Case Study:
Hybrid, BYOD, Executive Graduate Program
Ano Lobb, MPH
Manager, Learning & Technology
Presentation goals

1. **Me**-Describe our…
   - Program
   - Students
   - Technologies

2. **You**-Tell me your…
   - Security concerns
   - Red flags
   - Yellow flags…
Program description

- 18 months, hybrid instruction
- High touch
- Cohort of 50 adult working professionals
  - Leaders in health care
- Four residential periods
- 3 six-month terms
- BYOD
Program description

- 18 months, hybrid instruction
- High touch
- Cohort of 50 adult working professionals
  - Leaders in health care
- Four residential periods
- 3 six-month terms
- BYOD
  - 2 tech support staff
  - 12-19 hours a day
  - 363 days a year
  - 50-100 students
MHCDS class of 2016

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th># Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician Leaders</td>
<td>26</td>
</tr>
<tr>
<td>Hospital Executives</td>
<td>8</td>
</tr>
<tr>
<td>Nurse Leaders</td>
<td>7</td>
</tr>
<tr>
<td>State/National Government</td>
<td>4</td>
</tr>
<tr>
<td>Consultants, Lawyers</td>
<td>4</td>
</tr>
<tr>
<td>Health Insurance Executives</td>
<td>3</td>
</tr>
</tbody>
</table>

- Average student has 25 years of work experience
- 92% have advanced degrees (MD, MBA, MPA, MSN, MHA, DNP, PharmD, MS, PhD, JD)
- Job titles include: CEO, CMO, CFO, CIO, CQO, Regional President, SVP Provider Relations and Contracting, Senior Health Policy Advisor
- Students live in 23 different US states, Asia, Africa, South America
MHCDS Curriculum: Hybrid and High-Touch

- Synchronous sessions
- Recorded lectures
- Readings
- Asynchronous discussions
- Team assignments
### Program Structure

<table>
<thead>
<tr>
<th>Term 1: Fundamentals of HC Delivery Science</th>
</tr>
</thead>
<tbody>
<tr>
<td>Science of HC Delivery</td>
</tr>
<tr>
<td>Health Economics &amp; Policy</td>
</tr>
<tr>
<td>Finance Essentials</td>
</tr>
<tr>
<td>Clinical Microsystems</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 2: Management and the HC Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care Operations</td>
</tr>
<tr>
<td>Leveraging Data</td>
</tr>
<tr>
<td>Management of HC Organizations</td>
</tr>
<tr>
<td>Health Communications/Strategic Marketing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 3: Inventing the Future of HC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Health</td>
</tr>
<tr>
<td>Effective Health IT</td>
</tr>
<tr>
<td>Managing Organization Change</td>
</tr>
<tr>
<td>Strategy for HC Orgs</td>
</tr>
</tbody>
</table>

- Personal Leadership
- Action-Learning Project
Term 1: Fundamentals of HC Delivery Science
- Science of HC Delivery
- Health Economics & Policy
- Finance Essentials
- Clinical Microsystems

Term 2: Management and the HC Ecosystem
- Health Care Operations
- Leveraging Data
- Management of HC Organizations
- Health Communications/Strategic Marketing

Term 3: Inventing the Future of HC
- Population Health
- Effective Health IT
- Managing Organization Change
- Strategy for HC Orgs

6 mos online
1 week residential
2 week residential

Personal Leadership
Action-Learning Project
Master of Health Care Delivery Science

TDI: Delivery Innovation
- Variation Analytics and Outcomes
- Clinical Microsystems
- Shared Decision-Making
- Accountable Care Organizations
- Ethical Imperative

MHCDS
... leading the transformation of health care delivery

Tuck: Managerial Expertise
- Leadership Development
- Teamwork Focus
- Management Science/Operations
- Health Care Finance
- Strategy and Economics
Pedagogical assumptions

• **Students are....**
  - Working adult professional learners
  - Time is their most scarce resource
  - Peers are their greatest asset

• **Curriculum emphasizes...**
  - Consistency, predictability, flexibility
  - Experiential, practical, reflects on their context
  - Leadership & collaboration
Tenets of technology use

• BYOD = BYOC\textit{(ollaboration)}
• Technology = collaboration = part of the learning
• Collaborative technologies
• You can take it with you
• Functional, (relatively) simple, (relatively) reliable
• Blurred lines:
  • professional \sim educational \sim social \sim public \sim private

eCampus: Using publically available tools, social & multimedia, web conferencing.
Technology platforms

- Canvas (D)
- Banner (D)
- BWA (D)
- iModules (D)
- Camtasia Relay (D)
- 1:1 iPad program
- iTunesU
- Adobe Connect
- G-drive
- Dropbox
- Kaltura
- Livestream
- Zendesk
- Social Media (twitter)
Challenges

- (Overly) Locked down networks
- End user bandwidth, hardware, software (= our problem)
- Enterprise vs. Democratize
  - Enterprise not always fast enough for consumer demand
- Lack time
- Older cohort/tech skeptical
- Support primarily nights and weekends
- Who owns/shares/creates content?

eCampus of the future: Multiple specialized programs, with distinct favored populations, technologies, challenges
Challenges

- (Overly) Locked down networks
- End user bandwidth, hardware, software (= our problem)
- **Enterprise vs. Democratize**
  - Enterprise not always fast enough for consumer demand
- Lack time
- Older cohort/tech skeptical
- Support primarily nights and weekends
- Who owns/shares/creates content?

eCampus of the future: Multiple specialized programs, with distinct favored populations, technologies, challenges
(Some of) Our Concerns

• Multiple passwords…. Or just one?
• Workarounds with locked down computers
• Mobile devices linking work and personal systems
• Privacy & use of social platforms, discussions
Red Flags? Concerns?