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# HCAD 7518 Course Assignment - Vulnerable Populations: Using PolicyMap for Population Health Analysis

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SCHOOL OF HEALTH  
AND MEDICAL SCIENCES  
*Healthcare Administration*

**SETON HALL UNIVERSITY**

## **HCAD 7518 – Managing Community and Population Health**

### **Course Assignment**

#### **Vulnerable Populations: Using PolicyMap for Population Health Analysis**

Note: This course assignment is part of The Population Health Management PolicyMap Project (PHM/PMP) awarded to Dr. Anne Hewitt as part of the Digital Humanities Initiative.

## **Vulnerable Populations: Using PolicyMap for Population Health Analysis**

**Assignment Goal:** This assignment will help you learn ways to identify populations at risk, select appropriate social determinants, epidemiological, and health status factors, visualize the risk, and develop risk segmentation characteristics and criteria. The team will submit a Powerpoint presentation including your PolicyMaps and a two page summary report with findings, recommendations and criteria for a risk segmentation and risk stratification in order to complete integrated care plans.

### **Assignment Background:**

Beginning in 2010 with the passage of the Affordable Care Act, the healthcare industry has faced significant challenges in providing quality care to all Americans. Healthy People 2020 also encouraged the healthcare profession to focus on the relevance of social determinants and health status. The advent of population health approach strategies coupled with the advances in data analytics now allows all health professionals to understand and apply data analytical and visualization techniques. These critical thinking skills are essential for developing competencies that aid in population management activities and the development of strategic healthcare responses. Examples include the initial response to facing unknown diseases (Ebola), uncontrolled mortalities (opioid-overdose deaths) and more recently, the rush to contain the Zika virus.

### **Brief Project Description:**

The PolicyMap learning assignment is a group project in the HCAD 7518 – Managing Community and Population Health course offered during the Fall 2016 semester. MHA students will be divided into task forces focusing on a specific population health topic. Using the Community Health text, each team will be assigned one of the chapters covering a vulnerable population. The chapters are located in your Community health text.

McKenzie, JF. & Pinger, RR. (2015). An Introduction to Community Health. (8<sup>th</sup> edition). Jones and Bartlett Publishers.

Group 1 - Chapter 7 – Maternal, Infant and Child Health (Zika\*)

Group 2 - Chapter 8 – Adolescent Health

Group 3 - Chapter 9 – Elders

Group 4 - Chapter 10 – Community/Public Health and Racial/Ethnic Populations (HIV/AIDs)

Group 5 - Chapter 11 – Community Mental Health

Group 6 - Chapter 12 – Alcohol, Tobacco, and other Drugs: A Community Concern (Opioid\*)

Group 7 – Your choice!!!!

\*Required topic.

These topics should be based on immediate health issues that have major impacts on quality of life and health costs. Potential topics will be very diverse from focusing on emerging contagious diseases (Zika) to substance abuse (Opioid epidemic), HIV/AIDs persistence in rural populations and behavioral health management for at-risk populations. The actual assignment will require your team (except required topics\*) to identify the population health issues, research the characteristics and criteria of the condition and to define the population at-risk. The key skill development revolves around the student's capacity to find the most appropriate data sources and to select those data indicators that best represent the needs of the population at-risk. The PolicyMap tool will allow the student to link together not only clinical conditions, but social determinants as well. **The map representation you visualize the health problem and aid you in planning, preventing and managing any of the at-risk health conditions.**

Provided below are some additional web resources on using Social Determinants of Health for data analysis:

Additional Readings and urls:

[http://www.cdc.gov/dhdsp/maps/social\\_determinants\\_maps.htm](http://www.cdc.gov/dhdsp/maps/social_determinants_maps.htm)

<http://buildhealthyplaces.org/whats-new/the-networks-picks-mapping-social-determinants-of-health/>

[http://www.hhs.gov/ash/oah/oah-initiatives/teen\\_pregnancy/training/Assests/social\\_determinants\\_framework.pdf](http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/Assests/social_determinants_framework.pdf)

<https://www.healthypeople.gov/2020/topics-objectives/topic/social-determinants-of-health>

