

# Course Package

## Health Economics and Accounting – 1A

Name module	Health Economics and Accounting – 1A
Educational programme	BSc Health Sciences
Period	First block of the first semester (block 1A)
Study load	15 ECTS
Study Adviser	A.H Prins

Health Economics and Accounting			
block 1A	block 1B	block 2A	block 2B
<b>Project: Cost-effective care for the elderly</b>			
<b>Health care economics and financing</b>			
<b>Economic evaluation in health care</b>			
<b>Financial and management accounting</b>			

Required preliminary knowledge: Basic knowledge in Economics. Basic knowledge of healthcare.

Given the greying population of the Netherlands and other advanced economies and the particular needs of the elderly – ranging from health care and social services, and the implications of such in the provision of appropriate and cost-effective services, stakeholders – covering local governments, health insurers, health care providers etc. need to come up with and think of innovative “products”. In consideration of these, and given the goal of the BSc in Health Sciences of harnessing health improvers, the Module Health Economics and Accounting will provide students with theoretical training in the economics of health and health care, economic evaluation and accounting together with soft skills in program development and marketing.

This module is developed around the project “Handle with care! Cost-effective care for the elderly” which will involve developing a business case for a package of health services to the elderly with

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hypertension that takes into account the clinical, economic and financial aspects living with hypertension among the older population.

The goal is to tap into and develop further the creative and critical thinking of students with regards to the control and management of hypertension among the elderly. How students will build on the individualistic clinical interventions that currently exist and deal with the “maximization of health gain” versus “distribution of health gains” challenge towards their respective group business cases will be testament to the “personal touch” that students can offer.

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 elderly 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 (health care) market. In addition, the concepts of efficiency and cost-effectiveness will be tackled given the challenge of balancing scarce resources with the wants and needs of the population.

In addition to 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 a high-performing (business) organizations and the processes that are necessary towards 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.

For the project, students will develop a portfolio of products, which correspond to the different needs and capabilities of older people with hypertension, reflects current evidence on (cost)effectiveness and derive the costs of and revenues from these products. Students shall combine various resources (from [care] facilities, manpower, new technologies etc.) in an innovative way (i.e. in conjunction with new, improved processes, change in the intensity of care/service) to produce various (health) care and living forms (e.g. at/close to home, community-based etc.) for the elderly.