

University of Florida
College of Public Health & Health Professions Syllabus
GEY5935 Ethical, Legal, and Business Aspects of Geriatric Care Management (3 credits)
Summer C: 2021
Delivery Format: Online

Instructor Name: Keith Meneskie
Email Address: orkidman@phttp.ufl.edu
Office Hours: No set office hours, arrangements as requested
Preferred Course Communications: Canvas course email

Prerequisites

Please refer to the UF Geriatric Care Management website for eligibility requirements and prerequisites.

[Geriatric Care Management](#)

PURPOSE AND OUTCOME

Course Overview

GEY 5935 Ethical, Legal, and Business Aspects of Geriatric Care Management provides the student with an overview of the ethical and legal issues encountered in the practice of geriatric care management including informed consent, decision-making capacity, advanced directives, and the regulation and financing of long-term care. The course addresses issues associated with starting or advancing a geriatric practice including potential marketing entities, fees, billing, demographics, and related topics

Relation to Program Outcomes

Graduate of the program will have the expanded knowledge required for either developing their own private practice or professional geriatric care management business or advancing their career in management of long-term care facilities, home health care or public services agencies. This certificate is also designed to meet the educational requirements for those seeking to become a Certified Geriatric Care Manager through the International Commission on Health Care Certification.

Course Objectives

- 1. Identify business and professional ethics associated with geriatric care management.**
- 2. Understand the legal structure of a business and risk management issues collaborative with the provision of geriatric care.**
- 3. Explore the types of Geriatric Care Management businesses with respect to structure, location, and method of service delivery.**
- 4. Examine the steps in a business planning paradigm including starting a new business or adding geriatric care management services to an existing practice, agency, or facility.**
- 5. Investigate the aspects of a business plan for a new or existing geriatric care management practice with a focus on marketing, referral opportunities, insurance concerns, etc.**

6. Procure first-hand knowledge of working and practicing care managers for insight and feedback as to the approaches of geriatric care for consideration in joining a firm or becoming a private practitioner.

Instructional Methods

We use Discussion Forums for asynchronous sharing of our thoughts, ideas, and opinions on subjects related to older adults. We engage in audio and video conferencing using the Zoom platform including assembling and presenting PowerPoint presentations to the rest of the class. The instructor will be available at designated times throughout the semester for discussion and review of presentations, topics of interest, invited panelists and guest lecturers. We conduct interviews on topics related to the older American and those findings are video conferenced with the class in recorded and live presentations. The overall goal for this course is for the student to engage with their communities with respect to programs and services available to the older adult.

This class is conducted entirely online.

What is expected of you?

You are expected to actively engage in the course throughout the semester. You must have all assignments and discussion forum topics completed and submitted by the due date. Full participation in the live conference presentations is expected. This class is built in part on your experiences, ideas, and values that you not only bring to the discussions and presentations but that you also bring out the best in the rest of us. Your participation fosters a rich course experience for you and your peers that facilitates overall understanding of the course objectives. A significant portion of your grade is based on your participation in each discussion forum and participation in all class activity including guest speakers and other students' work.

Textbooks

- Handbook for Geriatric Care Management (4th Edition) by Cathy Jo Cress.
Jones and Bartlett, 2017 (ISBN 978-1-284-07898-5)
- Legal Aspects of Elder Care by Marshall Kapp
Jones and Bartlett, 2010 (ISBN 13:978-0-7637-5632-1)

DESCRIPTION OF COURSE CONTENT

Topical Outline/Course Schedule

Week	Date(s)	Topic(s)	Assigned Readings
1	May 10 - May 16	Legal status of older persons Does the law accomplish its goals? Looking to the future, law, and social values Informed consent, risk management implications Decision-making capacity	Legal Aspects of Elder Care - Chapters 1 & 2

