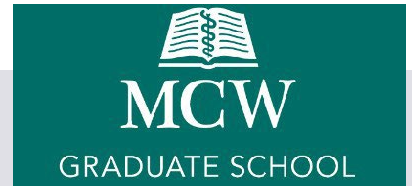


2024-25

# POPULATION HEALTH MANAGEMENT

Degree Offered: Certificate



## Program Description

This certificate is offered completely online, allowing working professionals the flexibility to fulfill their educational goals. Through innovative online learning technologies promoting communication with faculty and fellow students, this program prepares individuals with the knowledge and skills to apply and achieve the concept of the “quadruple aim” of improved population health outcomes, better patient, and provider experiences, and reduced per person costs. Coursework consists of two required courses and two elective courses for a total of 12 credits. All credits offered in the certificate program may be transferable to the Master of Public Health program within one year of certificate completion. Experience working in a health care system, health plan, employer benefit plan, or public health department recommended.

## Admission Requirements

In addition to the general [Graduate School admission requirements](#), this program has no additional specific requirements.

## Credits Required to Graduate

12 credits

## Required Courses

**18232 Introduction to Population Health Management.** *3 credits.*

This MPH population health management course engages students to understand, analyze, evaluate, and contribute to population health management. The course includes a textbook and other impactful readings, recorded lectures by several expert faculty, and weekly evening Zoom class discussions (or Brightspace or emailed answers to questions). Students write an essay for faculty review and the opportunity to revise and resubmit.

## Elective Courses

**18101 Foundations of Public Health.** *3 credits.*

This is a required course for all students enrolled in the MCW MPH dual degree program and is offered as an elective to all other currently admitted MPH students. This course provides an overview of various theories and practices in public health, as well as how public health theories and practices can be applied to the health of populations. Using the public health system as a framework, the course will address core foundational aspects of public health, public health history, 21st century public health practices, the interrelationship between law, government, and public health, and an introduction to public health emergency preparedness and response. The course will also address health determinants and health equity in the practice of public health.

**18115 Health Promotion and Disease Prevention.** *3 credits.*

This course is designed to prepare students to promote health and to prevent disease and injury using a variety of methods. It emphasizes an ecological approach addressing behavior, environment, and healthcare at levels from the individual to social policy. The

content is designed for use in diverse settings, including health departments; healthcare; workplaces, schools, and other institutions; policymaking/advocacy; and non-governmental organizations. Students will assemble their own model HP/DP plan for a population and health problem of their choosing. The course will address underlying models informing HP/DP; risk and protective factors and surrogate indicators like biomarkers; population assessment; theories of health behavior and health education; locating evidence-based practices; addressing environmental and policy aspects of HP/DP; community engagement, disparities and health equity; HP/DP in healthcare; ethical issues: information and communication technologies; and emerging opportunities in HP/DP including personalized and computer-augmented health promotion.

**18150 Public Health Law and Ethics.** *3 credits.*

The Public Health Law & Ethics course examines law as a tool for public health as well as the ethics underlying the practice of public health and how they interact with the ethical principle of justice, which underlies all of law. The course explores law and ethics in public health through readings related to governmental authority with respect to population and the conflict that it can create with individuals' rights. The course focuses on inadequacies of and changes to the law as revealed by the COVID-19 pandemic and the need to realign public health and the law with the ethics of health justice and equity.

**18155 Public Health Theory & Practice.** *3 credits.*

This course provides an overview of various theories in public health, as well as, how public health theories can be applied in individual, interpersonal, and community settings. The course will highlight various factors that contribute to public health, including biological, family, ethnic and cultural, and community stressors that affect health and well-being. The course will provide an overview of translating research into public health practice.

**18160 Racial and Ethnic Inequalities in Health.** *3 credits.*

Health disparities and health inequities remain a major social and public health problem in the US. Despite enormous health care expenditures and the remarkable medical, technological, and public health strides made in the past few decades, the challenge and burden of differences in health among specific population groups, that are either avoidable or unjust, persist. Thus, a better understanding of health disparities and inequities among racial and ethnic groups is needed.

