MA 106 Medical Office Administration I
Course Outline
Fall Semester

MCCANN TECHNICAL SCHOOL
MEDICAL ASSISTING PROGRAM
70 Hodges Cross Road
North Adams, MA  01247

COURSE: MA 106 MEDICAL OFFICE ADMINISTRATION I
CREDITS: 4 Credits
INSTRUCTOR: Terry LeClair, MA
METHODOLOGY: Lecture with Demonstration

COURSE DESCRIPTION: The purpose of this course is to give the student knowledge of the administrative role of the medical assistant and the basic administrative procedures required in today’s medical office. Skills emphasized include oral communication (telephone technique, interpersonal relations, patient education); and appointment scheduling


COURSE OBJECTIVES:
1. Develop an understanding of the role of the medical assistant in the medical office, including legal and ethical responsibilities.
2. Develop an understanding of medical specialties and specialists
3. Develop an understanding of legal and ethical issues in the medical practice.
4. Develop an understanding of the importance of good communication skills in the role of medical assistant.
5. Develop skill in oral and written communication.
6. Develop skill in providing patient education regarding office policies and procedures.
8. Develop a Community resource list
10. Demonstrate knowledge of proper telephone technique.
11. Demonstrate knowledge of the proper way to handle patients, including the angry patient and the patient with a complaint, through role-playing.
12. Demonstrate components associated with a safe and secure patient reception area.
13. Develop skill in aiding patients in the completion of medical history and patient registration forms.
14. Demonstrate ability to schedule appointments using manual and computerized programs.
15. The student will demonstrate (psychomotor) proficiency in the clinical skills of an entry-level medical assistant.
16. The student will demonstrate (cognitive) knowledge of the didactic learning of an entry-level medical assistant.
17. The student will demonstrate (affective) personal behaviors consistent with the expectations of the profession and employer of an entry-level medical assistant.

COURSE CONTENT:

_The Profession of Medical Assisting_
Booth, et. al, Chapter 1, Text—pp. 6-23.
Diehl and Fordney, Chapter 1, pp. 11-25.

_Types of Medical Practice_
Booth, et. al, Chapter 2, Text—pp. 24-41.

_Legal and Ethical Issues in the Medical Practice_
Booth, et. al, Chapter 3, Text—pp. 42-70.
Lewis and Tamparo, Chapter 1, pp 2-13.

_Communication With Patients, Families, and Coworkers_
Booth, et. al Chapter 4, Text, pp. 71-97.

Project: Class Portrait

_Telephone Techniques_
Booth, et. al, Chapter 11, Text, pp. 240-257.

_Scheduling Appointments and Maintaining the Physician’s Schedule_
Booth, et. al, Chapter 12, Text, pp. 258-277.

Project: Scheduling office appointments

_Patient Reception Area_
Booth, et. al, Chapter 13, Text, pp. 278-294.

Project: Design a reception room for a medical practice
Project: Design an emergency evacuation plan for a medical practice
Project: Develop a list of emergency resources
Project: Complete an incident report

_Patient Education_
Booth, et. al, Chapter 14, Text pp. 278-294.

Project: Prepare a welcome brochure for a medical practice.
Project: Prepare a page for the policy and procedure Office Manuals
Project: Develop a list of community resources

ADMINISTRATIVE FUNCTIONS:
Manage appointment schedule, using established priorities
Schedule patient admissions and/or procedures
MA 106 Medical Office Administration I  
Course Outline  
Fall Semester  

CONCEPTS OF EFFECTIVE COMMUNICATION  
- Explain general office policies  
- Respond to nonverbal communication  
- Apply active listening skills  
- Use appropriate body language and other nonverbal skills in communicating with patients, family and staff  
- Demonstrate telephone techniques  
- Develop and maintain a current list of community resources related to patients’ healthcare needs  
- Instruct patients according to their needs to promote health maintenance and disease prevention  
- Demonstrate recognition of the patient’s level of understanding in communications  
- Demonstrate awareness of how an individual’s personal appearance affects anticipated responses

LEGAL IMPLICATIONS  
- Respond to issues of confidentiality  
- Apply HIPAA rules in regard to privacy/release of information  
- Practice within the standard of care for a medical assistant  
- Apply local, state, and federal health care legislation and regulation appropriate to the medical assisting practice setting  
- Demonstrate sensitivity to patient’s rights  
- Recognize the importance of local, state and federal legislation and regulations in the practice setting