Week	Date(s)	Topic(s)	Assigned Readings
2	May 17 - May 23	Putting legal risks in perspective Futile treatment Artificial nutrition and hydration Advanced health care directives Assisted death Euthanasia Legal interventions for incapacitated older persons	Legal Aspects of Elder Care - Chapters 3 & 4
3	May 24 - May 30	Organizational principles State practice acts Reporting medical conditions Older individuals and the right to privacy Family care giving and confidentiality Family caregiver legal concerns Family medical leave act Elder mistreatment Grandparents' rights Kinship care	Legal Aspects of Elder Care - Chapters 6 & 8
4	May 31 - June 6	Entrepreneurial risks Types of geriatric care management businesses Creating a business plan Types of GCM businesses Financing a care management business Professional consultants Developing procedures and forms Business insurance Setting up an office Hiring good staff Financial planning, cash flow analysis, billing Integrating a GCM business into another practice	Handbook for Geriatric Care Management - Chapters 13
5	June 7 - June 13	Public not-for-profit and private settings Critical success factors in adding a care manager to a nonprofit Financial modeling Fee-for-service in a not-for-profit setting Billing, costs, and rates Branding Defining your customer base and referral source	Handbook for Geriatric Care Management - Chapter 15
6	June 14 - June 20	Home care Assisted living CCRC or Life care communities Hospice Adult day care (Adult Care Services) Nursing homes Nonprofit nursing homes Financing long-term care	Legal Aspects of Eldercare - Chapter 5

Week	Date(s)	Topic(s)	Assigned Readings
7	July 21 - July 27	Private revenue sources for the fee-based care manager Need versus demand in the private elder-care market Is the demand for eldercare large enough to support fee-based eldercare professionals? Basing a private elder care business model on demographics: The reality of a need vs. demand-based revenue model Funding sources for long-term care Targeting specific groups and resources to grow a professional practice	Handbook for Geriatric Care Management - Chapter 18
8	June 28 - July 4	Branding and Brand Development Creative and promotional strategy Creating a marketing strategy Developing a strategic marketing plan Lead sources Targeted audiences Sales and marketing objectives Positioning strategy Selling and lead generation tactics Communication strategy Setting yourself apart from competition	Handbook for Geriatric Care Management - Chapters 17 & 18
9	July 5 - July 11	Strategic planning Strategic planning: Defining your niche Establishing working relationships with key organizations Marketing and business development Model of care management Planning growth Being an employer Joining organizations and networking nationally Accreditation	Handbook for Geriatric Care Management - Chapter 14
10	July 12 - July 18	The regulatory landscape What is the relevance of a person's age? Age discrimination in employment Disability discrimination Housing Health care rationing Voting Discrimination in favor of older persons	Legal Aspects of Elder Care - Chapters 9 & 10
11	July 19 - July 25	Motivation for Care Management Credentialing What is Credentialing? History of Care Management Certification	Handbook for Geriatric Care Management - Chapter 19
12	July 26 - July 30	End of discussion forum End of Quiz End of semester	

Course Materials and Technology

In addition to the required textbook readings, there are any number of other website links to articles and places of interest that pertain to the topics for each week. Students are expected to be proficient at writing at the graduate level. Students are required to know the basics of putting together a PowerPoint presentation with

sound. Students are required to be familiar with the basics of video conferencing and proper video conferencing conduct. Students are required to write reports using a conventional word processor program and understand how to upload and download files and materials to and from the course. Students are to be familiar with how to use the Canvas email system.

For technical support for this class, please contact the UF Help Desk at:

- helpdesk@ufl.edu
- (352) 392-HELP - select option 2
- <https://helpdesk.ufl.edu/>

Additional Academic Resources

[Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

ACADEMIC REQUIREMENTS AND GRADING

Discussion Forums – GCM Interview - Quizzes

The first two Discussion Forums are worth a maximum of 10 points each for a combine maximum score of 20 or 20% of your total grade. The remaining three Discussion Forums are worth 15 points each and combined 45 points or 45% of your total grade. Combined, the Discussion Forums are worth a total 65 points (65%) of your overall course grade. Your Geriatric Care Management Interview Report is worth 15 points (15%) of your grade. Finally, the two open book Quizzes are worth 10 points each or combined 20 points (20%) which makes up the remaining portion of your total grade for the semester. If at any time you should encounter any issues or questions regarding any of the graded assignments, please email the instructor.

