

Course Title and Number: PROFESSIONAL ISSUES III; PHT 6530

Course Description: This course covers the roles of the physical therapist in business and management and professional development issues related to legislative participation, professional association involvement, and clinical education. The course also guides the student in preparing for licensure and employment seeking.

Course Offered By: Department of Physical Therapy, College of Public Health and Health Professions, University of Florida

Credit Hours: 3

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Clock Hours: This course is presented in a blended format – part on campus and part online. The 1st and 8th weeks will be on campus. Students should expect to dedicate 5-10 hours per week to complete reading and course assignments for the online units. The online “weeks” will run Wednesday through Tuesday. The online portion of the course is asynchronous, meaning each student is able to do the online portion of the course on their own schedule. However, deadlines for assignments will apply. There will be no grace period for the late submission of any assignment or other learning activity, except in the case of an unavoidable situation *and* with prior approval from the instructor.

Course Objectives: Upon successful completion of this course, the student should be able to:

1. Analyze the main elements of laws and regulations that are of particular relevance to physical therapists.
2. Participate in the political process to further the legislative aims of the profession.
3. Summarize important implications of providing physical therapy services under the main public and private health care plans.
4. Identify legal and ethical means for maximizing reimbursement.
5. Examine important aspects of Medicare, including but not limited to: identification of fiscal intermediary, fee schedule, therapy cap, supervision requirements, durable medical equipment, coding, billing and documentation, denials, audits and appeals.
6. Formulate a business plan for a hypothetical physical therapy practice.
7. Analyze principles of marketing in the context of physical therapy service.
8. Examine considerations for niche markets in physical therapy.
9. Formulate a marketing plan for a hypothetical niche practice.
10. Seek opportunities to participate in professional association activities.
11. Weigh the pros and cons of using support personnel in the delivery of physical therapy services.
12. Evaluate legal and ethical considerations for using support personnel in the delivery of physical therapy services.
13. Value the role of the clinical instructor in physical therapy education.
14. Examine the process for becoming a credentialed clinical instructor.
15. Apply communication and conflict management skills to enhance effective working relationships.
16. Formulate a professional development plan which will provide opportunities for updating knowledge and skills, added responsibilities, and actively responding to

change.

17. Design a job seeking strategy to include identification of available positions, resume and cover letter writing, interviewing techniques and negotiating skills.
18. Formulate a plan for preparing for licensure including knowledge of state requirements and review strategies for NPTE and jurisprudence exams.

Teaching Methods: The format of this course is involves discussion and activities and effective learning will depend on student participation and interaction. Individual and group assignments are used to develop and assess the student's ability to explore resources and achieve working knowledge of the topics presented. Students are expected to participate in as well as lead discussions on various topics.

Recommended Text: *Management in Physical Therapy Practices*, by Catherine Page, FA Davis Co, 2010, ISBN-13: 978-0-8036-1872-5, ISBN-10: 0-8036-1872-7

Grading:

7 Discussion Boards @ 20 pts	140 points
Professional Development Plan	100 points
<u>Group Assignment</u>	<u>100 points</u>
TOTAL	340 points

NOTE: Late assignments will have 20% of the possible points deducted for each day late.

Grading Scale:

93-100 =	A
90-92 =	A-
87-89 =	B+
83-86 =	B
80-82 =	B-
70-79 =	C
60-69 =	D
<60 =	E

Honor Code Oath: "We the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

Assignment Summary:

1. Online discussions. Each week, you will be expected to respond to something posted by the instructor, read what your classmates post, and respond to at least two of your classmates' postings. Each bulletin board is worth 20 points (140 points total). (See Guidelines for Online Bulletin Board Discussions below.)
2. Group Assignment: You will work in groups of 4-6 (no exceptions!) to prepare a feasibility study for the development of a new practice or a new program within an existing organization. (100 points)
3. Individual Assignment: Professional Development Reflection and Plan. You will reflect on the professional development plan you wrote in Professional Issues II and report on your progress so far. Then, you will write a new plan to cover your first three years of practice and incorporating experiences from your internships and information in this course. (100 points)

Guidelines for Online Discussions

Each discussion is worth twenty (20) points. Your contributions to the discussions will be graded as follows:

- *You will earn 0-10 points for your response to the discussion topic.
 - *You earn five (5) points just for showing up and posting something related to the topic.
 - *Then, you earn up to five (5) points if you make a valid and substantive contribution to the discussion. (Generally 200-300 words)
 - *The deadline for initial postings is **midnight on Saturday**.

You will earn 0-8 points for your responses to your classmates' postings.

- *You are expected to read everyone's post (in your group) and to respond to at least two classmates. Make an effort to respond to different students each week.
- *You earn up to four (4) points per response (total of 8) if you make a substantive response to your classmates' discussion contributions. You are encouraged to ask questions or challenge their thinking on the topic. Promote discussion rather than pat on the back.
- *The deadline for responding is **midnight on Tuesday**.
- *Finally, two (2) additional points can be earned for contributing to the discussion **"above and beyond"** the minimum expected level as noted above.

Guidelines for Discussion:

Before posting anything...

- 1) Read the assigned material – online and readings
- 2) Read your fellow students' postings
- 3) Think about what you want to add to the discussion

When posting...

- 1) Respond to direct questions and inquiries.
- 2) Make your point(s) clearly and concisely.
- 3) Bring in any additional knowledge, sources, etc. you can from other resources and/or your personal experience.
- 4) Include relevant quotes/sections from outside resources or previous posts. Reference appropriately.
- 5) Disagree civilly and respectfully.
- 6) Do NOT post attacks, embarrassing or derogatory material.
- 7) Practice good netiquette.

Throughout the course...

- 1) Participate in the threaded discussion several times each week.
- 2) Engage fellow students in a dialogue.
- 3) Check the threaded discussion for any responses to your postings.
- 4) Be prepared to post follow-up messages if applicable.
- 5) Always check the message board each time you log on to the class.