



Immerse Your Students in a Virtual World of Health Care Administration

Introducing Navigate Scenario

With content aligned to our best-selling textbooks, these scenarios are designed to prepare your students for success in the real world of health care management and administration.

In these virtual simulations, your students will take on the role of CEO, Marketing Consultant, Quality Improvement Director, Health Policy intern, and many others.

Immersed in a photo-realistic world with a full cast of characters, they will be faced with challenging situations and tough decision making.

An Learning Assessment Tool Available for:

Health Care Delivery

Health Policy

Health Care Finance

Health Care Law

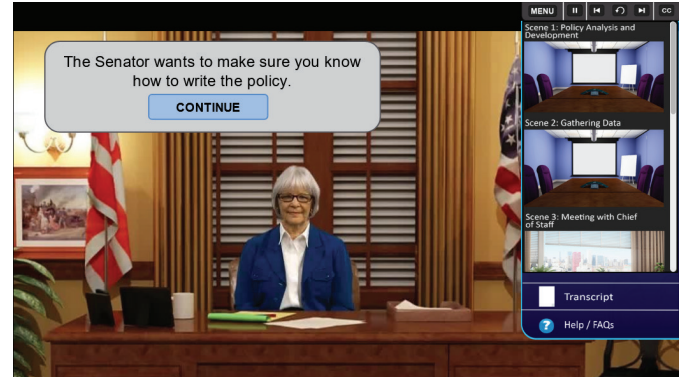
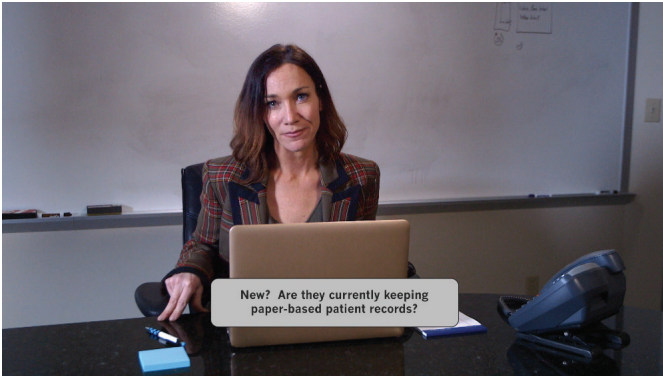
Health Care Ethics

Health Care Marketing

Health Care Human Resources

Organizational Behavior

Health Care Change Management



NAVIGATE SCENARIO: Health Care Delivery

ISBN: 9781284300529

EPISODE 1: THE NEW SYSTEM

The Board of Directors of a national Health Care System is considering which electronic health record (EHR) system to use and how to implement the EHR in all of its facilities. As a Health Care IT consultant, the student will work with various team members at the corporate level to gather information and analyze the efficacy, safety/security/legal factors, cost effectiveness, and cost-benefit factors of two possible new systems to help them decide whether or not to implement one of them.

EPISODE 2: FINANCIAL ISSUES

Bright Road Health Care System is experiencing financial problems, for example insurers with late payments, Medicare patients with high readmission rates within 30 days (lost Medicare reimbursement), high staff turnover increasing costs, and low admissions to its obstetrics service. The student, a financial consultant, will work with Bright Road Health Care System staff members to review and analyze how operations in the Health Care System negatively affect its finances. Based on this information, the student will make recommendations for changes.

EPISODE 3: CUSTOMER SATISFACTION

The Chief Executive Officer of the Health Care System wants to improve patient care survey results in the urgent care facilities within the Health Care System. The perceived quality of service is the lowest rated area on the survey. As a Change and Process Management consultant, the student will work with the Director of Quality Improvement of the Health Care System to analyze the current structure, process, and outcomes of the urgent care facilities. The student will provide current quality improvement data, and make recommendation for improvements.

EPISODE 4: EXPANSION

The Health Care System's Board of Directors is considering expanding services by adding a home health agency in the community. With a growing number of older adult patients and a high readmission rate within 30 days for Medicare patients, the CEO has tasked the student, a health care consultant, with assessing the feasibility of developing this service. The student's analysis will encompass overall health care trends, population demographics, disease patterns, local dynamics, competition, service utilization, and other relevant factors to make a recommendation on whether to proceed with opening a home care service.

NAVIGATE SCENARIO: Health Policy

ISBN: 9781284300468

EPISODE 1: POLICY ANALYSIS AND DEVELOPMENT

In this episode, the student is in a health policy internship program in a Senator's office in Washington, D.C. The Senator aims to develop a policy that mandates health care organizations receiving federal funds to implement the recommendations outlined in the Institute of Medicine reports on quality care. The student's tasks include gathering data, defining the problem, proposing solutions and addressing ethical concerns, conducting a cost-benefit analysis, identifying stakeholders (such as lobbyists from the American Hospital Association, health care providers, corporations, pharmaceutical companies, insurers, etc.), and assessing the potential impact. With this information, the student will create a policy description to serve as the basis for a bill.

EPISODE 2: GOING FROM POLICY TO LAW

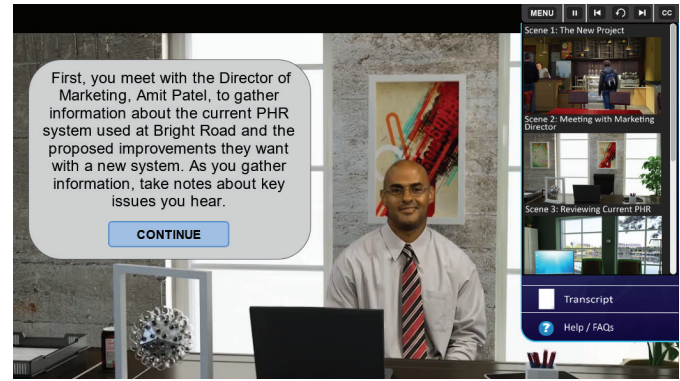
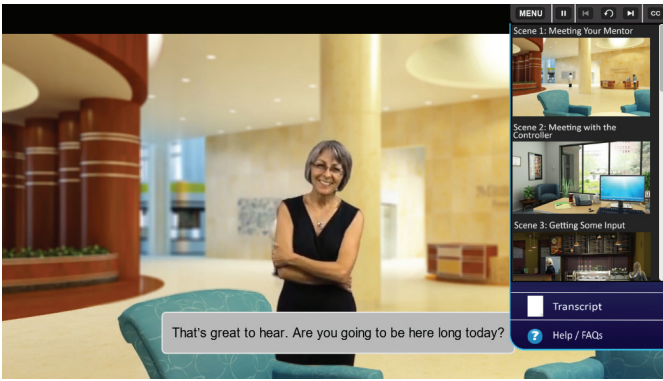
Based on the policy created in episode 1, the student/intern must now work with the Senator's team to get the bill passed. They must follow the legislative process to select committees, identify stakeholders, communicate with health care providers about their role, and identify key departments who will be responsible if the bill is passed.

EPISODE 3: IMPLEMENTING POLICY IN THE HEALTH CARE DELIVERY SYSTEM

In this episode, the student is the Director of Quality Improvement for a Health Care System. The student's team is in the process of establishing policies and procedures to ensure health law compliance. The student must work with team members to create policies and procedures that address the requirements, determine who the changes impact the most, and work with those people to develop a comprehensive communication strategy.

EPISODE 4: EVALUATING A HEALTH CARE POLICY

In this episode, the student is responsible for examining the DHHS' evaluation of the policy and how it may impact the Health Care System. The student will then work with a team to determine the best way to monitor the implementation of policy within the Health Care System and report it to the DHHS.



NAVIGATE SCENARIO: Health Care Finance

ISBN: 9781284300505

Assuming roles such as Chief Executive Officer, Chief Financial Officer, and Board Member, students apply their knowledge of health care finance to make decisions that directly impact hospitals and patients, such as whether to relocate a hospital facility and whether to propose a bond to finance a major hospital renovation.

EPISODE 1: CRITICAL CASE FOR BILLING & CODING

Acting as the Chief Financial Officer at a community hospital, the student discovers that there has been a reduction in revenue reported over the last three months. The student must determine the source of this reduction and devise a strategy to address the problem.

EPISODE 2: RATES NEGOTIATION CRISIS

Facing a second challenge as the hospital Chief Financial Officer (CFO), the student negotiates payment rates with the hospital's largest non-governmental client. As CFO, the student must decide whether to accept a reduced payment rate or risk losing the client's business.

EPISODE 3: FIRM FINANCIAL POSITION OR NOT?

Playing the role of an experienced labor law attorney, the student serves as a Board Member for a hospital system and must determine whether the hospital should consider a bond to finance a major hospital renovation.

EPISODE 4: TO MOVE OR NOT TO MOVE

In this final episode, the student assumes the role of Chief Executive Officer at a continuing care retirement facility. Preparing to present to the board at a retreat meeting, the student must decide whether to recommend that the hospital relocate the facility to a suburban area.

NAVIGATE SCENARIO: Health Care Marketing

ISBN: 9781284300475

EPISODE 1: STAYING RELEVANT

In this episode, the student will meet with the CEO of Bright Road Health Care System to address concerns about the relevance of their online resources for the large Gen Y population they serve, as well as the projected increase of Gen Z populations in the area. They will collaborate with the Marketing Director of Bright Road to assess their current online and social media resources and usage data. Based on this information, the student will provide recommendations to the CEO on enhancing the online presence.

EPISODE 2: PATIENT ENGAGEMENT

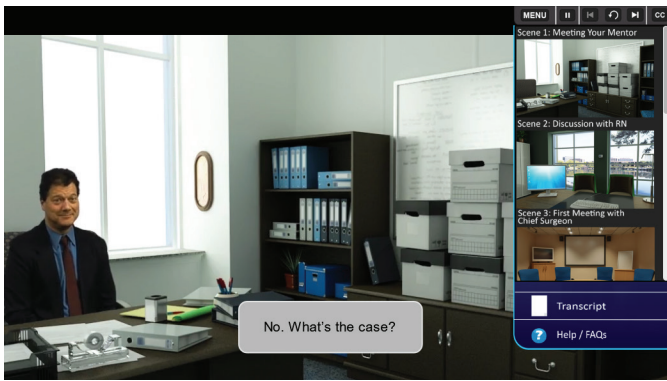
In this episode, the student will collaborate with Bright Road staff to gather patient demographic information and evaluate the functionality and utility of the Health Care System's Personal Health Record. Based on their analysis, the student will provide recommendations on enhancing the Personal Health Record's functionality and utility.

EPISODE 3: RECOVERY AND RETENTION

The student examines the patient experience at the main Urgent Care Facility within the Health Care System, focusing on appointment scheduling, interactions with staff and physicians, and the overall environment. They evaluate clinical, process, and environmental elements to identify areas for improvement. The student will then provide recommendations for operational changes, if necessary, to address the decrease in returning customers..

EPISODE 4: HOW ARE WE DOING?

In this final episode, the student will conduct a marketing audit, applying the concepts learned during training. The objective is to assess the Health Care System's responsiveness to market needs and preferences, as well as the effectiveness of their marketing strategies. As an impartial party, the student will select interviewees and craft relevant questions to perform the audit. This episode focuses on the student's ability to make informed choices in conducting the interviews.



NAVIGATE SCENARIO: Health Care Law

ISBN: 9781284300482

The general storyline includes four different episodes in which the learner, a Health Care Administrator new to Bright Road Health Care System, will be required to review legal cases and use the concepts of health care law to determine the Health Care System's legal risks and liabilities.

EPISODE 1: HOSPITAL NIGHTMARE

In this episode, the student is presented with the case of a patient who needlessly develops a staph infection following an unrelated surgery. Though the patient survives, the infection leaves her with permanent lung damage, and the hospital is later sued with negligence. The student will need to gather information about the incident from the parties involved, and work with the Health Care System's General Counsel to determine the Hospital's liability.

EPISODE 2: MEDICATION ERRORS

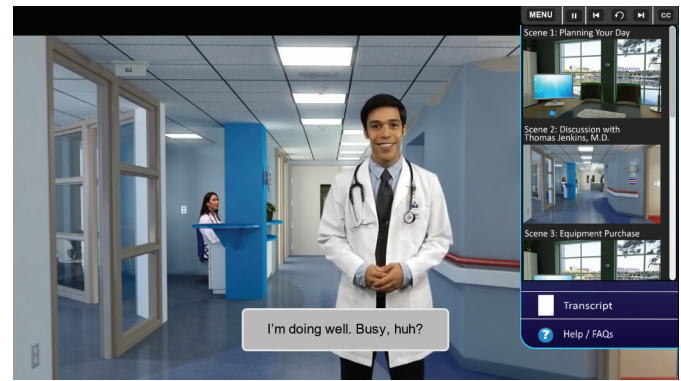
When eight week-old infant dies after being overdosed by an antibiotic that had been incorrectly prepared in the hospital's pharmacy, the student in the role of the new health care administrator, must interview staff members and work with the General Counsel to analyze the four elements of negligence in order to determine the hospital's liability.

