

# 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) 2020-2021

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

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

## Program Director

Carlos E. Rodríguez-Díaz, PhD, MPHE, MCHES  
Associate Professor  
Department of Prevention and Community Health  
950 New Hampshire Avenue, NW  
Washington, DC 20052  
Phone: 202-994-4532  
Email: [carlosrd@gwu.edu](mailto:carlosrd@gwu.edu)

## Mission Statement

The Community Oriented Primary Care (COPC) Program at the Milken Institute School of Public Health at George Washington offers a unique Master of Public Health (MPH) designed to train health professionals and public health practitioners to develop and evaluate interventions to improve community health, clinical care outcomes, and patient experience, while maximizing resources and eliminating health disparities.

**The COPC program trains future health care innovators in the integration of community health and primary care 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. With this in-depth understanding, COPC practitioners learn to work with stakeholders to prioritize evidence-informed interventions and improve health outcomes and patient experience while maximizing resources and eliminating health disparities. COPC practitioners learn to conduct in depth assessments which help to shape intervention design, inform evaluation approaches, and dissemination strategies. Intervention skills are acquired to improve health indicators considering individual, community, and structural factors. Evaluation skills are acquired that include analysis of qualitative, quantitative, and cost data. Dissemination skills are acquired to scale-up evidence-informed practices. COPC practitioners will be able to implement, evaluate, and disseminate individual behavioral interventions, peer-led interventions, mobile health interventions, capacity building programs, quality improvement projects using data from electronic health records, structural interventions to improve community health outcomes, advocacy campaigns, 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. 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 to develop and evaluate community-based interventions using the COPC principles and best practices in community health and primary care.
- 
- Support the critical analysis of policies and social determinants of health that impact COPC practice.

- 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 Education Specialist (Academic, 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 health informatics, 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

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 transdisciplinary 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, 6 departmental required credits, 14 credits of program-specific courses, and 8 elective credits. The 45-credit hour requirement includes both Practicum (0 credits) and Culminating Experience (2 credits) experiences, where students apply their didactic education in real world settings (Practicum) and pursue original research (Culminating Experience). The specific course requirements are presented in the attached Program at a Glance sheet.

## COPC Competencies

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

1. **Develop characterizations of communities and identify its health needs using the principles of COPC.** 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, behavioral and social theories, and community-based participatory frameworks. Relevant courses: PUBH 6504, 6510, 6512.
2. **Assess community-based interventions using COPC principles, by gathering best practices models, together with qualitative and quantitative information about community needs.** 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.
3. **Build partnerships and manage community health organizations.** Students should develop the leadership and organizational skills to build partnerships and effectively engage with stakeholders for the successful implementation of community-based programs and management of resources. Students should be able to assess organization culture, policies, and regulations to develop budgets for community health organizations, engage in workflow redesign, design staffing plans, develop communication plans, determine return on investment for new innovations, quality improvement, and develop grant proposals. PUBH 6510, 6512, 6513.
4. **Evaluate community-based interventions and COPC programs.** Focused on the process of integrating reassessment into the evaluation process, 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 and qualitative data for quality improvement efforts. 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.
5. **Apply COPC process and principles to eliminate health disparities.** 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 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 vulnerable communities. Relevant courses: PUBH 6510, 6512, 6513, 6514.

6. **Analyze policies and social determinants of health that affects community health and primary care services.** Students should be able to analyze policies and socio-structural factors 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.

### **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
- 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
- Integration of biomedical HIV prevention into primary health care for sexual minorities

### **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.

**Please see the curriculum sheets that follow.**

Milken Institute School of Public Health		Master of Public Health Community Oriented Primary Care Program 2020-2021	
THE GEORGE WASHINGTON UNIVERSITY		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		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 Leadership & Practice 1: Leading Self and Teams in Public Health	1	Fall, Spring, Summer
PUBH 6022*	Essentials of Public Health Leadership & Practice 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
Total	Core Credits	17	
Required Departmental Courses			
PUBH 6500*	Planning and Implementation of Health Promotion Programs	3	Fall, Spring
PUBH 6501	Program Evaluation	3	Fall, Spring
Total	Departmental Credits	6	
Required Program-Specific Courses			
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
Total	Program Credits	14	
Elective Credits – Any PUBH Graduate Course(s) Recommended Electives Listed Below:			
PUBH 6503*	Introduction to Public Health Communication and Marketing	3	Fall, Summer
PUBH 6534	Community-Based Participatory Research	1	Summer
PUBH 6531	Health Promotion in Health Care Settings	2	Spring
PUBH 6262	Introduction to Geographic Information Systems	1	Fall, Spring, Summer
PUBH 6530	Qualitative Methods in Health Promotion	2	Spring
PUBH 6532	Community Organization, Development, and Advocacy	2	Fall
PUBH 6853	Use of Statistical Packages: Data Management and Data Analysis	3	Fall, Spring
HSML 6204	Quality and Performance Improvement	2	Spring
Total	Elective Credits	8	
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.

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

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 advisor pre-approved 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
- Required Departmental and Program-Specific Courses
- Elective credits
- Required Practicum and 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>.