This course will provide students with an in-depth introduction to health disparities and health inequities as they pertain to specific populations in the US that have been historically disadvantaged and systematically deprived of opportunities to achieve optimal health. The course material will also include an overview of the social determinants of population health. We will: i) consider historical and contemporary debates in conceptualizing race and ethnicity (ii) examine the burden of racial and ethnic disparities in the U.S. (iii) identify and examine some of the social determinants of health and drivers of health inequity and (iv) examine theoretical and practical challenges of developing innovative strategies to eliminate health disparities and achieve health equity. The ultimate goal of the course is to help students develop the skills needed to examine individual and systemic root causes of inequities and apply knowledge and theory of health disparities and health inequities in designing health services and program and policy interventions aimed at achieving health equity.

**18165 Principles of Public Health Data and Epidemiology.** *3 credits.*

This course examines public health data and epidemiological concepts, including foundations of epidemiology, practical applications of public health data and epidemiology, core measures in public

health, descriptive epidemiology, sources of data, study designs and data analysis, communicating data, informatics, disease transmission and prevention, morbidity and mortality, screening tests, infectious disease causation, environmental health, and social, behavioral, and psychosocial epidemiology. The course emphasizes practical application of concepts and skills learned related to accessing, analyzing, and communicating public health data. The course provides the student with an understanding of the distribution and determinants of health and disease in population groups. The course provides the foundation for many other courses in the MPH program.

**18204 Public Health Analytics. 3 credits.**

This is a required course for students matriculated in the Master of Public Health or Certificate in Public Health programs. The overall goal of the course is to provide the students with an opportunity to read, critically reflect, actively discuss, and write on public health research analytics. The materials in this course provide a basis for understanding concepts and applications critical to public health in the context of applied research. The students will develop knowledge and training in the areas of research, analysis, and data management.

**18209 Community Health Assessment and Improvement. 3 credits.**

This course offers a comprehensive exploration of the community health assessment and community health improvement planning process. Students will: 1) gain knowledge and skills needed to conduct systematic assessments, 2) identify key health needs, and 3) create data-driven health improvement plans. Students will understand the importance of multisector collaborations, broad community engagement, and the use of evidence-based interventions as integral components of the Mobilizing for Action Through Planning and Partnerships (MAPP) framework. By the end of the course, students will be well-prepared to drive positive change in their community of interest, enhance coordination, and contribute to the promotion of public health and overall community well-being.

**18215 Infectious Diseases. 3 credits.**

Emphasizes the practice of public health in the following areas of infectious diseases: surveillance, outbreak investigation and control, and prevention and policy.

**18223 Public Health Policy. 3 credits.**

This MPH public health policy course engages students to understand, analyze, evaluate, and advocate for health policies. The course includes a textbook and other impactful readings, recorded lectures by many expert faculty, and weekly evening Zoom class discussions (or Brightspace or emailed answers to questions). Students write a policy essay and opinion editorial for faculty review and the opportunity to revise and resubmit.

**18230 Community Health Program Planning. 3 credits.**

This course is designed to prepare learners to apply public health knowledge and skills in a community-based setting. Program planning skills are an essential competency of both public health practitioners and public health administrators and thus are a critical component of the MPH curriculum. Building on the foundation in health improvement planning obtained in the Public Health Administration course, this course will increase the depth and breadth of students' knowledge and skills through a theoretical and application-based curriculum.

**18241 Health Communication. 3 credits.**

This course is designed to explore the ways that communication impacts people's health and wellbeing, as well as their understanding of health-related topics. The course will cover

multiple levels of communication, different communication channels, and the use of diverse communication media and technologies.

**18260 Community Health Program Evaluation.** *3 credits.*

This course examines the basic topics related to Community Health Program Evaluation including systems thinking and program evaluation; the levels of program evaluation process; qualitative and quantitative measures; data management tools; data analysis methods; quality management; and other contextual issues, including a focus on equity, surrounding program evaluation. This course will incorporate the use of assigned readings, group projects, peer evaluation, online discussions, and exams to foster knowledge of material presented in the course, as well as application-based learning in evaluation of community health.

**18268 Leadership for the Public's Health.** *3 credits.*

This course takes a broad look at leadership within public health practice. An introduction to theoretical and evidence-based research is applied to a wide range of public health challenges. Learners apply knowledge and personal experiences to newly focused leadership understanding through application to practice. Leadership theory and research will connect to personal leadership critical reflection, political acumen, and peer mentorship in creation of a professional development plan/leadership credo.

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