

# Utilizing Video Case Simulations in an Undergraduate Healthcare Marketing Strategy Course

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## Introduction

- The purpose of this project is to highlight how video case simulations can be used to enhance student learning and engagement in an undergraduate marketing strategy course.
- The goal of the project was to help students build and apply core knowledge, skills, and abilities related to marketing strategy concepts.
- Healthcare marketing video case simulations are provided by leading healthcare administration textbook publishers and can even be created by course faculty through practitioner interviews.
- Video case simulations are an innovative way to engage students in learning and real-world case analyses.
- Video cases ask students to assume the role of a healthcare marketing consultant employed by a large health system board. Cases simulate the perspectives of health system administrators, providers, and patients. In their role, students are asked to complete several different projects across the simulated health system. The healthcare marketing video case bundle used in the course consisted of four video cases that simulate real-world marketing questions, data, and projects.
- This poster discusses how the video case simulations have been utilized in an undergraduate marketing strategy course. Additionally, the poster highlights how the course faculty mapped key criteria, competencies, and student learning objectives to develop assignments that utilize the video cases.



## Methods

- The course faculty reviewed and mapped the Association of University Programs in Health Administration [AUPHA] (2017) criteria for undergraduate program certification and the program's competency model to the marketing strategy course.
- The faculty member then developed student learning objectives for the course that include:
  - Describe the marketing process and key principles
  - Apply the marketing process and principles to the healthcare field
  - Compare and contrast different healthcare consumers
  - Analyze how evolving healthcare delivery models are changing healthcare marketing
  - Examine the strategic planning process within the healthcare context
- A list of important marketing and strategy topics were developed based on the course objectives and the program's competency model.
- The faculty member then mapped the four marketing video cases to student learning outcomes, important course topics, textbook chapters, and additional learning materials.
- The faculty member next developed assignments for each of the four video cases. This allowed the faculty member to tailor the cases to specific student learning objectives as well as course topics and program needs.
- Developing tailored assignment also allowed the students to engage in more rigorous case analysis like case competitions at the graduate level (but modified to be appropriate for an undergraduate learner/level).

## Case and Course Mapping

The four video cases were titled “Staying Relevant”, “Patient Engagement”, “Recovery and Retention”, and “How Are We Doing?” These cases relate to important marketing strategy concepts like segmentation, branding, promotion, customer engagement, customer service, customer service failure and recovery, marketing audit, positioning, and much more. The cases simulate the perspectives of health system administrators, providers, and patients. Faculty can develop assignments for each of the video cases based on the textbook, topics covered in the course, course and program needs.



**Video Case 1:** This case asks students, as marketing consultants, to review a health system's web and social media presence and make recommendations on how to enhance the health system's presence. The faculty member developed an assignment that required students to apply the communication model to the case and develop a detailed advertising campaign for the simulated healthcare system.

*Course Learning Objectives: Describe the marketing process and key principles and Apply the marketing process and principles to the healthcare field*

**Video Case 2:** This case asks students, as marketing consultants, to analyze and segment their patient population. Students are then asked to consider the functionality and utility of the health system's personal health record based on their patient population and segments. The faculty member developed an assignment that requires students to consider segmentation and product/service development.



*Course Learning Objectives: Compare and contrast different healthcare consumers and Analyze how evolving healthcare delivery models are changing healthcare marketing*



**Video Case 3:** This case asks students, as marketing consultants, to evaluate the patient experience at one of the simulated health system's urgent care clinics. Students must analyze data related to clinical, process, and environmental elements. The faculty member developed an assignment that requires students to conduct a situational analysis, identify the Five I's of service, conduct a service gap analysis, and develop a customer recovery system to promote customer loyalty and value.

*Course Learning Objective: Apply the marketing process and principles to the healthcare field*

**Video Case 4:** This case asks students, as marketing consultants, to conduct a marketing audit for the simulated healthcare system. The faculty member developed an assignment that requires students to conduct a situational analysis and develop strategic recommendations based on their analysis.

*Course Learning Objective: Examine the strategic planning process within the healthcare context*



## Discussion

- The goal of undergraduate healthcare administration programs is to help students successfully transition into the healthcare field and workforce.
- Cases are an important part of healthcare administration programs and provide students with opportunities to apply their knowledge, skills, and abilities to address real-world scenarios.
- The proposed teaching strategy/project extends the traditional case approach and enhances a wonderful traditional teaching approach by creating using case videos to enhance student engagement.
- There are countless case competitions dedicated to engaging students in learning, teams, and healthy competition at the graduate level.
- Undergraduate healthcare administration programs are increasingly adopting the case approach to enhance student learning and ready students for graduate school.
- Video cases can help students begin to learn and practice case competition skills and become familiar with the case competition concept.
- The poster highlights how healthcare administration/management faculty can easily embed video case simulations into an undergraduate healthcare marketing strategy course.
- The approach utilized in this project could be extended to other courses that have video case simulations available such as healthcare delivery, organizational behavior, healthcare finance, health policy, healthcare law, healthcare ethics, and healthcare human resources management.
- Students can also use the course assignments to demonstrate their skills to potential preceptors and employers through projects that evidence (i.e., portfolio or a completed assignment) important marketing strategy concepts.
- Finally, this teaching strategy provides opportunities for personalized individual and team feedback depending on how course assignments utilize the video cases.

## References

American College of Healthcare Executives [ACHE]. (2019). ACHE Healthcare Executive 2019 Competencies Assessment Tool. Retrieved from [https://www.ache.org/media/ache/career-resource-center/competencies\\_booklet.pdf](https://www.ache.org/media/ache/career-resource-center/competencies_booklet.pdf)

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