

Partnering with Medscape to Provide Business Education to Medical Students

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Introduction

From strategies for running a successful business to negotiating with insurance, the business of medicine (BoM) is a vast subject with many important nuances which impact the current and future state of healthcare delivery. Although the need for BoM education for physicians has been documented and recommended,^{1,2} many medical trainees are ill-equipped to handle the business aspects of medicine which will affect their practice.

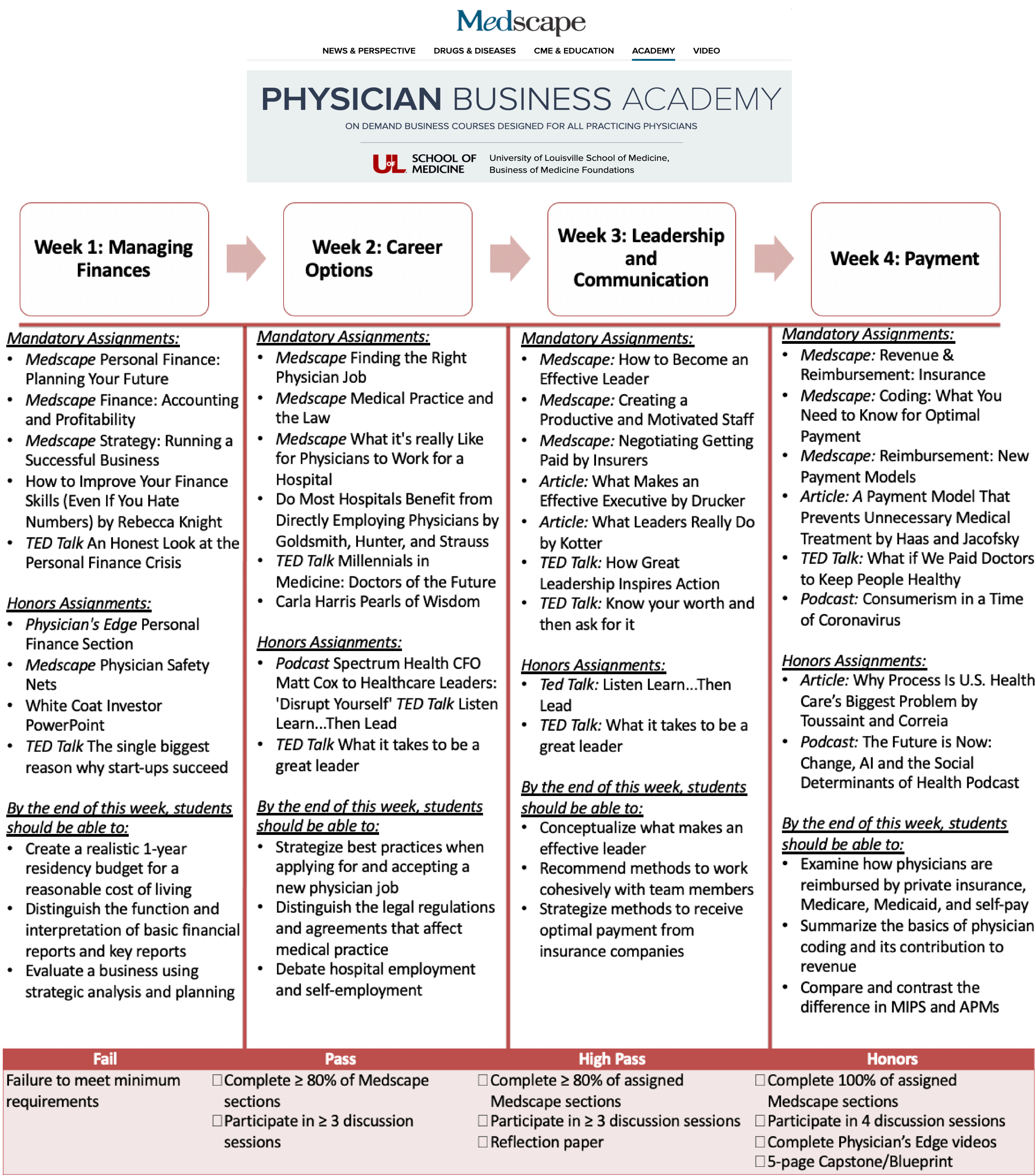
Objective

To address this gap in medical education, a four-week, for-credit BoM Foundations elective was created through a partnership with Medscape.com. This partnership allowed for students to access course content through a unique, branded website
Link: <https://www.medscape.com/academy/uoflmed>

Methods

1. Identified business topics and themes relevant to medical trainees including
 - Managing Finances
 - Career Options
 - Leadership and Communication
 - Systematic Payment
2. Designed a four-week BoM Foundations Curriculum that explored applications of these topics in healthcare with specific Learning Objectives
3. Partnered with Medscape.com to create a unique, branded UoFL BoM Academy website for students to access material
4. Provided students with surveys to self-assess business acumen and knowledge prior to course start date
5. Used Medscape.com reporting to track student progress and course completion
6. Conducted weekly virtual, student-led, discussion-based learning sessions
7. Solicited feedback from students at course completion

Curriculum Components



Discussion

Positive Feedback From Students

- Students did not have to search for course content
- Students were able to actively participate
- Discussion questions were well formulated and helped shape in-class learning
- Students enjoyed the mixed media resources utilized in the course (web module, podcast, video, and print)
- The Medscape content was at the appropriate level of knowledge for M4s, while still being challenging enough to require students to stretch

Suggestions for Improvement:

- Add an intro video for the Physician's Edge modules due to some difficulty accessing them
- Include expert guest speakers
- Add lectures/modules on types of insurance
- Include more YouTube videos or TED Talks

Conclusions

The goal of this course was to introduce medical students to important topics related to the Business of Medicine. Through a partnership with Medscape, a unique website was created. The students provided feedback and suggestions which have been taken into consideration. We hope to continue our partnership with Medscape to provide this course to medical students across the country.

References

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2. Althausen, P. L., & Lybrand, K. E. (2018). The Role of Business Education in the Orthopedic Curriculum. *The Orthopedic clinics of North America*, 49(4), 445–453. <https://doi.org/10.1016/j.ocl.2018.05.006>