

Milken Institute School of Public Health

THE GEORGE WASHINGTON UNIVERSITY

Department of Prevention and Community Health

Master of Public Health Community Oriented Primary Care (COPC) 2019-2020

Note: All curriculum revisions will be updated
immediately on the website

<http://www.publichealth.gwu.edu/>

Program Director

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Mission Statement

The Community Oriented Primary Care program at the Milken Institute School of Public Health at George Washington offers a Master of Public Health (MPH) designed to train health professionals and public health practitioners to implement and evaluate evidence-based interventions to improve community health, clinical care outcomes, and patient experience, while lowering health care costs and decreasing health disparities.

The COPC program trains future health care innovators in the methods of COPC which provide skills to conceptualize, implement, evaluate, and disseminate interventions that bridge public health and clinical medicine. COPC begins by teaching practitioners methods to fully understand the needs of communities, health care providers, and policy makers. Concurrently, skills are developed to read and interpret literature to inform future intervention design. With this in-depth understanding, COPC practitioners learn to work with stakeholders to prioritize interventions that will have a high likelihood of improving health outcomes and patient experience while lowering health care costs and decreasing health disparities. COPC practitioners learn to conduct in depth assessments which help to shape intervention design and serve as baseline data to evaluate intervention impact. Intervention skills are acquired that include implementation of social marketing campaigns, advocacy campaigns, mobile health interventions, individual brief behavioral interventions, peer interventions, quality improvement projects using data from electronic health records, structural interventions to impact health behaviors, and health system innovations to improve the ability of community based organizations to educate, test, and link to care patients with preventable and chronic health conditions. Evaluation skills are acquired that include analysis of qualitative, quantitative and cost data. Dissemination skills are acquired to take best practices to scale. Through experiential learning COPC practitioners will develop the skills necessary to lead health improvement projects in community, health department, academic and clinical settings.

Goals

The following are goals of this educational program:

- Provide the knowledge and skills necessary to implement a COPC program
- Provide an analytical framework for evaluating community-based interventions using the principles and methods of COPC as a reference
- Provide opportunities for COPC practice, especially within vulnerable communities
- Create health and public health practitioners with skills necessary to excel in the following positions:
 - Clinic Quality Improvement Specialist (clinic setting)

- Patient Centered Medical Home team leader (clinic setting)
- Supervisor of patient care coordination (clinic or MCO setting)
- Community health specialist (community, clinic or public health setting)
- Health promotion specialist (community or clinic setting)
- Supervisor of Community Health Worker program (community or clinic setting)
- Community Health Research coordinator (academic, clinic or community setting)
- Director of community clinic or community health organization (With dual health and MPH degree)

Background

COPC provides the bridge between clinical medicine and public health, in which the community is the focal point in the delivery of health care. It provides a conceptual and methodological framework to rationalize, organize, and adapt available resources for the delivery of health services. The methods are essential to the organized delivery of health care in community based practices, organizations engaged in managed care, and responsive governmental health systems.

The basic concepts of COPC were initially implemented in South Africa during the early 1940's by Sidney and Emily Kark with the creation of community health centers. These centers promoted a reorientation of health services at the community level through a unique linkage between individual clinical care and public health. They served as a laboratory for teaching and training health professionals.

Since that time, COPC has been taught and practiced in a number of settings around the world. Significantly it has been an important element in the Community Health Center movement, the Indian Health Service, and a number of urban health departments in the United States as well as a variety of public health and primary care systems around the world. Developments in computer-based information management, mobile health, geographic information systems, and qualitative information gathering techniques have proved important assets to COPC practice.

The Concept of COPC

The essence of COPC is the planning and delivery of health care to a defined community in response to the defined needs of that community. This requires the planned integration of the classical public health roles of health promotion and disease prevention at population levels with the delivery of primary health care, which focuses on the clinical treatment of disease and its sequelae. COPC recognizes that, in line with the World Health Organization definition of health as being far more than the absence of disease, a clinical practice should be responsive to the broad health needs of the community and should be flexible enough to respond to changes in those needs. COPC can be defined as a continuous process by which primary care is provided to a defined community on the basis of its assessed health needs through the planned integration of public health with clinical practice. The COPC program curriculum will teach a six step process as follows:

1. Community definition
2. Community characterization
3. Problem prioritization
4. Detailed assessment
5. Intervention
6. Evaluation
- 7.

The overall curriculum is designed to give the learner the necessary public health tools to apply the principles of COPC in the context of community health practice and to be well educated in the disciplines of applied public health.

