Introduction to Applied Financial Management in Public Health
Cohort 2

Course description

Introduction to Applied Financial Management in Public Health: Cohort 2 is a five module, blended-learning continuing education course that introduces participants to the knowledge and skills needed to successfully manage a local health department fiscal office. Topics include, but are not limited to: budgeting for programs and agency, integrating with state and local systems, fulfilling statutory requirements and responsibilities, financial analysis and reporting, and risk management.

This course addresses the following competencies within the Council on Linkages Financial Planning and Management competency category, Tier 1: 7A2, 7A4, 7A5, 7A6, 7A7, 7A9, 7A11, 7A13, Tier 2: 7B14.

This course is designed to meet the needs of working public health professionals and is offered using a blended learning approach. Both synchronous and asynchronous distance learning sessions will be used to deliver content and provide a forum for discussion and peer learning.

This course is one of the core leadership courses that constitute the Public Health Management and Leadership certificate program offered by the Center for Public Health Practice at The Ohio State University’s College of Public Health. Note that some requirements for full certificate completion have changed for new certificate enrollees. For more information, go to: http://cph.osu.edu/practice/certificate.

Note: This course is also offered in an online, self-study format. The self-study version differs from this cohort offering as it does not include participant interaction, instructor feedback, or continuing education credit.

continued
Upon completion of this course, participants will be able to:

- Describe the key aspects of public health financial management.
- Describe accounting methods and the local health district budget process.
- Identify statutory and compliance issues for local public health.
- Discuss key financial indicators for local public health.
- Discuss financial projections for local public health.
- Develop a written financial analysis of a health department.
- Develop a worst case scenario for a health department.

The primary target audience is individuals serving as financial directors in local public health agencies. Content may also be appropriate for health commissioners and other administrative-level staff who have financial-related responsibilities within the agency. This course is also a core course for those who wish to receive the Public Health Management and Leadership certificate.

Completion of five applied exercises, attendance at two live webinars and the final in-person session is required to meet continuing education and Public Health Management and Leadership certificate program criteria. The workload is greater than practitioners may be accustomed to meeting in continuing education courses, and participants should plan accordingly. Participants should expect to spend no less than 15 hours addressing course content and associated activities.

This course will be held (all dates are 2014):

<table>
<thead>
<tr>
<th>Date and Time</th>
<th>Location</th>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, February 13</td>
<td>9:30-10:30 am</td>
<td>Live Orientation Webinar</td>
</tr>
<tr>
<td>Week of February 17</td>
<td>on your own time</td>
<td>Module 1</td>
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<tr>
<td>Week of February 24</td>
<td>on your own time</td>
<td>Module 2</td>
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<tr>
<td>Week of March 3</td>
<td>on your own time</td>
<td>Module 3</td>
</tr>
<tr>
<td>Tuesday, March 4</td>
<td>9:30 – 10:30 am</td>
<td>Live-Webinar</td>
</tr>
<tr>
<td>Week of March 10</td>
<td>on your own time</td>
<td>Module 4</td>
</tr>
<tr>
<td>Week of March 17</td>
<td>on your own time</td>
<td>Module 5</td>
</tr>
<tr>
<td>Tuesday, March 18</td>
<td>9:30 – 10:30 am</td>
<td>Live-Webinar</td>
</tr>
<tr>
<td>Week of March 24</td>
<td>on your own time</td>
<td>Module Review and Discussion Board</td>
</tr>
<tr>
<td>Tuesday, April 1</td>
<td>8:30 am – 12:30 pm</td>
<td>In-person session (lunch provided)</td>
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Participants will receive information about course activities, including access to asynchronous and synchronous learning content, on Monday of each week. The final in-person session will be held in Cunz Hall at The Ohio State University, Columbus, Ohio. If travel is not possible, attendance via web conferencing may be available. Please contact Meredith Cameron at mcameron@cph.osu.edu if you would like to participate but are unable to attend the final in-person session.
Instructor  Melissa Howell, MS, MBA, MPH, RN, RS, Health Commissioner, Greene County Ohio. Melissa has 20 years’ experience in public health leadership and finance. For the past several years she has worked to include financial ratios as part of a strategic agency plan to monitor and improve agency effectiveness. Her experience and education are diverse, she holds three Masters degrees, in Business Administration, Nursing and Public Health. She is a Registered Nurse and Registered Sanitarian with the State of Ohio.

Cost  The cost for this course is $325.00. Fees may be paid with check, credit card, Purchase Order, or eRequest. Upon completion of the registration process, you will have the opportunity to print an invoice, which should be submitted with your payment or you may select to pay by credit card.

Please contact cphp-registration@cph.osu.edu with registration/payment questions.

Continuing education  Application has been submitted for continuing education to the Ohio State Board of Sanitarian Registration.

This activity has been submitted to the Ohio Nurses Association for approval to award contact hours. The Ohio Nurses Association (OBN-001-91) is an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Sponsored by the Center for Public Health Practice (MEP2939), a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc., this program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 14.75 total Category I contact hours in health education. Maximum advanced-level contact hours available are 9.0.

Questions regarding continuing education credit should be directed to Meredith Cameron at 614-292-2942 or mcameron@cph.osu.edu.

Completion requirements: Attendance at all webinars and in-person sessions, the completion of the five applied exercises, and submission of an online course evaluation are required for continuing education and/or certificate credit.
Registration

To register for this course, go to https://www.cphlearn.org, the Center for Public Health Practice (CPHP) Learning Content Management System (LCMS). Enter your username and password, or if you are a first-time user, select Create Account and enter your profile information. TRAIN users may want to use the same username and password for both TRAIN and the LCMS.

Click on Course Catalog, click on View beside Introduction to Applied Financial Management in Public Health. Scroll to the bottom of the page and click on LCMS Registration. Once the registration process is complete, you will be able to print an invoice or pay by credit card and receive a confirmation e-mail.

To have your registration also appear in your TRAIN transcript, you will need to stay logged into the CPHP LCMS, click on My Training, click on view beside Introduction to Applied Financial Management in Public Health, scroll to the bottom of the page, and click on TRAIN Registration.

The deadline for registration is Monday, February 3, 2014. Class size is limited to 30. Registration will occur on a first-come-first-served basis.

Withdrawals and refunds

All withdrawals less than two (2) weeks prior to the start date of the course (1/30/2014) are subject to a $35.00 processing fee. Refund requests will not be honored if received less than two (2) weeks prior to the start of the course. Substitutions are welcome.

The Center for Public Health Practice reserves the right to cancel an event if there is insufficient enrollment. If the Center for Public Health Practice cancels an event, registrants will receive a full refund.

Sponsor

This course is sponsored by the Center for Public Health Practice, located in the College of Public Health at The Ohio State University.

Disclosure

The course is partially supported by the Ohio Public Health Training Center, grant number UB6HP20203, from the Health Resources and Services Administration, DHHS, Public Health Training Center Program. Contents are solely the responsibility of the authors and do not necessarily represent the official views of HRSA.

There is no commercial support for this course nor do the presenters and planning committee members have any conflict of interest. There will be no mention of off-labeled product uses.

Inquiries

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