COURSE DESCRIPTION: This is the second of the physical therapy administration and management sequenced courses, the following topics are covered: Entrepreneurship, autonomy, business framework, budgeting, cost, billing, cash flow, innovative services, mission statement, vision, marketing, promotion, advertising, documentation, insurance, reimbursement, Medicare, Medicaid, contracts, coding, values, philosophy, business planning, HIPPA, board licensure, equipment lease/buy. These topics are covered with the intent of each student in a group preparing a business plan to start a therapy clinic. This plan is a comprehensive report that will be presented during the last week of class.

COURSE COORDINATOR: Kelly Moore PT, DPT, MBA, CWS
Assistant Clinical Professor
Office: Vincent 231 Phone: 325-486-6676
Email: kelly.moore@angelo.edu

OFFICE HOURS: By appointment

CLASS SCHEDULE: Monday and Wednesday 11:30-1:00 p.m.

INSTRUCTORS:
Kelly Moore PT, DPT, MBA, CWS
Jimmy Villers PT, DPT, FAAOMPT
Dave Erickson, MBA, San Angelo SBDC representative
Sam Allen Attorney
Matt Muehlstein, Commercial Real Estate Expert

COURSE OBJECTIVES*

By the end of this course the student physical therapist will demonstrate entry level knowledge to:

1. Complete a Mission/Vision statement and understand their importance.
   7D7, 7D43
2. Demonstrate, through development of a budget, cash flow, balance sheet, and break-even point for a business.
   7D28, 7D42, 7D43
3. Determine the difference between company frameworks including sole proprietorship, partnerships, corporations including their pro’s and con’s. 7D1, 7D43
4. Understand the cost associated with real estate, leasing, purchasing and cost of build out if necessary. 7D43
5. Build a business plan for a made up clinic, the clinic can be in a location of your choosing, but you must be able to defend its placement and market. 7D28, 7D43
6. Demonstrate a basic understanding of marketing the therapy profession to build business by performing a market analysis for the market you have chosen for your clinic. 7D13, 7D15, 7D43
7. Demonstrate understanding of pricing, reimbursement and the roles of insurance companies and Medicare/Medicaid. 7B, 7D3, 7D6, 7D41, 7D43
8. Build a SWOT analysis on a business to determine its health and potential success. 7D28, 7D43
9. Present a basic understanding of continuous improvement associated with quality of care. 7D37, 7D43
*All of the above objectives will be required contents in presentations performed during the semester and as part of the final presentation

TEACHING METHODS/LEARNING ACTIVITIES

Lecture, discussion, small groups, expert guest lecturers, research, reading assignments

OPTIONAL TEXTBOOKS:


GRADING/EVALUATIVE PROCEDURES:

Evaluation Methods:

Graded Activities: Weight:

Three presentations: 50%
Final written clinic report 25%
Final clinic presentation 25%

100%

Grading criteria to be used in the course: (Minimal passing grade is 80%) Students achieving less than 80% will be referred to the Academic Committee (See Student Handbook for Policy).

A = 90-100; B = 80-89.9; C = 70-79.9 and F = < 70

Written assignments with greater than two (2) typographical, spelling or grammatical errors per page or that do not follow AMA and/or outline format will be returned to the student for revision and resubmission prior to grading with ability to achieve only minimal competency (80%) on the resubmission. Assignments received late will be penalized one letter grade per day.

Any and all assignments are to be completed independently, including any on-line quizzes or exams, unless otherwise stated. Any evidence to the contrary will receive immediate and significant disciplinary action.

HONOR CODE STATEMENT

Our students believe that ASU students should maintain complete honesty and integrity in their academic pursuits.

The Honor Code at ASU is located at www.angelo.edu/forms/pdf/honorcode5.pdf and describes expected academic behavior of both faculty and students, and it consists of an agreement between the student and the academic community to foster academic integrity, to value student educational goals, and to maintain the positive academic reputation of ASU. Angelo State University expects all students and faculty to engage in all academic pursuits in a manner that is above reproach and to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. ASU students and faculty will not participate or condone
ASU students are responsible for understanding the Honor Code as well as the individual academic requirements and stipulations for each course. This includes carefully reading the Angelo State University Student Handbook and reading the syllabus of each course. Students should ask for clarification of any ambiguous aspect of the syllabus.

To facilitate this code of ethical conduct, ASU has an Academic Integrity Committee, a committee composed of both students and faculty, which has the responsibility of reviewing cases of suspected academic dishonesty which may be brought to it. The committee’s membership of students and faculty reinforces ASU’s commitment to academic integrity in and out of the classroom.

**Doctorate Level of Professionalism** - It is expected that each student will act in accordance to the standards set forth by our profession, including ethical, comprehensive decision making relative to how they wish to be perceived as a Physical Therapist.