Requirements

There are no program specific pre-requisites for entering the COPC Program, other than a bachelor's degree or higher degree. This program is appropriate for anyone (clinicians and non-clinicians) with an interest health care innovation and management of community health programs from the grass-roots level to the policy level. This program seeks individuals especially interested in working with vulnerable populations to eliminate health disparities through trans-disciplinary teams.

All Milken Institute School of Public Health (SPH) MPH students who select the COPC Program enroll in MPH Core Courses which include 17 Core credits to include the Practicum, 6 departmental required credits, 14 credits of program-specific courses, and 8 elective credits. The 45-credit hour requirement includes a Culminating Experience (2 credits). Student's apply their didactic education in real world settings (Practicum) and pursue original research (Culminating Experience). The specific course requirements are presented in the Program at a Glance sheet following the Competencies.

As an accredited School of Public Health, students in all GWSPH MPH programs are also required to fulfill both an interprofessional team experience and an applied practice experience. GWSPH has incorporated these requirements into the curriculum as follows:

Interprofessional Education (IPE) Experience

Following (or simultaneous to) enrollment in PUBH 6021 *Essentials in Public Health Practice & Leadership 1: Leading Self and Teams* (1-credit), students will be required to select an IPE experience from a host of options provided throughout your enrollment as a MPH student to participate in a one-time, case-based or activity-based learning experience. The IPE experience is a way to experience working with people from other professions/programs outside of public health. Students will have many opportunities to register for this zero-credit (no fee) IPE 'class' (PUBH 6023- *Interprofessional Education Experience*) and will receive credit upon successful completion.

Applied Practice Experience (Practicum)

The applied practice experience allows each student to individually demonstrate attainment of public health competencies. Information about the Practicum will be introduced in PUBH 6021 so students may begin planning for their practice experience. As a part of the content of PUBH 6022 *Essentials in Public Health Practice & Leadership 2: Managing Organizations & Influencing Systems* (1-credit), detailed information and an introduction to the necessary tools will be provided. Students are required to fulfill all requirements of the 120 hour Practicum experience to receive credit for this PUBH 6022.

COPC Competencies

Upon completion of the MPH, COPC Program students should possess the following functional competencies:

1. **Communicate and discuss the principles and methods of COPC.** Students should have the knowledge and understanding to be able to discuss the principles of COPC and describe the 6 steps which are 1) defining the community, 2) characterizing the community, 3) prioritizing community health issues and problems, 4) conducting a detailed assessment of the priority health issue, 5) planning and implementing COPC interventions, and 6) evaluating the interventions. Overarching principles include community participation and partnership. Students should be capable of communicating these to audiences with different educational levels and cultural backgrounds. Relevant courses: PUBH 6510, 6503, 6512, 6532.

2. **Define, characterize communities and identify its health needs which will be the focus of a COPC practice.** Students should be able to define clearly the communities that will become the focus of the COPC practice and interventions. The methods will include combining epidemiological and statistical approaches with community-based participatory methods. Specific techniques include the use of geographic information systems. Relevant courses: PUBH 6504, 6510, 6512.
3. **Prioritize community health issues using the principles of COPC.** Students should be able to assist community-based organizations, health clinics, and constituent communities prioritize health issues using participatory methods and the principles of COPC. The prioritization process will include the use of democratic scoring systems and methods to gather qualitative information from the community through key informant interview and community forums. Relevant courses: PUBH 6510, 6512, 6514, 6013.
4. **Gather best-practices models for community-based interventions and the necessary quantitative and qualitative information for implementation in the focus community.** Students should be capable of gathering and assessing best-practices models to address the priority health issues from the focus community as well as from distant communities facing similar issues. Furthermore, students should be capable of gathering and analyzing the necessary quantitative and qualitative information to adapt, implement and disseminate the best-practices models. Relevant courses: PUBH 6504, 6510, 6512, 6514, 6516.
5. **Implement individual behavior change interventions in clinical settings*** Students should have the knowledge to deliver effective brief behavior change counseling, such as motivational interviewing to patients in community or clinic settings. Students should gain the skills to integrate these methods into an intervention to impact the health of a community. PUBH 6510, 6512.
6. **Develop skills to manage community health organizations.** Students should be able to develop budgets for community health organizations, engage in workflow redesign, design staffing plans, develop communication plans, determine return on investment for new innovations, and develop grant proposals. PUBH 6513.
7. **Develop and implement interventions using COPC principles including community participation and partnership.** Students should have the knowledge to develop and implement community-based interventions by demonstrating leadership and organizational skills. Specific skills include effective communication with stake-holders, effective planning and implementation of programs, and management of resources. Most important are the skills to work in partnership with community members and organizations. Relevant courses: PUBH 6510, 6512, 6513.
8. **Evaluate and analyze community-based interventions and COPC programs.** Students should have the ability to develop, plan, implement and interpret evaluations of COPC interventions and other community-based and clinical interventions. Skills will include analysis of quantitative data for quality improvement efforts, as well as analysis of qualitative and survey data. Students should be able to analyze the results of the evaluations and determine methods to improve the interventions by analyzing the strengths and weaknesses in context of the COPC process. Relevant courses: PUBH 6510, 6512, 6504.
9. **Identify, analyze, and discuss the role of COPC in underserved within vulnerable communities.** Students should have the knowledge, skills, and understanding to be able to identify and discuss ways in which COPC can be applied in underserved and medically vulnerable communities including both urban and rural communities. Students should be able