Grading

Requirement	Due date	Points or % of final grade (% must sum to 100%)
-------------	----------	---

Week 2 First Discussion Forum - Students are required to follow the directions provided for the Discussion Forum.	Initial Post Due May 21 Ongoing discussion forum until May 30	10 points or 10% of the overall grade
Week 4 Second Discussion Forum – Students are required to follow the directions provided for the Discussion Forum.	Initial post due June 4 Ongoing discussion forum until June 13	10 points or 10% of the overall grade
Midterm Open Book Quiz Instructions provided in course information	Open – June 14 Close – June 18	Ten multiple choice and true/false questions. One attempt and one hour to complete the quiz 10 points or 10% of the overall grade
Week 7 Third Discussion Forum – Students are required to follow the directions provided in the discussion forum	Initial post due June 25 Ongoing discussion forum until July 4	15 points or 15% of the overall grade
Week 9 Fourth Discussion Forum - Students are required to follow the directions provided in the discussion forum	Initial post due July 9 Ongoing discussion forum until July 18	15 points or 15% of your overall grade
Week 10 Geriatric Care Manager Interview Reports - Students are required to follow the directions provided in the discussion forum	Due July 12	15 points or 15% of your overall grade
Week 11 Fifth Discussion Forum - Students are required to follow the directions provided in the discussion forum	Initial post due July 23 Ongoing discussion forum until July 30	15 points or 15% of your overall grade
Final Open Book Quiz Instructions provided in course information	Open – July 26 Close – July 30	Ten multiple choice and true/false questions. One attempt and one hour to complete the quiz 10 points or 10% of the overall grade

Point/percentage system:

Percentage Earned	Letter Grade
93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	E

Please be aware that a C- is not an acceptable grade for graduate students. The GPA for graduate students must be 3.0 based on 5000 level courses and above to graduate. A grade of C counts toward a graduate degree only if based on credits in courses numbered 5000 or higher that have been earned with a B+ or higher.

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

Exam Policy

Policy Related to Make up Exams or Other Work

All submitted work is time sensitive. There is a due date for each discussion forum, project, assignment, or report/interview. The expectation is that all work will be submitted by the due date. Exceptions can be considered given a timely notification to the instructor so that other arrangements can be made. All graded discussions, reports, and everything other than the quizzes are available to you from the beginning of the semester. Often, there are time considerations with these assignments in terms of interviews and other interactions. Please be available at the times listed for Individual Conference Reports and at other informative and educational lectures throughout the semester.

Please note: Any requests for make-ups due to technical issues MUST be accompanied by the UF Computing help desk (<http://helpdesk.ufl.edu/>) correspondence. You MUST e-mail me within 24 hours of the technical difficulty if you wish to request a make-up.

Policy Related to Required Class Attendance

You are required to attend all Zoom live conferences and presentations by other class members. You are required to be present at guest lectures and presentations. There is no class attendance except when required. The course is designed to provide you with everything you need from the first day to get started. All information, guidelines, examples, are available to you from day one. You will work at your own pace and submit materials at or before they are due.

Please note all faculty are bound by the UF policy for excused absences.

Excused absences must be consistent with university policies in the Graduate Catalog (<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance>). Additional information can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

STUDENT EXPECTATIONS, ROLES, AND OPPORTUNITIES FOR INPUT

Expectations Regarding Course Behavior

Expectations of the student are to submit materials and assignments when due, fully participate in all discussion forums, attend, and participate in any scheduled guest appearances or professional lectures. Use these opportunities to express your thoughts and ideas on the topics presented and other related topics as they arise. Participate in all of the Zoom live presentation conferences unless an exception is made for you. Respect other's thoughts and opinions while adding to the discussion conversation. We have already covered other needed materials and basic knowledge about files, presentations, etc.

