such as how ethics can

help physicians and other health care providers to “do the right thing” and how it can help clarify the concept of the “right thing.” It then explores the institutions and practices in the American health care system such as law, government, professional organizations, businesses and employers, insurers and information sources that are relied upon to protect patient interests and to ensure that health care providers do the right thing.

Speaker – Dr. Haavi Morreim is a Professor of Medical Ethics at the University of Tennessee Health Science Center.

Topic 7 - Population Health and Economic Development

This short course raises two interrelated questions: 1) How is improving economic conditions related to improving health? and 2) How is improving health related to economic development? It explains why health care is by itself a good thing for a country and the critical role it can play in promoting a country’s economic growth and prosperity.

Speaker – Dr. David M. Mirvis, Professor of Preventive Medicine, the University of Tennessee Health Science Center

Dr. David M. Mirvis received his MD degree from the Albert Einstein College of Medicine of Yeshiva University, and subsequently trained in internal medicine and cardiology. Dr. Mirvis’ interests include health care delivery processes, and health policy. He has published over 150 manuscripts texts in these areas, and has been elected to numerous professional honor societies.

Topic 8 – Pandemic Health Risk Planning and Communications

This session focuses on emergency preparedness in rural populations, with special emphasis on pandemic influenza planning and risk communication. The presentation discusses communication of emergency information both vertically and horizontally from the perspective of a public health agency. Content material reflects recommendations from the United States’ Centers for Disease Control and Prevention and the World Health Organization.

Speaker – Marian Levy, Professor of Public Health, the University of Memphis

Marian Levy, Dr.P.H., R.D., is an Associate Professor of Public Health and the Director of the Master's of Public Health Program at the University of Memphis. She is also an adjunct faculty member at the University of Tennessee Health Science Center. Dr. Levy also serves as a consultant to the Memphis and Shelby County Health Department and her responsibilities include developing the Pandemic Influenza Response Plan for Memphis and Shelby County. Her research interests include school-based health promotion, cultural competence, Latino health, and community-based participatory research.

Topic 9 – Management and Security of Public Health Funds

This presentation describes the administration and security of public health funds from the perspective of a local health department in a major metropolitan area. Topics include how a local health department manages its funds and carries out its mandated and optional public health functions using local, state, and federal awards. Fiscal responsibility and accountability are key elements.

Speaker – Yvonne Smith Madlock, Memphis and Shelby County Health Department

Mrs. Yvonne Smith Madlock was appointed Director of the Health Department in June, 1995. Prior to that, she was Administrator for the Bureau of Personal Health Services; and from 1990-1993 was Executive Director of Mid-South Family Health Care Center. A graduate of Wellesley College, Mrs. Madlock holds a Master's Degree from Wesleyan University (Middletown, Connecticut) and attended the University of Texas School of Public Health. She is also a 1999 graduate of the Public Health Leadership Institute of the Centers for Disease Control and Prevention (CDC) and the University of California and a member of the 1992 Leadership Memphis Class. In the summer of 2000, she completed the Harvard University Leadership in Minority Health.

Topic 10 – Why is Health Care Economics Important to Chinese Rural Health Reform?

This wrap-up session summarizes the central theme of the two-week health economics program and the key health care economics concepts that are relevant to rural health care reform in China. It reviews the various components of the curriculum and their interrelationships in the context of resource allocation and cost control. In both developed and developing countries, the introduction of medical technologies and state-of-the-art treatment techniques have undoubtedly saved lives and reduced pain and suffering for many people. But providing universal coverage at a reasonable cost continues to be a national challenge. It is to the advantage of developing countries such as China to maintain a delicate balance between health promotion on the one hand and the quest for universal coverage and elevation of the level of medical technologies on the other hand.

Speaker – Cyril F. Chang, Ph.D., Professor of Economics and Director of the Methodist Le Bonheur Center for Healthcare Economics, the University of Memphis

Dr. Chang teaches Health Care Economics and Executive MBA Economics at the University of Memphis. He has written extensively on health care issues and is an expert on state-level health care reform with a focus on TennCare, Tennessee's Medicaid managed care reform. He has won the U of M Distinguished Teaching Award and Distinguished Research Award, and was the recipient of the U of M Board of Visitors Eminent Faculty Award in 2004, the highest distinction given to one faculty member of the U of M each year for sustained contributions in teaching, research and community service.

