

# Course Package

## Health Economics and Accounting – 1A

Name module	Health Economics and Accounting
Educational programme	BSc Health Sciences
Course Code	
Period	First block of the first semester (block 1A)
Study load	12 ECTS
Study Adviser	A.H Prins

Health Economics and Accounting			
block 1A	block 1B	block 2A	block 2B
<b>Project: Dragon's Den for Mental Healthcare</b> (5 EC)			
<b>Healthcare economics and Financing</b> (3 EC)			
<b>Economic evaluation in health care</b> (4 EC)			
<b>Financial and management accounting</b> (3 EC)			

Required preliminary knowledge: Basic knowledge in Economics; Basic knowledge of healthcare; Basic knowledge of R-studio.

The number of healthcare technologies and services to care and cure ill-health are exponentially increasing in the last decade, among others due to rapid development in digital health services. To name a few, mobile phone applications, artificial intelligence, augmented reality, and virtual reality are increasingly used to empower patients, but also to provide health care at the right place and at the right moment. Using these new technologies and services however comes at a cost which puts pressure on the healthcare budget.

To prevent healthcare costs to exceed the set budget, local governments, health insurers and health care providers strive to come up with appropriate and cost-effective services for society. The goal of this module is to provide students with theoretical training in the economics of health and healthcare, economic evaluation and financial management as well as soft skills in program development and marketing. Combined with the creative and critical thinking of students, innovative processes and "products" for specific patient group will be developed in the project of this module.

The project is articulated around real-world challenges, introduced by stakeholders from the field, for which students have to design a solutions. During the project, the students have to choose one challenge and design a suitable solution for the stakeholder. The solution will take the form of a fictive social enterprise (start-up).

To support students in their project work, they will be armed with theoretical skills that will allow them to appreciate the causes and consequences of the growing and changing demand for mental health care including the (macro) socio-economic and (meso) financial aspects of care processes and products. Key concepts that will be covered include the supply (of health care) and (derived) demand (for health care) and the (health care) market. In

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addition, the concepts of efficiency and cost-effectiveness will be tackled addressed given the challenge of balancing scarce resources with the wants and needs of the population. During the project, the stakeholders introducing the challenge will be available to answer the students' question concerning the suitability of their designed solution.

Besides the fundamentals of (health) economics, students will likewise be afforded important, principal training in management with a focus on financial and management accounting. The meso (i.e. organizational) level impact of and actions on macro (i.e. health care system) developments will be made clear with the understanding of the indicators of high-performing (business) organizations and the processes that are necessary toward strategically managing challenges and opportunities. Key topics such as planning and control, budgeting, and purchasing will be treated both generally and specific to health care.