Communication Guidelines

Please contact the instructor using the Canvas course email system. I typically do not restrict the type of discussion or where it might lead as long it remains relative to the topic/discussion and furthers the conversation. This is a graduate level course and I expect that we understand how to interact appropriately with each other respecting the position of others. Should you have any questions or concerns about the chat, discussions, conferences, or any other way we interact, contact the instructor.

Academic Integrity

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>
<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

Online Faculty Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their

Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

On Campus Face-to-Face

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>), please use the UF Health screening system (<https://coronavirus.uflhealth.org/screen-test-protect/covid-19-exposure-and-symptoms-who-do-i-call-if/>) and follow the instructions on whether you are able to attend class.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work (<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>).

Online Synchronous Sessions:

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Policy Related to Guests Attending Class:

Only registered students are permitted to attend class. However, we recognize that students who are caretakers may face occasional unexpected challenges creating attendance barriers. Therefore, by exception, a department chair or his or her designee (e.g., instructors) may grant a student permission to bring a guest(s) for a total of two class sessions per semester. This is two sessions total across all courses. No further extensions will be granted. Please note that guests are **not** permitted to attend either cadaver or wet labs. Students are responsible for course material regardless of attendance. For additional information, please review the Classroom Guests of Students policy in its entirety. Link to full policy:

<http://facstaff.php.ufl.edu/services/resourceguide/getstarted.htm>

SUPPORT SERVICES

Accommodations for Students with Disabilities

If you require classroom accommodation because of a disability, it is strongly recommended you register with the Dean of Students Office <http://www.dso.ufl.edu> within the first week of class or as soon as you believe you might be eligible for accommodations. The Dean of Students Office will provide documentation of accommodations to you, which you must then give to me as the instructor of the course to receive accommodations. Please do this as soon as possible after you receive the letter. Students with disabilities should follow this procedure as early as possible in the semester. The College is committed to providing reasonable accommodations to assist students in their coursework.

Counseling and Student Health

Students sometimes experience stress from academic expectations and/or personal and interpersonal issues that may interfere with their academic performance. If you find yourself facing issues that have the potential to or are already negatively affecting your coursework, you are encouraged to talk with an instructor and/or seek help through University resources available to you.

- The **Counseling and Wellness Center** 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: <http://www.counseling.ufl.edu>. On line and in person assistance is available.
- **U Matter We Care** website: <http://www.umatter.ufl.edu/>. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.
- The **Student Health Care Center** at Shands is a satellite clinic of the main Student Health Care Center located on Fletcher Drive on campus. Student Health at Shands offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: <https://shcc.ufl.edu/>
- Crisis intervention is always available 24/7 from: Alachua County Crisis Center: (352) 264-6789 <http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>
- **University Police Department:** [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website.](#)

Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.

Inclusive Learning Environment

Public health and health professions are based on the belief in human dignity and on respect for the individual. As we share our personal beliefs inside or outside of the classroom, it is always with the understanding that we value and respect diversity of background, experience, and opinion, where every individual feel valued. We believe in, and promote, openness and tolerance of differences in ethnicity and culture, and we respect differing personal, spiritual, religious, and political values. We further believe that celebrating such diversity enriches the quality of the educational experiences we provide our students and enhances our own personal and professional relationships. We embrace The University of Florida's Non-Discrimination Policy, which reads, "The University shall actively promote equal opportunity policies and practices conforming to laws against discrimination. The University is committed to non-discrimination with respect to race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information and veteran status as protected under the Vietnam Era Veterans' Readjustment Assistance

Act.” If you have questions or concerns about your rights and responsibilities for inclusive learning environment, please see your instructor or refer to the Office of Multicultural & Diversity Affairs website: www.multicultural.ufl.edu