PROTECTIVE PRACTICES  
- Develop a personal (patient and employee) safety plan  
- Develop an environmental safety plan  
- Participate in a mock environmental exposure event with documentation of steps taken  
- Explain an evacuation plan for a physician’s office  
- Demonstrate methods of fire prevention in healthcare setting  
- Maintain a current list of community resources for emergency preparedness  
- Recognize the effects of stress on all persons involved in emergency situations  
- Demonstrate self awareness in responding to emergency situations

OUTCOMES MEASUREMENT:  
- Hour Exams 40%  
- Homework 20%  
- Projects 20%  
- Checklists 10%  
- Class Participation 10%

Passing grade for the course is 76

ATTENDANCE:  
Mandatory at all classes.

SPECIAL INSTRUCTIONS:  
Homework due as announced. Late assignments-5 points deducted per day. Quizzes may be unannounced and may occur at any time. Students will have 1 week to make up exams and quizzes.
UNIT 1: ORIENTATION TO BUSINESS ADMINISTRATION IN THE MEDICAL OFFICE

GOAL: To familiarize student with the role of the medical assistant in the medical office and as a member of the health care team.

LEARNING OBJECTIVES:
1. Identify and describe at least three different roles of the medical assistant within the business office.
2. Identify types of medical specialists including allied health professionals.
3. Describe legal and ethical liability of medical assistant in the medical office.

COURSE CONTENT:
I. Role of Medical Assistant in the medical office.
   A. Administrative Duties
   B. Clinical Duties
   C. Patient Education
II. Types of Medical Practices
   A. Physician Education and Licensure
   B. Types of medical specialties
   C. Types of allied health professionals
   D. Professional Associations
III. Legal and Ethical Issues
   A. Classifications of Law
   B. Contracts
   C. Malpractice
   D. Terminating Care of a Patient
   E. Administrative Duties and the Law
   F. Documentation
   G. Legal documents and the patient
   H. OSHA Regulations
   I. HIPAA
      1. Title 1: Health –Care Portability
      2. Title II: Prevention of Health-Care Fraud and Abuse, Administrative Simplification, and Medical Liability Reform

RESOURCES:
Lecture
Handouts
Textbook reading assignments
Chapter review questions
Chapter test
Guest Speakers: Berkshire Medical Center (OSHA and HIPAA)
Williamstown Medical Associates (HIPAA)

OUTCOMES MEASUREMENT:
Chapter review questions
Chapter test
Unit 2: Communication with Patients, Families, and CoWorkers

GOAL: To develop the skills required to communicate effectively with patients, families and coworkers.

LEARNING OBJECTIVES:

1. Identify elements of the communication circle.
2. Describe and define the developmental stages of the life cycle.
3. Model examples of positive and negative communication.
4. Model ways to improve listening and interpersonal skills.
5. Model the differences between assertiveness and aggressiveness.
6. Model examples of effective communication strategies with patients in special circumstances.
7. Carry out ways to establish positive communication with coworkers and management.
8. Describe how office policy and procedures manual is used as a communication tool in the medical office.
9. Explain community resources and how they enhance services provided by your office.
10. Differentiate how stress relates to communication and identify strategies to reduce stress.

COURSE CONTENT:

1. The communication circle
   A. Three elements
   B. Feedback
   C. Noise

2. Understanding Human behavior and how it relates to the provider--patient relationship
   A. The developmental stage of the Life Cycle (Erik Erikson's model)
   B. Maslow’s Hierarchy of Needs

3. Types of Communication
   A. Positive verbal communication
   B. Negative verbal communication
   C. Nonverbal communication

4. Improving your Communication Skills
   A. Listening Skills
   B. Listening skills
   C. Therapeutic communication skills
   D. Ineffective therapeutic communication
   E. Defense Mechanisms

5. Assertive Skills
   A. Assertive vs aggressive

6. Communications in Special Circumstances
   A. The anxious patient
   B. The angry patient
   C. Patients of other cultures
   D. Patients with visual impairment
   E. Patients with hearing impairment
   F. Patients with mental or emotional problems
   G. The elderly patient
   H. Terminally Ill patients
   I. The young patient
   J. Parents
   K. Patients with AIDS and HIV-Positive
   L. Patients’ Families and friends

