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## MANAGEMENT IN AREA SANITARIA

8 CFU - 2° Semester

### Teaching Staff

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### LEARNING OBJECTIVES

#### ▪ **Business Administration.**

The Course aims to provide students with the basic elements for the understanding of the economics of the health sector, by addressing not only the theoretical but also - in a complementary way - the applicative aspects, through - through a problematic and updated information on efficiency and effectiveness in the provision of health services. It will provide useful information on the institutional framework of the healthcare professional, with particular reference to the Italian one, making the concepts and acquire the basic language of economics and business matters. At the end of the course, students will be able to describe the main features of the functioning of health care markets and to develop skills of analysis of the Company, to identify the points in the economic evaluation that guide corporate policies, to recognize the main tools for *performance measurement*, useful for various business purposes; using the basic principles of the

cost in relation to benefits, usefulness and effectiveness; analyze and develop strategies for the rationalization of health expenditure.

#### ▪ **MANAGEMENT IN THE SANITARY AREA**

Acquire knowledge, skills and abilities that will enable them to have knowledge about: health determinants and lifestyle risk factors; methodologies for the prevention of chronic diseases; mode of occurrence and spread of infections. In addition, the course aims to analyze the relationships between environment and health issues related to microbiological, chemical and physical pollution of the different environmental matrices.

#### ▪ **Management in rehabilitation**

To provide knowledge on a modern and comprehensive approach to patient rehabilitation, and on the different levels of specificity and integration between healthcare with social system.

### **COURSE STRUCTURE**

#### ▪ **Business Administration.**

The Course is divided into two parts: general Economy and Economy applied to the Health Sector.

The teaching activity will be articulated through lectures, with the help of concept maps and demonstrations in graphic-mathematical form of the most important economic concepts and institutions. The students' interventions will have been given ample space.

The didactic supports used during the lessons will always be those present in the classroom (blackboard and felt-tip pens), as the graphic and mathematical-financial demonstrations carried out "live" will make possible a more direct, participated and conscious learning by the participants, who will take gradually familiarity with theorems, formulas and axial projections.

Should teaching be carried out in mixed mode or remotely, it may be necessary to introduce changes with respect to previous statements, in line with the programme planned and outlined in the Syllabus.

Learning assessment will take place orally, in the established exams and will require the analysis and graphic demonstration of the economic theories in the program. It may also be carried out on line, should the conditions require it.

#### ▪ **MANAGEMENT IN THE SANITARY AREA**

Lectures.

*Should teaching be carried out in mixed mode or remotely, it may be necessary to introduce changes with respect to previous statements, in line with the programme planned and outlined in the syllabus.*

#### ▪ **Management in rehabilitation**

interactive frontal lessons

*Should teaching be carried out in mixed mode or remotely, it may be necessary to introduce changes with respect to previous statements, in line with the programme planned and outlined in the syllabus.*

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## DETAILED COURSE CONTENT

### ▪ **Business Administration.**

- **Elements of Economics:** Choices and Constraints: the economic behavior - Exchange, market, money - Economic systems - Consumer Theory - Consumer behavior: needs, goods, preferences and Utilities - Consumer equilibrium - The theory of demand - Variation of prices and income - Theory of Production - Firm equilibrium - Production costs - The supply curve - Elasticity and graphical analysis of supply and demand - The various forms of market: common features and differences.

- **The characteristics of good "health":** The definition of "health" according to the World Health Organization - Health economics: definitions and analysis contexts - The relationships existing between the healthcare sector and the rest of the Economy.

- **The Demand in Health Care:** The need for health and the demand for healthcare services - The differences with respect to the microeconomic model of demand - The principal-agent model between physician and patient and the types of information asymmetry - Moral hazard and adverse selection, limits of healthcare insurance markets and role of the State - Critical aspects of the question: the phenomenon of "induction" - Problems of rationing and ethics in health.

- **The Supply in Health:** Healthcare production, supply, and market - The production function in Health - Input, output, and outcome - The Theory of Hospitals - Applied Economics at hospitals: cost analysis - The definition and evaluation of the product - Measurement of outcome and quality of life - The relationship between health and economic development.

- **Economics of health care companies:** Characters of the healthcare market and justification of public intervention in Healthcare - The Health System: purpose, characteristics and organizational models - The principles of economy, efficiency, effectiveness and appropriateness in the activities of healthcare companies - Constituent elements and organizational system of corporate relations, internal dynamics and general accounting principles - Benchmarking in Healthcare - The *E-Health* and *Information and Communications Technology* (ICT).

### ▪ **MANAGEMENT IN THE SANITARY AREA**

Definition, basic concepts and tasks of Hygiene. Natural history of disease. Primary, secondary and tertiary prevention. The role of Health Education in health advocacy.

Elements of Epidemiology: definition, characteristics and purposes.

Sources and reservoirs of infection; routes of entry and elimination of pathogens; transmission mode; diffusion rates of infectious diseases.

General prophylaxis: direct prophylaxis. Specific prophylaxis: vaccine prophylaxis. Serum and Immunoglobulin prophylaxis. Chemoprophylaxis.

Epidemiology and prevention of infectious diseases in relation to the transmission mode.

Epidemiology and general prevention of non-infectious diseases: causes and risk factors. Genetic risk factors, environmental, behavioral. Modification of lifestyle. Secondary prevention.

The environment and its factors; relationships with health. Environmental pollution; bioavailability and biological amplification. Chemical hazards, the main pathological effects.

Atmospheric air. Definition. Physiological importance of the air. Physical and chemical characteristics.

Effects of atmospheric change on human health, its physical and chemical characteristics. Air pollution. Harmful effects of air pollution on the environment and humans: the immediate or short-term; distance or long term. Air pollution control.

Microclimate. Physical and chemical characteristics. Air intramural and environmental well-being. Thermoregulatory mechanisms. The indices of well-being. Pollution "indoor".

Water intended for human consumption. General. Sources of supply. The water needs. Potability requirements. Criteria to judge the potability. Correction of the organoleptic, chemical character, character bacteriological.

Noise. Noise characteristics. Health effects. Prevention of noise pollution. Italian legislation.

Radiation. Ionizing radiation. Radon. Non-ionizing radiation. Biological effects of electromagnetic fields.

Liquid waste. Definition, types of waste and their quantitative characteristics. Removal and disposal of municipal wastewater. Primary treatment, secondary, tertiary, sludge treatment.

Solid waste. Definition, classification. Collection, removal and disposal.

#### ▪ **Management in rehabilitation**

Health welfare system. Biopsychosocial model. Individual rehabilitation project. Clinical governance. Rehabilitation department. Mission and vision of the rehabilitative team. Healthcare professional involved in rehabilitation. Integrated medical record. Rehabilitation settings (intensive,extensive outpatients,geographical,home healthcare). Tools safety and efficacy . Robotics and telerehabilitation. Empowerment.

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## TEXTBOOK INFORMATION

#### ▪ **Business Administration.**

1. Zangrandi, A. (a cura di), *Economia e management per le professioni sanitarie*, Mc Graw Hill,Milano, the latest edition.
2. Sobbrío, G., *Corso int. di Economia*, Trischitta, the latest edition.

#### ▪ **MANAGEMENT IN THE SANITARY AREA**

A text of Hygiene chosen by the student.

#### ▪ **Management in rehabilitation**

Quaderni del Ministero della Salute 2017 "La centralità della persona in riabilitazione: novi modelli organizzativi".

Progettare la riabilitazione – Il lavoro in team interprofessionale a cura di Nino Basaglia – edi.ermes

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