
Class Hours. Thursdays 5-6:50 pm
Location. PACCAR 290.
Office Hours. e-mail wjc8@uw.edu to arrange.

Text: Texts will be provided from those available through the UW library. Whenever possible these will be posted for students to download from the Canvas website.

Instructor.
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Course Description.
This course is designed to give students an overview of the challenges that are necessary for any young business in healthcare or life sciences to consider. By the end of the course students should expect to have an awareness of the system of regulation of health technologies, the process of development for health technologies, and the economics of healthcare.

Course Learning Objective
Healthcare is an industry that, at its best, is built around strong reproducible science with healthcare providers acting as the patient’s agent. This places the consumer in a different position than other markets where they are more in control of their purchases. As such, those working in the area will need to have a grasp of the concepts of entrepreneurship as well as a strong understanding of when the traditional rules of economics and entrepreneurship no longer apply.

Teaching and Class Format

- **Before Class-** Each week students will be given a brief reading and around 30 minutes of videos to view before class. These are intended to prepare students for the topic that will be covered in class and ensure that we have a productive use of time together.

- **During Class-** As much as possible class time will be designed to be interactive to make the most of our limited time together. This may include discussions of a business case, an activity performed in groups or guest lectures.

- **After Class-** After class you will be expected to complete a brief (300-750 words) writing assignment within your class team that will relate to the topic covered in the class. Additionally, you may be asked to identify and interview an expert with domain expertise on the topic covered in class and an awareness of your technology area.

Class Project and Work Outside of Class
In addition to attending and participating in all classes you will also be expected to complete some work outside of class both individually and as part of a team that will be assigned to you.

- **Preparation for Class-** As mentioned above, you will be expected to prepare for class each week by completing the readings assigned for the week and watching the roughly 30 min of videos for each week. This will not be graded but will give you the appropriate background to participate in
class discussions and activities. For weeks where we have invited speakers, you will be asked to submit questions that you have on the topic prior to class.

- **Domain Expert Interviews** - One of the most important activities for any entrepreneur is identifying domain experts, learning from them, and assimilating their feedback into your overall strategy. To hone this ‘soft skill’ your team will be asked to complete at least 3 interviews (~30min) with domain experts over the course of the term. You should decide as soon as possible who will be responsible for each interview so that the effort of scheduling can be spread across the team. Your team will be responsible for providing a brief report of each interview as well as incorporating the feedback from these interviews into your final report.

- **Class Project and Presentation** - Within your team you will be asked to complete a project that touches on all of the domains (background science, clinical research, regulatory considerations, economics and reimbursability, ethics) that we have discussed in class. There are 2 ways to complete this project. You can review a technology or healthcare area (pre-approved examples below, alternatives only by permission of the instructor) or you can review a single technology or business idea. You should incorporate your interviews in order to summarize your work throughout the term.

**Grading**

- Class Participation and Pre-Class Questions 10%
- Peer Reviews 10%
- Interview Reports 15%
- Final Presentation 25%
- Final Paper 20%
- Weekly Reports 20%