Field Trips and Visitations

1. Telehealth Demonstration

The Chinese delegates toured the Telehealth Center of the University of Tennessee Health Science Center at Memphis and the campus of this medical school. They participated in a discussion of the development of telehealth infrastructure in West Tennessee and related technical and financial issues and saw a series of real-time telehealth demonstrations in four specialties including dermatology, psychiatry, pediatric cardiac care, and ophthalmology.

2. West Tennessee Regional Office of the Tennessee Department of Health

The Chinese delegates were warmly received by the administrators and staff of the West Tennessee Regional Office of the Tennessee Department of Health. They were also briefed by the local hosts on the mission, goals, and objectives of this Regional Office that supervises the public health functions of 17 County Health Departments in West Tennessee and the delivery of primary care services to low-income residents in these rural communities.

3. Crockett County Community Health Clinic

The Chinese delegates toured the Crockett County Health Department and its Health Clinic in the county seat, Alamo, Tennessee. Crockett County is a rural county in West Tennessee northwest of the City of Jackson, Tennessee. It has a total population of 14,595 and its main industry is agriculture. The Chinese health visitors saw firsthand how a rural county health department performed its public health functions and delivers primary care to low-income residents on a sliding-fee basis.

4. Tour of Jackson-Madison County General Hospital in Jackson, Tennessee

The President and CEO of the Jackson-Madison County General Hospital, Mr. Richard Parks, personally received the delegates. He briefed the delegates on the mission, history, and the range of inpatient and outpatient services available at this 612-bed regional general hospital that serves the Jackson Metropolitan Area and its adjacent rural counties. The hospital staff provided a guided tour of the hospital including its Pediatric Intensive Care Unit and the Emergency Department.

5. Medtronic Spinal and Biologics, Memphis, Tennessee

Medtronic is a global medical device company and leader in health technology headquartered in Minneapolis, Minnesota. The Chinese delegates were invited to tour the Memphis Spinal and Biologics Division of Medtronic and to participate in a series of briefings and seminars organized by the Medtronic marketing and research staff. The topics covered included the structure of medical device industry in both the U.S. and Asian countries and the

relationships and partnerships already established or under development between Medtronic and China at the central, provincial and local levels.

6. Le Bonheur Children's Medical Center

Le Bonheur Children's Medical Center is a not-for-profit, full-service, 225-bed pediatric hospital in the City of Memphis. It is one of the 22 comprehensive pediatric hospitals in the U.S. and the only full-service pediatric hospital in the Med South. Le Bonheur Children's Medical Center offers pediatric care in 45 medical subspecialties and has 10 operating rooms, 12 specialty clinics and 3 urgent care centers. The Chinese visitors were given a briefing by the President and Chief Operating Officer of the hospital, Mrs. Meri Amour, and a guided tour of the entire facility including its new born center and the state-of-the-art imaging center.

7. Smith & Nephew, a global medical device company

The Chinese visitors toured this global medical device company and saw firsthand how high-precision orthopedic implant devices were designed and manufactured and heard from the research staff about the ongoing efforts in improving and testing new orthopedic implant devices and products.

8. The architecture firm TRO Jung|Brannen

The architecture firm TRO Jung/Brannen has been designing hospitals for Chinese clients for more than 15 years. The Chinese visitors visited this international architecture firm that specializes in the design of hospitals and clinics and engaged in discussions of hospital design in the U.S. and China.

9. GTx, a startup biopharmaceutical company in Memphis, Tennessee

GTx is a startup biopharmaceutical company specializing in the translation of basic science research into clinical application and the manufacturing and distribution of cutting-edge pharmaceutical products. The Chinese visitors toured the company and had a chance to ask questions about how basic science could be translated into commercial successes with the involvement of scientists, clinicians, entrepreneurs and venture capital companies.