to analyze and evaluate the role of the COPC process within the context of clinical service delivery and public health practice in underserved and medically vulnerable communities. Relevant courses: PUBH 6510, 6512, 6513, 6514.

10. **Develop and implement a COPC process in clinical health services and community-based organizations and settings.** Students should have the knowledge and skills to be able to develop and implement a COPC process within community-based organizations, especially community-based health care organizations. Students should be capable of understanding the organizational structure, basic policies and regulations, and resources to develop and plan a COPC process. Relevant courses: PUBH 6510, 6512, 6513.
11. **Analyze policies, issues, and programs that impact COPC practice.** Students should be able to analyze policies, issues, and programs on a local, regional and national level that impact COPC practice and be able to discuss its effects or potential effects especially to health services, community-based organizations and underserved communities. Relevant courses: PUBH 6510, 6512, 6513.
12. **Develop skills to implement, evaluate and publish the results of a COPC intervention in a peer reviewed journal.** Students should be able to design, implement, evaluate and publish the results of a CE intervention to improve health outcomes and patient experience while lowering health care costs and diminishing health disparities. PUBH 6504, 6510, 6512, 6516.

Recent Practicum and Culminating Experience Topics

- Assessing Latino health needs
- Early childhood literacy – Reach Out and Read
- Hospice care
- Childhood obesity
- Medication coverage for elderly
- Defining Homeless Communities
- Using geographic information systems to improve access to care
- Impact of co-morbidities: Diabetes, Hepatitis and HIV
- Community health promoter training in Chiapas, Mexico
- Community-based rehabilitation programs in La Estancia, El Salvador
- Accessing community health resources for children
- Understanding barriers to care management and meeting clinical standards in the Patient-Centered Medical Home Setting: A provider perspective

Course Descriptions and Registration information can be found on the website:
<http://publichealth.gwu.edu/academics/>

Please see the curriculum sheets that follow.

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Master of Public Health Community Oriented Primary Care Program 2019-2020

Program-at-a-Glance

Semester Offered = on-campus courses, unless otherwise specified; * = courses offered on campus and online; residential students may take as many as 15 credits from online offerings)

Required Core Courses (17 credits)		Credits	Semester Offered
PUBH 6002	Biostatistical Applications for Public Health	3	Fall, Spring, Summer 10 wk
PUBH 6003	Principles and Practice of Epidemiology	3	Fall, Spring, Summer 10 wk
PUBH 6007	Social and Behavioral Approaches to Public Health	2	Fall, Spring, Summer
PUBH 6011	Environmental & Biological Foundations of Public Health (Non-PA/MD/OD students)	3	Fall, Spring, Summer
PUBH 6012	Fundamentals of Health Policy: Public Health and Healthcare	2	Fall, Spring, Summer 10 wk
PUBH 6021	Essentials of Public Health Practice & Leadership 1: Leading Self and Teams in Public Health	1	Fall, Spring, Summer
PUBH 6022*	Essentials of Public Health Practice & Leadership 2: Managing Organizations and Influencing Systems in Public Health*	1	Fall, Spring, Summer
PUBH 6023	Interprofessional Education Experience	0	Fall, Spring, Summer
PUBH 6015.11	COPC Culminating Experience	2	See Advisor
Required Departmental Courses (6 credits)			
PUBH 6500	Planning and Implementing Health Promotion Programs	3	Fall, Spring
PUBH 6501	Program Evaluation	3	Fall, Spring
Required Program-Specific Courses (14 credits)			
PUBH 6504	Social & Behavioral Science Research Methods	3	Fall, Spring
PUBH 6510	Community-Oriented Primary Care (COPC) Principles and Practice	3	Fall (first year)
PUBH 6512	Community Oriented Primary Care Policy and Issues	2	Spring
PUBH 6514*	Preventing Health Disparities	2	Fall
PUBH 6513	Community Health Management	2	Spring
PUBH 6516	Community Health Information Resources	2	Fall, Spring
Elective Courses (8 credits) – Any PUBH Graduate Course(s) (Recommended Electives Listed Below):			
PUBH 6249	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
PUBH 6503	Introduction to Public Health Communication and Marketing	3	Fall, Summer
PUBH 6530	Qualitative Methods in Health Promotion	2	Spring
PUBH 6531	Health Promotion in Health Care Settings	2	Spring
PUBH 6532	Community Organization, Development, and Advocacy	2	Fall
PUBH 6534	Community-Based Participatory Research	1	Summer
PUBH 6262	Introduction to Geographic Information Systems	1	Fall, Spring, Summer
HSML 6204	Quality and Performance Improvement	2	Spring
Course Distribution		Credits	
MPH Core Courses		17	
Departmental Courses		6	
Program-Specific Courses		14	
Electives		8	
Total Degree Credits		45	

