



KING'S COLLEGE
WILKES-BARRE • PENNSYLVANIA

PROFESSIONAL CERTIFICATE IN POPULATION HEALTH MANAGEMENT

With the evolution of healthcare reimbursement from volume- to value-based, population health management has emerged as an important strategy for healthcare providers and payers. Positioning healthcare professionals to be leaders in population health is the first step toward assuring payers and providers can address the complex health needs of our patients and communities in a meaningful way that moves the needle on health.

Our fully online 15-credit certificate is designed to provide students with the theoretical knowledge of population health management and practical opportunities to create social change to improve health within and across populations.

Students will learn how to use population health tools such as, electronic health records, epidemiological data, quality improvement indicators, and marketing/systems thinking to address complex health issues that lead to poor health outcomes and inefficient utilization of health resources.

The project-based design allows students to use their organization and work experience to identify and solve real issues that impact health services.

Course Progression

The Certificate is delivered 100% online and in a modular structure focused on the time capabilities of working professionals. The courses must be completed in sequence to ensure students develop appropriate skills to use evidence-based guidelines that can translate into a system or community-level change in health and health outcomes for their organizations.

COURSE NUMBER	COURSE NAME	CREDITS	TAKEN
FALL I SEMESTER			
HCA 570	Essentials of Population Health Management	3	Aug – Oct
HCA 505	Foundations of Social Epidemiology	3	Oct – Dec
SPRING I SEMESTER			
HCA 501	Health Policy, Law, and Justice	3	Jan – Mar
HCA 596	Leadership for Quality Management in Healthcare	3	Mar – May
FALL II SEMESTER			
HCA 571	Health Marketing and Promotion	3	Aug – Dec
TOTAL CREDITS		15	

KINGS.EDU/HCA



- **Expert instruction.** Learn from instructors with relevant, real-world experience.
- **Engagement.** Engage with industry experts, students and faculty who share a drive and passion for making a difference.
- **Convenient.** The online learning environment is available 24 hours a day for ultimate convenience. Weekly, self-paced learning modules and deliverables keep you on track.
- **Advancement.** Twelve of the credits earned can be used toward the 37-credit Master of Science in Health Care Administration degree program.

To change healthcare, we must focus on improving health by working to find real solutions to current and future health needs through a population health lens.



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COURSE PROGRESSION AND OVERVIEW

HCA 570: Essentials of Population Health Management (1st Accelerated Fall Session)

The course provides students a foundation in population health management, including addressing how health access, health disparities, social determinants of health, and cultural competency contribute to beneficial and adverse effects on population, community, and family and individual health. Students will explore the principles of population health management that guide health care professionals and policymakers to analyze current healthcare challenges and design possible solutions to improving and/or managing the health of the populations they serve.

HCA 505: Foundations of Social Epidemiology (2nd Accelerated Fall Session)

This course presents foundational theories and applications of social epidemiology. Students will learn to identify and describe how social and structural drivers contribute to disease etiology, course, and the distribution of health states in populations. Students will explore socioeconomic status, race/ethnicity, neighborhood environment, human behavior, and the criminal justice system to understand the theoretical concepts and underpinnings of their influence on population health outcomes. Students will develop successful interventions leading to improved health behaviors, reinforce social control, and create opportunities for improved health and coping strategies.

HCA 501 – Health Policy, Law, and Justice (1st Accelerated Spring Session)

This course provides a basic understanding of the foundational areas of health policy, law, and justice. Key areas include policymaking and advocacy, the role of government in creating health laws and policies, and individual rights and protections that influence access to services and goods. Students will examine and analyze how law and policy structure injustices that harm health and drive population health inequities. Students will review current literature, data, laws, policies, and case studies to identify and develop solutions for addressing structural and political barriers to health-promoting opportunities.

HCA 596: Leadership for Quality Management in Healthcare (2nd Accelerated Spring Session)

This course introduces health care quality tools and concepts. Students will review the current population health tools, measures, and applications to assess health care quality and improvement. This course will provide students with foundational tools and knowledge to assess quality measures, interpret quality improvement data, lead quality improvement processes, and understand the impact of quality measurements and indicator settings on areas such as safety, patient experience, and accreditation.

HCA 571 - Health Marketing and Promotion (15-week Fall Session)

This course provides a survey of marketing concepts as applied to health services organizations and explores the various methods of delivering messages related to good health habits. The development, implementation, and evaluation of health messages will be discussed. Health education and promotional strategies will be outlined, in addition to the evaluation of various case studies of successful health communication programs, leading to the development of a social marketing plan.

LEARN MORE AT

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TO APPLY

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QUESTIONS:



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