7. Communicating with coworkers
A. Positive communication with coworkers
B. Communicating with management
C. Dealing with conflict
8. Written Communication tools and community resources
   A. The policy and procedure manual
   B. Community resources
   C. Other communication Resources
9. Personnel Management
10. Managing Stress
    A. Good or Bad stress
    B. Reducing stress
11. Preventing Burnout

RESOURCES:
Lecture
Textbook reading assignments
Chapter review questions
CD-textbook

OUTCOMES MEASUREMENT:
Chapter review questions
Project
Roleplaying
Chapter test
UNIT 3: TELEPHONE TECHNIQUE

GOAL: To familiarize student with basic telephone equipment and proper telephone skills.

LEARNING OBJECTIVES:
1. Identify why good communication skills are important in a medical office.
2. Describe the basic telephone equipment required in a medical office.
3. Demonstrate the proper procedure for answering the telephone and taking messages.
4. Demonstrate the proper procedure for handling troublesome calls.
5. Demonstrate the proper procedure for making outgoing calls.

COURSE CONTENT:
I. Using the telephone effectively
   A. Positive, professional image of medical practice
II. Communication skills
   A. Five C’s of communication
III. Managing incoming calls
   A. Guidelines for effective telephone communication
   B. Following HIPAA Guidelines
   C. Screening calls
   D. Routing calls
      a. Calls handled by medical assistant
      b. Calls requiring doctor’s attention
      c. The routing list
IV. Procedures for handling incoming calls
   A. Calls from patients
      a. Types
   B. Other calls
      a. Types
V. Using Proper telephone etiquette
   A. Telephone voice
   B. Making a good impression
VI. Taking accurate messages
   A. Documenting Calls
   B. Ensuring correct information
   C. Maintaining confidentiality
VII. Telephone Answering Systems
VIII. Placing Outgoing Calls
   A. Locating phone numbers
IV. Procedures for handling troublesome calls
   A. Angry caller
   B. Unidentified caller
   C. Caller requesting confidential information
   D. Hearing impaired caller
VI. Telephone triage
   A. Learning the triage process
   B. Automated telephone triage
VII. Pagers and Cell phones
VIII. Facsimile machines
IX. Teletrainer roleplaying
X.

RESOURCES:
Lecture/demonstration
Textbook reading assignments
Chapter Review questions
Teletrainer for role playing
Video presentations

OUTCOMES MEASUREMENT:
Chapter Review questions
Role playing-checklists
Chapter test
UNIT 4: SCHEDULING APPOINTMENTS AND MAINTAINING THE PHYSICIAN’S SCHEDULE

GOAL: To develop the skills required for effectively scheduling and maintaining appointment control.

LEARNING OBJECTIVES:
1. Describe the importance of the appointment book in maintaining the schedule in the medical office.
2. Describe and demonstrate the procedure for setting up the matrix in the appointment book.
3. Explain ways to arrange appointments for patients.
4. Describe different types of scheduling systems
5. Explain how to schedule appointments that are outside the medical office
6. Perform an appointment book project

COURSE CONTENT
I. The appointment book
   A. Key factors in appointment book selection
   B. Preparing the matrix
   C. Obtaining patient information
   D. Common abbreviations
   E. Legal record

II. Scheduling Methods
   A. Open-hours
   B. Time Specified
   C. Double Booking
   D. Clustering
   E. Advance Appointment
   F. Wave
   G. Modified Wave
   H. Cluster
   I. Combination scheduling
   J. Computerized scheduling—hands on done with Computer Applications II
   K. Appointment book project

III. Arranging appointments
   A. New patients
   B. Return appointments

IV. Appointment reminders
   A. Appointment cards
   B. Reminder mailings
   C. Reminder calls
   D. Recall notices

V. Special scheduling situations
   A. Emergencies
   B. Referrals
   C. Fasting patients
   D. Patients with diabetes
   E. Repeat Visits
   F. Late Arrivals
   G. Walk-ins
   H. Cancellations
   I. Missed and wrong day appointments
   J. Physician scheduling situations

VI. Scheduling Outside Appointments

VII. Maintaining the Physician’s schedule
   A. Overbooking/underbooking
B. Reserving Operating Rooms
C. Scheduling Pharmaceutical Representatives
D. Travel arrangements
E. Planning meetings
F. Scheduling time with Physician

Lecture/demonstration
Textbook reading assignments
Chapter review questions
Appointment book project
Handouts

OUTCOMES MEASUREMENT:
Appointment book project
Checklist
Chapter Review questions
Chapter test
UNIT 5: PATIENT RECEPTION

GOAL: To familiarize the student with their role in the importance of maintaining a carefully designed and well-maintained patient reception area.

