

THE MURER INITIATIVE

Made possible by a generous gift from healthcare executive and NIU Board of



Trustees Chair Cheryl G. Murer and her husband, Michael, the Murer Initiative is creating new, multidisciplinary programs for

healthcare professionals.

Today's healthcare leader needs broad-based expertise:

- Legal
- Financial
- Medical
- Regulatory
- Technical
- Ethical

Country's top healthcare executives surveyed on emerging education needs

New certificate programs under development

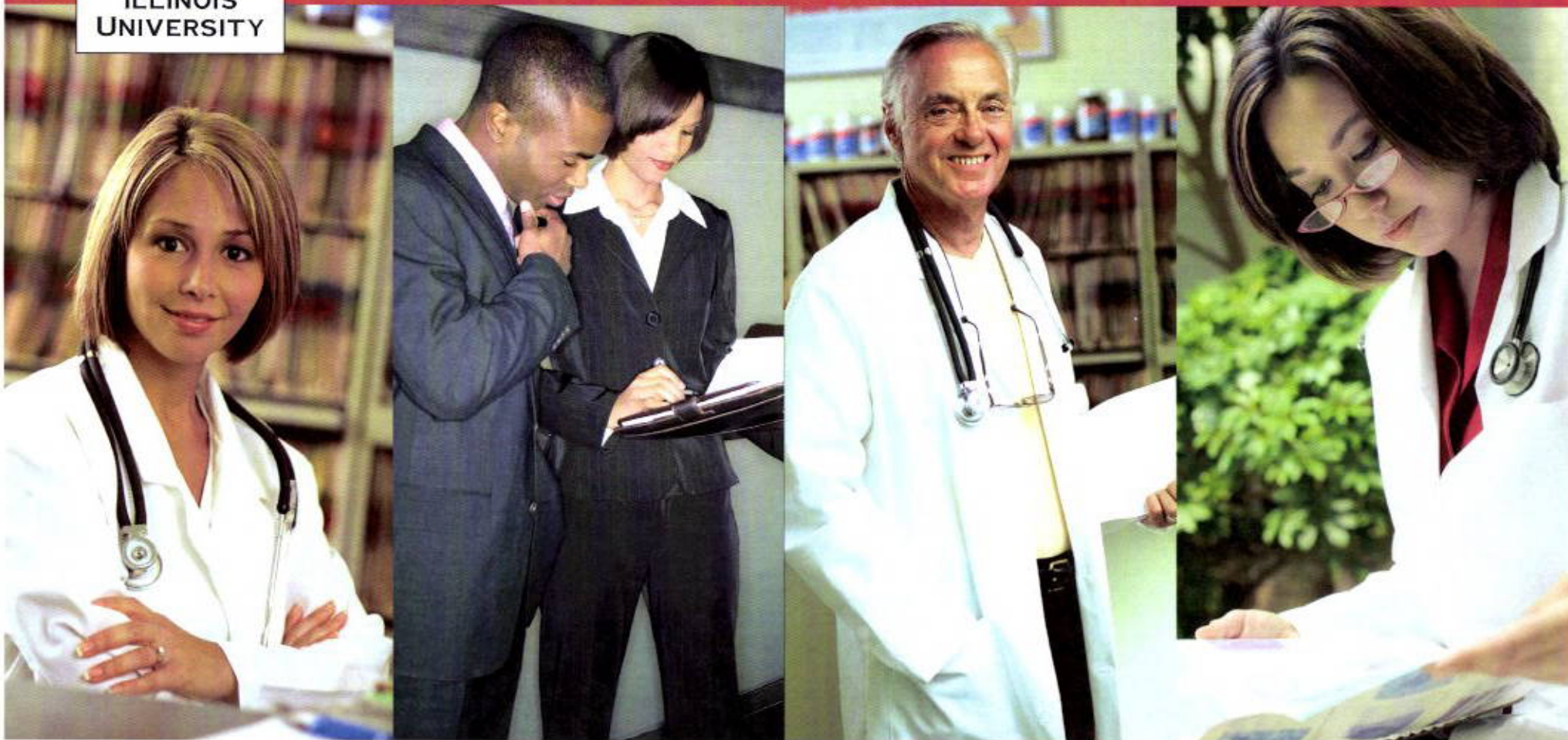
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Healthcare Policy & Management Program

Academic Innovation • Multidisciplinary Approach • Industry-Driven



MULTIDISCIPLINARY HEALTHCARE POLICY AND MANAGEMENT PROGRAM

VISION

NIU proposes to develop a truly cross-disciplinary new program, designed to help leaders in the healthcare industry think and act more strategically and to provide the tools needed to develop innovative and practical solutions to healthcare challenges.

PROGRAM FEATURES

- Graduate Certificate Program
- Team taught by faculty in the Colleges of Business, Engineering and Engineering Technology, Health and Human Sciences, and Law
- Targeted to healthcare executives and leaders
- Content and topics critical to healthcare systems in a changing environment
- Innovative multidisciplinary teaching strategies
- Hybrid Delivery (Online, face-to-face, intensives)
- 4-5 graduate courses (12-15 credit hours)
- Customized Program for Your Organization



PROPOSED CONTENT AREAS¹

Analytical Foundations

Survey of the basic concepts of accounting, finance, and quantitative analysis as practiced in healthcare organizations

Accounting and Financial Management

Application of accounting and financial management techniques to decision-making in healthcare organizations

Economics and Essentials of Quantitative Analysis

Economic analysis of current health care issues and examination of statistical techniques applied to decision-making in healthcare

Marketing

Survey of the concepts and applications of marketing as they apply to healthcare organizations

Operations and Quality Management

Analysis of the activities that relate to the creation and implementation of quality health care services

Organizational Behavior and Human Resource Management

Analysis of organization theory and behavior with particular emphasis on human resource policy and practices

Health Management Technology

Examination of the effective use of information and technology in medical and management decision-making

Policy Analysis and Response

Examination of how powerful constituencies in the external and internal environment impact the operation healthcare organizations

Legal Environment and Ethical Issues

Survey of legal and ethical considerations with providing healthcare services

Epidemiology and the Language of Healthcare

Epidemiological approach to healthcare management

¹ From S. Crowe, S. Hartman, & Steve Henson, An expedited model for health care administration programs at the graduate level, *Journal of Health and Human Services Administration*, 27(4), 377-413.

FOR MORE INFORMATION, CALL 815.753.1891