EPISODE 3: THE WRONG BODY PART

In this episode, the student will examine a negligence case, stemming from an incident in the hospital operating room, in which a patient has the wrong limb removed. The student will analyze this case from the standpoint of the legal concept *Res Ipsa Loquitur*, and work with General Counsel to determine the hospital's liability.

EPISODE 4: FAILURE TO OBTAIN CONSENT

In this episode, the student will be presented with a negligence case in which the patient receives conflicting advice regarding the treatment for a blocked artery; the patient's wishes regarding insertion of a catheter and stent are disregarded on his consent form.



NAVIGATE SCENARIO: Health Care Ethics

ISBN: 9781284300512

EPISODE 1: EQUIPMENT PURCHASE

In this episode, the student plays the role of CFO at a small rural women's health center within Bright Road Health Care System. The center's physicians have proposed the purchase of a \$500,000 mammography 3D machine. The student must utilize newly acquired ethical decision-making skills to weigh financial implications, the authority of the Board of Directors, public relations/marketing, the desires of the medical staff, the community's needs, and future implications. Their decision will determine whether or not to introduce this new technology.

EPISODE 2: STOCKPILING

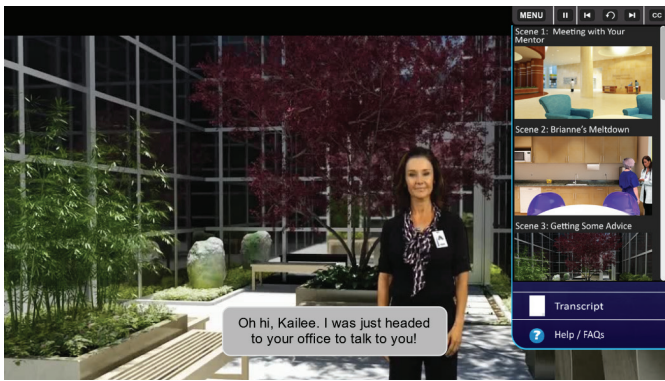
As the purchase/procurement manager of a large hospital within the Bright Road Health Care System, the student will have to make a critical decision with regards to a particular cancer treatment drug that was recently taken off the market. The student will use the information gathered to consider the good of the individual vs. good of community, PR, humanitarian aspects, future cost of medicines, future availability of the medicine, and potential of the hospital needing the medicine in near future.

EPISODE 3: LABOR AND DELIVERY SERVICES

In this episode, the student is the manager of the Social Services Department. They are also a member of the ethics committee at a rural 18-bed hospital. The CEO and CFO have requested the student's input in an initial discussion regarding the decision to maintain labor and delivery services at the hospital. The student discovers that in this community, women tend to seek prenatal care late. After conversing with the committee, they learn that the Ob/Gyn lacks backup specialty coverage, the family practitioner is reluctant to provide obstetric services due to reasons such as late nights and insurance, and the community highly values the service. Based on this information, the student must make a recommendation regarding the continuation of labor and delivery services at the hospital.

EPISODE 4: CONFIDENTIALITY

In this episode, the student is the head of Information Technology (IT) Services. When test results for an upstanding member of the community come back as positive for Syphilis, the student is presented with some ethical decision making challenges based on laws requiring that the results to be reported to the state Public Health department, versus the ethics of patient/physician confidentiality.



NAVIGATE SCENARIO: Health Care Human Resources

ISBN: 9781284300499

Assuming roles such as HIM department manager, Human Resource assistant, and manager of the Blood Bank/Immunology unit, students apply their knowledge of human resources to make decisions that directly impact hospital employees, such as how to address the threat of impending budget cuts, how to handle a potential discrimination issue, and how to develop a strategy to increase staff morale.

EPISODE 1: OVERVIEW: MORE HELP NEEDED — NOW!

Serving as the manager of a hospital's health information department, the student guides a team that is struggling with a backlog of work and budgetary pressures.

EPISODE 2: UNDERSTANDING EMPLOYEE RIGHTS

Recently hired as a Human Resource Assistant at a small hospital, the student must solve a conflict involving ADA and racial discrimination compliance laws.

EPISODE 3: THE SILENT GROUP

In this episode, the student is the manager of a Blood Bank/Immunology unit and stages an intervention to boost employee morale.