LEARNING OBJECTIVES:

1. Identify the elements that are important in a patient reception area.
2. Illustrate ways to determine what furniture is necessary for a patient reception area and how it should be arranged.
3. Describe the housekeeping tasks and equipment needed for this area of the office.
4. Explain the Occupational Safety and Health Administration (OSHA) regulations that pertain to patient reception area
5. Describe the physical components associated with a comfortable and accessible patient reception area.
6. Describe the physical components associated with a safe and secure patient reception area.
7. Describe the types of reading material appropriate to a patient reception area.
8. Explain how modifications to a reception area can accommodate patients with special needs.
9. Describe special situations that can affect the arrangement of a reception area.
10. Describe fundamental principles for evacuation of a healthcare setting.
11. Explain an evacuation plan for a physician’s office

COURSE CONTENT:
1. First impressions
2. Reception area
   A. Medical Office Information
   B. Lighting
   C. Room temperature
   D. Music
3. Décor
   A. Colors and Fabric
   B. Special Items
      a. safety
4. Furniture
   A. Arranging furniture
   B. Ensuring privacy
   C. Accommodating children
5. The Importance of Cleanliness
   A. Housekeeping
   B. Cleaning Stains
   C. Removing Odors
   D. Infectious Waste
   E. OSHA Regulations
6. The Physical Components
   A. Office Access
      a. Parking
      b. Entrances
   B. Safety and Security
a. Building exits  
b. Smoke detectors  
c. Security systems  
d. Emergency evacuation  
e. Emergency resources  
f. Incident report  

7. Keeping the Patients Occupied and Informed  

8. Reading Materials  
   A. Magazines and Books  
   B. Patient Information Packet  
   C. Medical Information  
   D. Bulletin Board  

9. Television and Videotapes  

10. Items for children  

11. Patients with Special Needs  
   A. Americans with Disabilities Act  
      a. Preventing discrimination  
      b. Patients with special needs  
   B. Older Americans Act of 1965  
   C. Special Situations  
      a. Diverse Cultural Backgrounds  
      b. Highly contagious  

RESOURCES:  
   Lecture/demonstration  
   Textbook reading assignments  
   Chapter review questions-CD  
   Projects:  Design a reception area for the medical office  
            Develop an evacuation plan for medical office  
            Complete an Incident report  
            Develop an list of emergency resources  

OUTCOMES MEASUREMENT:  
   Chapter review questions-CD  
   Chapter test  
   Projects
Unit 6: PATIENT EDUCATION

GOAL: To familiarize the student with the importance of educating patients for a lifelong pursuit of health.

LEARNING OBJECTIVES:

1. Identify the benefits of patient education.
2. Explain the role of the medical assistant in patient education.
3. Describe factors that affect teaching and learning.
4. Distinguish patient education materials used in the medical office.
5. Distinguish how patient education can be used to promote good health habits.
6. Describe the types of information that should be included in the patient information packet.
7. Differentiate techniques for education patients with special needs.
8. Describe the benefits of patient education prior to surgery, and identify types of preoperative teaching.
9. Select educational resources that are available outside the medical office.

COURSE CONTENT:

1. The Educated patient
2. Types of patient education
   A. Printed materials
      a. Brochures, booklets, and fact sheets
      b. Educational newsletters
      c. Community-Assistance Directory
   B. Visual Materials
      a. Videotapes and DVDs
      b. Seminars and Classes
      c. Online Health Information
3. Promoting Health and Wellness Through Education
   A. Healthy Habits
   B. Protection from Injury
   C. Preventive Measures
   D. Health-Promoting Behaviors
   E. Screening
   F. Rehabilitation
4. The Patient Information Packet
   A. