

The Managed Care Game

USC School of Pharmacy

Project Description & Implementation Overview

The Managed Care Game describes the evolution of our nation's health care delivery system from the traditional indemnity insurance design to capitated HMOs, and into the standard models in place today. It also introduces a newer model—self-insurers. It explores who controls and who takes risk in each of these scenarios: What were the driving forces behind this evolution? Who pushed for such change? The Managed Care Game delves into this arena and also discusses the key concepts and the strategies employed by managed care organizations.

Purpose of the Project

With this project, we hoped to better educate our AMCP student chapter about the primary driving forces and major players behind the development of our current health care delivery system. It allowed for interested committee members to become directly involved by presenting The Game to our chapter, making it a great opportunity to help train and select the future Director of Managed Care Education.

(The Game can also be a fundraising event.)

Project Budget: Expenses and Revenues

Project materials were originally developed by Dr. Boghossian and provided by Dr. Johnson. No expenses occurred with the refinement of The Game. Expenses were associated with providing catered dinner, prizes for the winning team, and props for The Game—dinner was the largest expenditure and total cost depended on the size of the audience. This event is an important tradition for the USC chapter and is funded by our own AMCP chapter funds.

PRIZES: For the events held on-campus directed towards our chapter members, we provided small prizes as an incentive for participation in the game. In 2008-2009, the prizes consisted of a bottle of wine per person for the winning team. Each bottle was valued at roughly \$5 from Trader Joe's. In 2009- 2010, we changed the prizes to \$5 Starbucks gift cards per person. When The Game was presented off site such as the Western Regional Conference, since we were expecting managed care professionals in the audience, we gave slightly more expensive prizes such as \$10 Starbucks gift cards to all winning team members.

PROPS: In order to excite the audience, the USC chapter used "clappers" as the signal for finishing the game. The "clappers" were purchased at Party Works at roughly \$1 a piece and each team member received one. The total cost was \$20. These "clappers" are reused every time The Game is played. The Party Works clappers may be exchanged for electronic clickers instead to be more accurate in assessing response time and to log all responses. The electronic clickers are included in our tuition fees and valued at \$35 each.

FOOD: Sponsorship was secured in 2008-2009 for The Game. With an expected attendance of about 25-30 people the food budget was approximately \$300 for professionally catered food from a local reputable restaurant.

Because The Game was not sponsored in 2009-2010, pizza was provided to attendees (as a less expensive option). With an expected attendance of 24 students, 6 large Costco pizzas were ordered at approximately \$10 each. Water was also provided at \$5. The total food budget for 2009-2010 was about \$65.

Who and How Many Chapter Members are Involved?

The Managed Care Game is presented by the current AMCP Director of Managed Care Education and his/her Education Committee (2-4 students). The original committee adapted The Game and researched the materials, but each new committee creates new guidelines to refine the presentation.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The Managed Care Game provides a broad understanding of health care delivery evolution in the United States. Pharmacy students, professionals, and health care corporate executives have been the target for The Game. Recently, the target audience has focused more on the first two groups via our regular chapter events and the AMCP Western Regional Student Conference. Advertising was done through our school listserves, in-class announcements and posting of physical advertisements. We encourage our board members to help advertise through word-of-mouth as well. At the AMCP Western Regional Conference, the AMCP Chapter at USC featured The Game.

After recruitment, participants are able to select which seminars/workshops they would like to attend.

Since the game has been refined for student presentation, the speakers are the Director of Managed Care Education and dedicated committee members. The Game is designed to be a very interactive, competitive experience that splits the audience into four teams who compete to be the quickest and most accurate. Prizes are provided as an incentive to challenge one another.

What Materials are Needed? Outside Resources, Ordering, etc?

The Game has been formatted into a powerpoint presentation plus physical board pieces (custom beads, dice, cards, and playing boards). This requires a laptop, projector, and screen to properly display the presentation. Round tables would be very helpful in organizing the audience into groups (seats can also be rearranged seats in a circle to play with the pieces on the floor/carpet).

Dinner and refreshments are provided. Catering varies year by year based upon the number of participants and preference of the director.

Timeline for Implementation and Execution

- 2 months in advance of the presentation: provide the presentation slides to interested and potential presenters.
- 1 month in advance: schedule a meeting with the finalized presenters to practice.
- 1 week before the presentation: rehearse 3 times (a practice game should be presented to the board to help improve the new presenters' familiarity with the flow).

Follow-up with Faculty Members/Volunteers/Participants

A verbal thank you the night of The Game is given to volunteers, participants, and recognition of The Game developer Dr. Boghossian. We also give special thanks to Dr. Johnson who first presented it to our chapter.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

What went well:

Practicing with the final presenters this year. Educating the audience- participants appeared to enjoy the competition, the active debate, and arguing for points.

What didn't:

This year, the execution of The Game did not go as well as expected. The directions for the interactive segments of The Game were misunderstood (poorly phrased?) and caused some confusion. This led to an unexpectedly long presentation. To improve for next year, we will implement additional practice sessions or mock trials to better prepare for the interactive segments of The Game.

List Each "To Do" for Project

Project Checklist:

- Promote/Advertise The Game
- Educate presenters
- Obtain Game materials
- Practice, practice, practice!
- Schedule event
- Gather RSVPs
- Order food and prizes
- Host The Game

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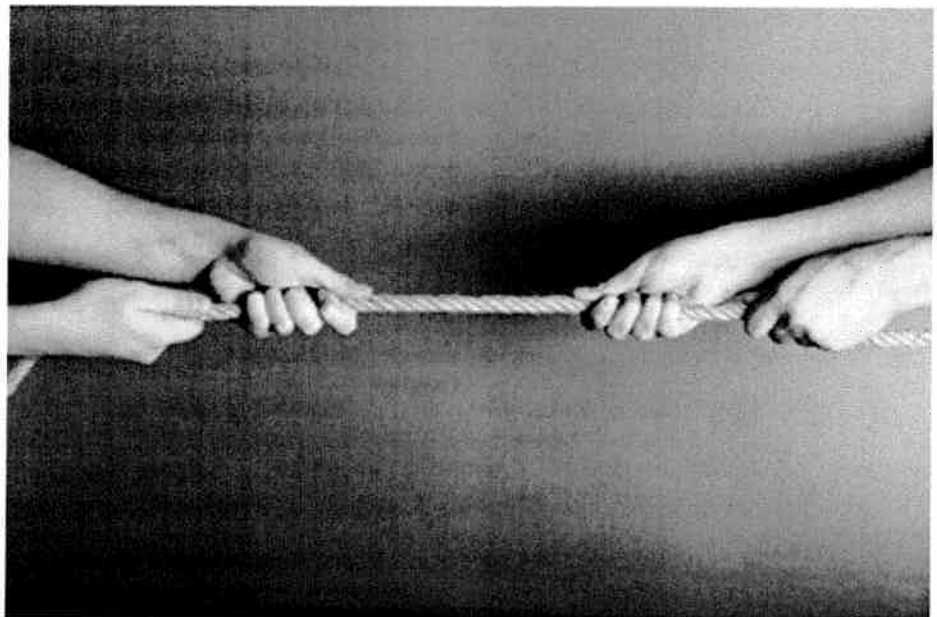
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Managed Care Game

**Tuesday, March 24
6 pm PSC 104**



COME LEARN MORE ABOUT MANAGED CARE IN A FUN WAY!

- Great event for people interested in AMCP Board next year to learn more about Managed Care
- Play fun interactive games!
- Network with others interested in Managed Care

RSVP at usc.amcp.director.education@gmail.com