* Note: In PUBH 6021 and PUBH 6022, the Applied Practice Experience (Practicum) will be introduced and guidelines and tools for fulfilling this requirement will be provided. Upon completion of the 120 hour required Practicum, students will receive credit for PUBH 6022.

1. **Graduate Credit Requirement:** 45 graduate credits are required.
2. **Course Requirements:** Successful completion of the Core Courses and the Program-Specific Courses are required.
3. **Practicum Requirement:** Students are required to fulfill all requirements of the Applied Practice Experience (Practicum) to receive credit for PUBH 6022.
4. **Interprofessional Education Experience (IPE):** Students are required to enroll and participate in an authorized IPE activity (PUBH 6023).
5. **Grade Point Requirement:** A 3.0 (B average) overall grade point average is required.
6. **Time Limit Requirement:** The degree must be completed within five years.
7. **Transfer Credit Policy:** Up to 12 graduate credits that have not been applied to a previous graduate degree may be transferred to the MPH upon approval. Credits must have been earned from an accredited institution in the last 3 years with a grade point of 3.0 or better.
8. **CITI Training requirement:** All students are required to complete training regarding human subject protection regulation and the Health Insurance Portability and Accountability Act of 1996 (HIPAA). To fulfill this requirement, you must complete the Collaborative IRB Training Initiative (CITI) Course in The Protection of Human Research Subjects.
9. **Integrity Quiz & Plagiarism requirement:** All students are required to review the George Washington University Code of Academic Integrity and take the quiz within their first semester of study. The Code of Integrity and step-by-step instructions can be found here: <http://publichealth.gwu.edu/integrity>
10. **Professional Enhancement requirement:** Students must participate in 8 hours per degree program of Public Health-related lectures, seminars, and symposia, related to your field of study. Professional Enhancement activities supplement the academic curriculum and help prepare students to participate actively in the professional community. Opportunities for professional enhancement are regularly publicized via the Milken Institute SPH Listserv and through your department or advisor. Students must submit documentation of Professional Enhancement activities to the Office of Student Records. The documentation consists of the Professional Enhancement Form <http://publichealth.gwu.edu/academics/forms> (which includes a prior approval signature from the student's advisor, a description of the program agenda, and proof of attendance. Remember to submit your documentation before you apply to graduate.

NOTE: Always see your advisor for course scheduling and sequencing strategies, but remember that proper course selection, fulfilling requirements, and on-time graduation are your responsibilities.

The Master of Public Health (MPH) curriculum consists of four types of courses:

- Required MPH Core Courses with the Practicum
- Required Departmental and Program-Specific Courses
- Elective credits
- Required Culminating Experience

The MPH core courses are designed to provide students with a broad public health context as well as a critical foundation for subsequent coursework. Early completion of these core courses ensures that students will have the base of knowledge to successfully complete the program specific courses and to get as much as possible out of them. As such, entering students are expected to enroll in MPH core courses in accordance with the following guidelines:

- We expect MPH students to complete the MPH core courses in their first year of graduate study (fall/spring/summer) if they are on a schedule to complete their studies in two years time.
- Students may take core courses in any order.

Part-time students (who generally take 5 to 7 credits per semester) will typically concentrate on taking just core courses in their first year, and then take program-specific courses in their second and third years.

In order to help assure that all students can complete core courses in the first year of study, Milken Institute SPH will offer all core courses during all three semesters (fall, spring, and summer). This will allow students who wish to complete their MPH degree within two years to do so, and will allow every student to make steady progress toward completing the MPH degree.

We recognize that there may be exceptional circumstances that make it difficult for a student to complete core courses in the first year as outlined above. Any such student should discuss this situation with his or her academic advisor.

For additional information and resources regarding registration, course descriptions, schedule of classes, etc. follow this link: <http://publichealth.gwu.edu/academics>.