**STUDENTS WITH DISABILITIES**

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments Act of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing ADA@angelo.edu, or by contacting:

Mrs. Dallas Swafford  
Director of Student Disability Services  
Office of Student Affairs  
University Center, Suite 112  
325-942-2047 Office  
325-942-2211 FAX  
Dallas.Swafford@angelo.edu

When a student states he or she could meet the program's technical standards with accommodation(s), the Office of Student Affairs will confirm that the stated condition qualifies as a disability under applicable laws. If the condition qualifies as a disability, the University will determine if it agrees that the student can meet the technical standards with reasonable accommodation. The ruling will include whether or not the accommodation requested is reasonable. Factors to be taken into account are whether or not the accommodation would jeopardize clinician/patient safety or the educational process of the student or the institution, including all course work, clinical educational experiences and internships deemed essential to graduation. Students are required to read and sign the DPT program’s technical standards (DPT Program Student Handbook Appendix I) form and to update their responses on this form if their health status changes.

A student who requires accommodation to meet the technical standards must obtain verification by the Office of Student Affairs.
Affairs that proper reasonable accommodation is available for the student to meet the standard. The program will not provide accommodation without such written verification. Accommodations that affect the student’s clinical education are subject to approval by the clinical site.

RELIGIOUS HOLY DAYS
Faculty will provide accommodations for student absences for observance of a religious holy day(s) (OP 10.19). Students should make every effort to inform a faculty member at the beginning of the semester regarding these absences.

ATTENDANCE/TARDINESS
Attendance and promptness to classes, meetings, and future work obligations are considered professional behaviors. As this department is preparing potential professionals in the area of physical therapy, it is part of our expectation that student presence and timeliness will be held in highest regard. Tardiness is a disruption to the instructor and fellow students. A student is considered tardy if he/she arrives for class after the instructor has begun class activities. Please see the following related to implications from excessive lateness or absences without a reasonable excuse:

a. First offense- verbal warning
b. Second offense- second verbal warning, initiation of Disciplinary Tracking Form.
c. Third offense- 1% off final course grade
d. 1% off final course grade for each additional unexcused tardy or absence

Per the student handbook, 2 or more occurrences combined or mixed will result in the initiation of a Disciplinary Tracking Form.

If a student has an unexcused absence during integrations it may lead to the removal of that student from that clinical environment. It is the responsibility of the student to contact the clinical site and give notice if they are ill, or have transportation issues.

If the student is unable to attend class, it is the student’s responsibility to either call the PT office at 942-2545 or the office of the professor of the class directly. This notification should be made prior to commencement of said class. Continued issues with tardiness/attendance across all courses will result in disciplinary probation and will be referred to the PT faculty for consideration of options, including program dismissal.

The PT faculty is not oblivious to doctor’s appointments and other potential hazards and emergencies in daily life. Simply taking responsibility to notify the office or the professor if issues arise is considered professional behavior. Please do not rely on a classmate or other form of notification, as these have proven unreliable in years past.

ATTENDANCE AT ALL SCHEDULED EXAMINATIONS IS MANDATORY. Any unexcused absence from an examination will automatically result in a score of ZERO for that examination. Any student absent from examinations due to illness or injury must have a written justification from their physician. Absence from an examination for any other reason must be excused before the time of the scheduled examination or brought about by a very serious circumstance. For excused absences only, make-up examinations must be taken no later than one week after the student returns to class. Extended absences must be approved by the Program Director of Physical Therapy.
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<td>27</td>
<td>28 11:30-1:00 First day of class 1.5</td>
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<td>30 11:30-1:00 Billing review 1.5</td>
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| 1           | 2 11:30-1:00  
Dr. Villers  
Is private  
practice for  
me          | 3         | 4 11:30-1:00  
Matt  
Muehlstein  
Real Estate | 5         | 6        | 7       |
| 8           | 9 11:30-1:30  
David  
Erickson  
Budgeting   | 10       | 11 11:30-  
1:30  
Sam Allen  
Corporate  
Set up.     | 12        | 13       | 14      |
| 15          | 16 11:30-3:30  
Mission and  
Vision of the  
Company      | 17SCI     | 18SCI    | 19SCI    | 20SCI   | 21      |
| 22          | 23 11:30-3:30  
Layout and  
equipment  
costs in class | 24SCI     | 25SCI    | 26SCO    | 27SCI   | 28      |
| 29          | 30 12:30-3:00  
Marketing  
overview  
demographics | 31        |          |          |         |         |
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<td>3 12:30-2:00 <strong>Presentation</strong> Lay-out and location 4.5</td>
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<td>6 12:30-2:00 Understanding profit margin Integration</td>
<td>7 EKG exam SCI practical Integration</td>
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<td>10 SCI exam 12:30-2:30 2:30-5:00 Marketing specific lecture 3.5 Integration</td>
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<td>15 12:00-1:30 <strong>Presentation</strong> Mission and vision, culture Integration</td>
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<td>17 12:00-2:30 <strong>Presentation</strong> Mission and vision culture 5 Integration</td>
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<td>20 12:30-2:00 Leadership in the clinical setting discussion Integration</td>
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<td>22 Thanksgiving break Integration</td>
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<td>27CAPTE 12:30-2:00 <strong>Presentation</strong> of Marketing Plan Integration</td>
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<td>29CAPTE 12:30-2:00 <strong>Presentation</strong> of Marketing Plan Integration</td>
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<td>4 12:30-2:30 <strong>Final presentation</strong> Groups 1-3 Integration</td>
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