

## Overview of Course Lesson Plans

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New for this edition are detailed [course lesson plans](#) designed to promote an active classroom and assist instructors in setting up a new course or adapting their current course lesson plan to this edition of the text. The activities in this lesson plan are designed to enhance critical-thinking and problem-solving skills, as well as information retention and retrieval capacity.

**Detailed:** Overarching course outcomes map to unit learning objectives and content is covered across 12-15 units (or weeks). Each unit includes: learning objectives and readings, lecture outlines, in-class discussion, in-class activities and/or quizzes, as well as weekly assignments. A comprehensive final project is also included and divided into assignments across the course.

**Comprehensive:** Content from the text and author-provided ancillaries has been incorporated in the activities, discussion, and assignments, and lecture notes are tied to the PowerPoint presentations, allowing instructors to seamlessly integrate a wealth of materials from a variety of trusted resources.

**Adaptive:** Designed for either an online or on-ground environment, instructors are free to pick and choose the activities that work best for their course structure and student demographic. The lesson plan are designed to be flexible enough to be used to accompany the textbook in different types of class delivery systems, including traditional on-ground, synchronous and asynchronous online, and blended delivery.

Watch the demonstration video below for more information about our course lesson plans.



The image displays four textbook covers from Health Administration Press. From left to right: 1. 'Marketing Health Services' by Richard K. Thomas, Third Edition, featuring a circular diagram with icons. 2. 'Economics of Healthcare Managers' by Robert H. Lee, Third Edition, featuring a 3D bar chart. 3. 'The Guide to Healthcare Reform: Readings and Commentary' by Daniel B. McLaughlin, Editor, featuring a red background with a scale of justice icon. 4. 'Health Policy Issues: An Economic Perspective' by Paul J. Feldstein, Sixth Edition, featuring a blue background with a white heartbeat line. A large white play button icon is overlaid on the center of the covers.

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