EPISODE 4: THE REPEAT OFFENDER

Building upon episode 3, the student must develop a disciplinary plan to deal with an employee who has made multiple procedural mistakes.

NAVIGATE SCENARIO: Organizational Behavior

ISBN: 9781284300451

In this scenario, you are a newly promoted manager at XYZ Software company. At this new level, effectively handling office politics will play an important role in your success. Through real-life scenarios and character interactions, you will learn important lessons about power and how best to use it.

EPISODE 1: BEHAVIOR INFLUENCES

As a new manager, one of your initial challenges involves motivating a new employee who has good credentials but clashes with other team members. Your mentor Warren provides helpful guidance and suggestions such as investigating the Myers-Briggs website.

EPISODE 2: GROUP DEVELOPMENT

In an attempt to improve team dynamics, you take your team on an "Onward Bound" team-building retreat. Though you encounter challenges, good learning takes place.

EPISODE 3: TEAMS AND TEAM BUILDING

You are asked to join an XYZ Software committee studying the effectiveness of virtual teams. Now under the microscope, you must find a way to motivate your team to collaborate effectively using virtual meetings.

EPISODE 4: LEADERSHIP

Thanks to your leadership, the team finally starts coming together. Meetings with your mentor Warren and your Uncle Monty highlight stark contrasts in leadership approaches.



NAVIGATE SCENARIO:

Health Care Change Management

ISBN: 9781284290592

Assuming the role of the Director of Social Services at Bright Road Health Care System, where their Emergency Department is overwhelmed with a 30% increase in Behavioral Health patients, the student is tasked with implementing the EmPath model to address this issue. They have a budget of \$100,000 and 25 weeks to complete this task. They need to build a team and gain at least 62% buy in from key stakeholders. The student will make 40 decisions, each with associated time, cost, and stakeholder buy-in, to implement the change.

This scenario is divided into 4 parts:

PART 1: THE SITUATION

The student is introduced to the challenge of long wait times for behavioral health patients in the Emergency Department. They learn about the 8-step Change Management Model and their role as the Director of Social Services. They are tasked with implementing the EmPath model to improve performance.

PART 2: THE STAKEHOLDERS

The student learns about the different individuals and groups in the hospital and community who can contribute to or hinder the project. They understand the roles of Supporters, Encouragers, Observers, and Resisters. They are introduced to twelve different characters and must categorize them into four groups.

PART 3: THE CHANGE MANAGEMENT TEAM

The student is introduced to 12 possible members of the change management team, including hospital staff and community members. They must choose the four best members for the team.

PART 4: IMPLEMENT CHANGE

The student must now make a series of 40 decisions to implement the change. They need to stay within the budget and time constraints while gaining at least 62% stakeholder buy-in. The total cost, time, and buy-in are calculated in real-time to track progress.



FOR INSTITUTIONS/FACULTY:

- ✓ **Provide an impactful learning experience** that can be easily integrated to your existing curriculum and delivered online, on ground, or hybrid.
- ✓ **Assess student engagement** with four, 10-question multiple choice quizzes (one for each episode) as well as four written assignments such a recommendation or proposal. All assessments and assignments are provided in a secure, instructor-only package and can be assigned at the instructor's discretion.
- ✓ **Access valuable teaching resources** that will help you integrate the scenarios into your course. Each product is accompanied by an Instructor's Manual which includes a storyline summary, character list, episode overviews, learning outcomes addressed and answers to episode quizzes.

GETTING STARTED IS EASY

- 1 Choose the Navigate Scenarios that best suit your course needs whether to simplify difficult topic areas, add an experiential learning component, and/or increase student engagement.
- 2 Contact your Account Specialist for an in-depth demo where you will learn how you and your students will interact with the Navigate Scenarios.

FOR STUDENTS:

- ✓ **Easily access content anytime**, day or night, throughout the year, and from anywhere in the world. Students have the flexibility to access sessions according to their own schedule, learn at their own pace, and revisit the material as many times as necessary.
- ✓ **Prepare for real-world challenges** in the high demand healthcare field. Practice critical thinking and communication skills and apply classroom knowledge to industry specific situations.
- ✓ **Gain the advantage** with this first-of-its-kind learning environment that puts you in the role of the decision-maker.

Learn More and Sign Up for a Demo at www.jblearning.com/navigate/scenario

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