

Historical overview of the Chair of Health Economics and Management in the Healthcare Sector

The chair was filled by Prof. Dr. Reiner Leidl in September 2003 and existed until October 2022. The overview is based on excerpts from previous websites and additions. The following aspects are outlined:

1. Chair
2. Teaching
3. Innovative teaching methods
4. Research
5. Cooperation in research and practice

About the Chair

Medical and organizational innovations are both key strengths and challenges of the healthcare market. In teaching and research, we dealt with the associated economic questions in a decision-oriented and empirical manner.

Prof. Leidl also headed the Institute for Health Economics and Healthcare Management at the Helmholtz Center Munich (see the list of publications) and was coordinator of the LMU-Innovative project "Munich Center for Health Sciences" (see website).

Mission: Good management is an essential prerequisite for mastering the economic challenges in the health care system. The field of "Health Economics and Management in the Health Care System" focused on the organization and management of health care and health insurance. Our research was directed at decision-making, and conducted empirically. It dealt with business and management-related questions and methods thus forming an important basis for theory-based, practice-oriented teaching.

Growth market health care: The health service sector is one of the most important industries and, with over 4 million employees in Germany, one of the largest employers in our economy. The growth trends of continuous medical progress and increasing performance requirements are offset by constraints in public financing. The resulting, increasing pressure for reform and economic efficiency poses major challenges for decision-makers. An important consequence of the development of health policy is the growing economic responsibility of those involved. The application of management methods in health insurance companies, the pharmaceutical industry, hospitals, associations and public administration as well as in science has also increased significantly in public interest. For qualified university graduates, supporting decision makers thus opens up exciting and diverse job options.

In sum:

- Health – a market with strong growth factors: medical progress, demographic change, increasing personal responsibility among players, increasing competition
- Many attractive career opportunities: from industry and services to public institutions and consulting
- Best development opportunities in a dynamic market.

Career prospects in the health market: The subjects deal with are meant to qualify for roles in companies and associations in the health sector, but also in public institutions. These include, for example, jobs in private health insurance companies and statutory health insurance companies, in the pharmaceutical industry, in medical technology manufacturers, in hospitals, but also in hospital associations and statutory health insurance associations, consulting firms, ministries, research and science institutions and international organizations at European and at global level. Fields of activity of our graduates:

- Companies
- Private and statutory health insurance
- Hospitals and rehabilitation centers
- Medical technology manufacturers
- Consulting companies
- Associations of public and private actors
- Ministries and international organizations
- Research and science.

At the Institute for Health Economics and Healthcare Management, students were able to gain a broad and well-founded knowledge base and familiarize themselves with the central questions of this subject area. They learned theoretical and methodological principles that are necessary for the analysis and assessment of current challenges. They also gained knowledge about management in the health market.

Broad knowledge base: The subject used concepts and methods from business administration and other areas of economics. Social science methods were used and the basics of the health system, medical care and the quantitative recording of health and illness were included. A central goal was to analyze economic issues in the health sector and to work out management implications.

A broad knowledge base consisting of economic expertise and strong interdisciplinary cooperation were an important prerequisite.

Teaching program 2021/22

Bachelor

Course title	ECTS	Summer term 2021	Winter term 21/22	Summer term 2022
Case studies, health economics and management	6		X	
Bachelor seminar	6	X		
Thesis colloquium, Bachelor		X	X	X
Research seminar		X	X	X

Master

Course title	ECTS	Summer term 2021	Winter term 21/22	Summer term 2022
Organisation and management in the health care system	6	X		X
Technology assessment and management	6		X	
Methods in management	6	Exam	X	Exam
New products	9		X	Exam
Masters seminar	6		X	
Project course	12	X		
Thesis colloquium, Master		X	X	X
Research seminar		X	X	X

Master of Business Research (MBR)

Course title	ECTS	Summer term	Winter term
The process of peer review		X	X

Innovative teaching methods

In the course program, the Institute for Health Economics and Healthcare Management offered E-Learning and Problem-based Learning modules as innovative teaching approaches.

E-Learning

In addition to the classroom-based courses, Institute for Health Economics and Healthcare Management offered students an e-learning tool to deepen the material and prepare for specific exams. E-learning offers the opportunity to learn, practice and repeat individual subject areas regardless of time and place, according to the individual learning pace.

The e-learning tool was available for the following courses:

<p><i>In the Bachelor's program:</i></p> <ul style="list-style-type: none"> • Competition & strategy (ABWL)* <p><i>In the Masterprogram:</i></p> <ul style="list-style-type: none"> ▪ Methoden der BWL* ▪ Technologiebewertung und Management*,# 	<p><i>Masterprogram continued:</i></p> <ul style="list-style-type: none"> ▪ Organisation and management in the healthcare system* • Health systems and international management*,#
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* preparing for exam # supplementary exercise

A demo-version of the E-Learning-Tool was offered for the course "Competition & Strategy".

Problem-based learning

In problem-based learning, students design the learning process themselves. They work in a team on practical cases and discover backgrounds, connections and solutions in a seven-step approach:

Step 1: Eliminate ambiguities in the task

Step 2: Define the problem

Step 3: Analyze the problem

Step 4: List possible solutions

Step 5: Formulate learning objectives

Step 6: Search for additional information outside the group

Step 7: Synthesize the information in the learning group

This type of learning also functions as a preparation for later professional activity, in which problems often have to be solved, and teamwork is required.

On problem-based learning, the Institute for Health Economics and Healthcare Management offered the course "Case Studies in Health Economics and Management".

Research

As part of our research, issues relevant to the healthcare system were examined from an economic perspective. Recommendations for action were thus derived, in order to improve efficiency and quality in the healthcare system. The institute's research work benefited from the diverse and high-caliber science landscape in Munich. The institute was part of the Munich Center for Health Sciences and co-operated closely with the Helmholtz Center Munich. In addition, there were numerous contacts with research institutions inside and outside Germany.

The institute was particularly active in the following research fields:

- Financing of healthcare services
- Determining the services to be reimbursed based upon economic evaluation
- Competition and regulation in healthcare markets
- Management of service providers.

For the research results, please refer to the various other publication links on this website.

Practice: Cooperation in research and consulting

The subject offered many points of contact with practice. These included projects with and consultations with the following companies and organizations:

AOK Bundesverband, AOK Bayern, AOK Rheinland	Kassenärztliche Vereinigung Bayern Krankenhaus Barmherzige Brüder
Betriebskrankenkassen: Bundesverband & Landesverband Bayern	Medizinischer Dienst der Krankenkassen Bayern
Barmer Ersatzkasse	MS Health Group
Bayerische Landesapothekenkammer	MApi-Values
Bristol-Myers Squibb	Otsuka
Bundesärztekammer	Pfizer Deutschland GmbH
Deutscher Olympischer Sportbund	Roland Berger Strategy Consultants
Deutsches Zentrum für Lungenforschung	Siemens AG und Betriebskrankenkasse
Eisai GmbH	Simon Kucher & Partners
GlaxoSmithKline	Sanofi Pasteur MSD
IMS Health Group	Stadt München
Institut für Qualität und Wirtschaftlichkeit im Gesundheitswesen	Universitätsklinikum Großhadern, Zentrum für ambulante Operationen