# Management and innovation in health and social services

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Building on strategic management, innovation and entrepreneurship, this course aims to provide an understanding of the trends and dynamics related to the management of innovation in the healthcare industry.

More specifically, the course will present students with frameworks and tools offered by multiple perspectives, with the aim of offering a heterogeneous set of the theoretical and practical models. Participants will apply such frameworks and tools to simulated and real case scenarios, to better understand the characteristics of managing innovation in healthcare, life-sciences and social services organizations (e.g. pharmaceutical companies, biotech firms, medical devices).

By the end of the course, students will be able to:

– identify and interpret the main challenges faced by healthcare, life-sciences and social services organizations in the current competitive landscape;

– assess what are the main tools and skills necessary to adopt the innovation and how such organizations implement innovation models;

– understand the technological, human, economic, organizational, social and other dimensions of innovation;

– demonstrate operational knowledge of the tools and models explained during the course and apply them to real world contexts (e.g., private firms or public hospitals);

– appreciate the relevance of managerial and innovative solutions adopted by healthcare, life-sciences and social services organizations;

– Develop a strategic innovation and entrepreneurial mindset.

***COURSE CONTENT***

The course is organized in 3 modules.

The *first module* (Module I) is about the main issues of innovation and R&D management in the healthcare sector (e.g., pharmaceutical companies, biotech firms, medical devices). It will focus first on the basics of innovation and technology management, applied to healthcare, and then on emerging health technologies, their development and diffusion. Finally, it will cover innovative technology-based business models.

This module should provide students with the theoretical knowledge base for better appreciate the other two modules. The module will include theoretical lessons, practical exercises, discussion of real-world case studies, and the testimonials for key player in the industry.

The *second module* (Module II) about revising the fundamentals of strategic management with specific focus on healthcare organizations and the relationship with their external environment. Moreover, the module will cover business modelling literature addressing how organisations generate and capture value in healthcare. Alliances and networked organisational forms will discuss as shared governance model in the healthcare environment. The module will include theoretical lessons, practical exercises, and discussion of real-world case studies.

The *third module* (Module III) is about discovering the fundamentals practices and challenges of setting an entrepreneurial venture in digital health. This module will be delivered by an entrepreneur, and it will include theoretical lessons and practical exercises to develop skills to assess potential threats and opportunities given by new technologies in the healthcare sector.

***READING LIST***

Module I

J. Barlow (2016), *Managing Innovation in Healthcare*, WSP.

Selection of readings and cases uploaded by the lecturer on the Blackboard.

Module II

Selection of readings and cases uploaded by the lecturer on the Blackboard.

Module III

Selection of readings and cases uploaded by the lecturer on the Blackboard.

***TEACHING METHOD***

The teaching method employed in this course drawn inspiration from the old saying “tell me and I will forget, show me and I will remember, involve me and I will understand” (Confucius).

The teaching will be characterized by frontal lessons, case studies, simulations, testimonials and group exercises.

The course may involve presentations by experts, managers and/or business owners for the purpose of better illustrating some of the issues of the course programme.

***ASSESSMENT METHOD AND CRITERIA***

The assessment of this course will be based on a written exam (100%) relative to the 3 modules reported above. The exam could include a short case study analysis, multiple choice questions and open question/exercises.

In special circumstances, a homework assignment could be considered as an alternative assessement option. Criteria for evaluation will become available at the beginning of the course.

There are no pre-requisites for this class.

In case the Covid-19 pandemic situation should perpetuate, distance teaching will be guaranteed via Blackboard in ways that will be communicated in appropriate time.