Hewitt, A. (2013). *Addressing Health Disparities: Understanding Place in the Role of Social Determinant Interventions* in *Social Determinants in Health Disparities and Linkages to Health and Health Care. Research in the Sociology of Health Care*, Vol 31, United Kingdom: Emerald Group Publishing Limited. Jennie Jacobs Kronenfeld, Editor. 23-39

Hewitt, A. (2009). Emerging Community Approaches for Eliminating Health Disparities: A Preliminary Investigation of Commonalities and Differences. In *Social Sources of Disparities in Health and Health Care and Linkages to Policy, Population Concerns and Providers of Care. Research in the Sociology of Health Care*, Vol 27, 265-275. United Kingdom: Emerald Group Publishing Limited. Jennie Jacobs Kronenfeld, Editor.

#### Team Tasks

1. Identify your vulnerable population and decide on a topic.
2. Review all chapters, readings and other materials to help you select your social determinants and other variables (such as area or location, timeframe, etc.)  
Tip – You may want to create a matrix.
3. Become familiar with PolicyMap by following the Step-by-step Directions.
4. All students should complete a minimum of one map related to the topic.

5. Use the PolicyMap to link together not only clinical conditions and outcomes (epidemiological information, morbidity and mortality data), but social determinants as well.
6. Who are the populations at risk? What criteria did you find to segment your population? (Bonus: Can you break your population segments further into risk stratifications?)
7. Write your Group 2-page summary report.
8. Create your ppt presentation (Make sure your PolicyMaps are included as part of the presentation). Download your ppt and summary report in DropBox
9. Post your ppt in PolicyMap Blog.
10. Complete the survey by voting on the top 2 best Policy/Map Powerpoints.

**Policy –Map Directions:**

Listed below are the main sites to help you develop your PolicyMaps. First go to the SHU library site and login. That will lead you to the other sites. Don't forget they have wonderful tutorials. The youtube one is the easiest to understand ☺

<http://library.shu.edu/policymap>

<http://library.shu.edu/policymapgs>

<http://policymap.com/demo.html>

<https://www.policymap.com/support/>

<https://youtu.be/7CdoDurqOys>

**Grading Rubric:**

**Vulnerable Populations Assignment Rubric**

<b>Competency Level</b>		
<b>Advanced</b>	<b>Intermediate</b>	<b>Beginner</b>
<b>A</b>	<b>B</b>	<b>C</b>
Assignment submitted on-time in professional manner with no missing responses and all answers correct.  Evidence of critical thinking and analysis data in rationale and narrative.	Assignment submitted on-time in professional manner with no missing responses, but included partially correct answers and/or basic and general responses.	Assignment submitted on-time in professional manner, but with missing or incomplete answers.  Incomplete or incorrect content in narrative.

<p>Written communication is succinct, presented in professional manner and shows direct application of concepts.</p> <p>Visual presentation included exceptional level of detail With clear relevance to topic</p> <p>Detailed rationale completed with descriptive and comprehensive narrative provided that discusses strategy decision process for Risk segmentation.</p> <p>Bonus: Risk stratification developed</p>	<p>Narrative shows structure and relevance to questions, but lacks coherence in analysis.</p> <p>Visual presentation comprehensive and appropriate</p> <p>Evidence of clear understanding and application of managerial concepts to decision making (Includes essential social determinant and other sources in maps)</p>	<p>Visual presentation lacks detail and focus</p> <p>Little evidence of critical thinking.</p> <p>Submission lacks supporting evidence for work presented and is missing key sources in map).</p>
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Related Competencies:

II.1. - Apply appropriate concepts, skills, and tools that are integral to strategic thinking and planning in the environment (30%)

II.2 – Analyze cause and effect relationships that involve or would enhance critical thinking (10%)

III.1. – Apply general and higher level management concepts that are relevant to healthcare organizations (10%)

IV. 1 – Interpret and apply the impact of changes in organizational, legal, regulatory and political environments for a given healthcare organization. (20%)

V.2 – Develop, organize, synthesize and articulate ideas and information. (30%)