



# UNIVERSITY OF ST. AUGUSTINE

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## FOR HEALTH SCIENCES

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### **Business Practice Online Series for Healthcare Professionals**

#### **Fundamentals of Healthcare Business (13.5 CEUs)**

This seminar will provide a pragmatic overview and exploration of basic business skills and principles necessary for preparing for and starting a healthcare business. A developmental continuum from idea generation to launch is discussed. Business strategies are examined to provide the learner with critical thinking skills necessary to become successful in the startup within the health care industry. The advantage of entrepreneurial thinking and problem solving is reviewed. The course investigates substantive strategic marketing concepts and the process utilized to analyze, develop, implement and evaluate the business/practice environment. Emphasis will be placed on objective planning and evaluating metrics for success. The intricacies of legal considerations, finance and accounting strategies and human resource management are not the focus of this course. This core knowledge is essential for comprehensive business plan development and is covered in depth within the subsequent courses in this series. Learners will have the opportunity to develop key components of a business plan for a startup. A team environment for assignments is utilized in this course to enhance learning objectives. The team will aid in achieving course requirements and in development of a national network of colleagues. For Healthcare Professionals; BA or BS degree required. Textbook(s) required, please contact the Continuing Education office for more information 800-241-1027. Cost: \$1,329.00

#### **Legal and Regulatory Issues (13.5 CEUs)**

This seminar investigates the legal and regulatory environment of the health services industry. Case law, statutory and regulatory analysis, and trends in health services delivery law will be analyzed in context of implications among major stakeholder groups (providers, patients, administrators, third-party payers, and health care organizations). Topics include civil and criminal law, ethics, contract law, antitrust, malpractice, human resources/personnel laws, managed care laws, professional and corporate liability, information management/medical records, patient safety and mandatory reporting issues, patient rights and responsibilities, among others. For Healthcare Professionals; BA or BS degree required. Textbook(s) required, please contact the Continuing Education office for more information 800-241-102. Cost: \$1,329.00

#### **Accounting and Financing for the Practice (13.5 CEUs)**

This seminar provides accounting methods and traditional financial management concepts for health care finance managers using the basic tools of health care financial decision-making. Topics include financial reporting statements, cost concepts and decision-making, budgeting techniques, cost variance analysis, time valuing of money procedures, capital acquisition, debt and equity financing, and working capital cash management. For Healthcare Professionals; BA or BS degree required. Textbook(s) required, please contact the Continuing Education office for more information 800-241-1027. Cost: \$1,329.00

#### **PHT 9730: Basic Cranio Facial (2 CEUs)**

This seminar examines the common sources of headache and facial pains, as they relate to the temporomandibular joint (TMJ) and muscles of mastication. An overview of clinical anatomy of the TMJ precedes a discussion of common disorders of the TMJ and masticatory muscles. The essential features of patient examination are outlined and the role of the physical therapist in the conservative management reviewed. Many key biomechanical concepts, as well as basic elements of treatment are demonstrated. For PT only. Cost: \$485

**HSC 9410 Electrotherapy: Principles and Clinical Applications for Orthopaedics (2 CEUs)**

This course will provide the clinician with a conceptual understanding of the physiological basis and rationale for modern techniques in utilization of electrotherapy for improved function and pain modulation. Selection of appropriate electrotherapy equipment, wave form characteristics, and the latest treatment techniques used for muscle and nerve stimulation are presented. This course is delivered online and utilizes the interactive video demonstrations as well as recent literature to support use of electrotherapeutic modalities in your practice. Video links and interactive graphics support course materials. For PT and OT-Cost: \$195

**PT 9360 Spinal Instability - Whole Spine Stabilization (2 CEUs)**

Spinal Instability is authored by Dr. Stanley Paris. He presents this seminar in a live version across the country. It is now available online with video, audio, graphics and online self-tests. The online seminar on spinal stabilization is for therapists who seek a means of efficient back care. Stabilization is an approach to spinal management that can stand alone, but can also be used to enhance other treatment, such as manipulation. For PT, OT, PTA, COTA - Cost: \$195

**HSC 9101 Foundations of Clinical Orthopaedics (2.4 CEUs)**

This seminar is designed as an online self-study course discussing the foundations of orthopaedics and manipulative therapy. The history and development of orthopaedics and specifically manual therapy are explored. Arthrology and biomechanics are discussed, with special attention to tissue biomechanics and arthrokinematics. Emphasis is placed on spinal anatomy and movement. The University's philosophy of examination, treatment, and pain management is introduced. Classifications and indications for manipulation are reviewed. For PT -Cost: \$195

**HSC 9000 Medical Errors (.2 CEUs)**

It is the intent of this seminar to familiarize Occupational and Physical Therapists with types of medical errors and how they might occur in the therapy setting. Also reviewed will be the tools that can be used to minimize or prevent errors, how to investigate errors, including performance of root cause analysis. This seminar is unique in its design as it is specific to Occupational and Physical Therapists and will assist them in meeting the licensure requirements of state organizations.

Cost: \$25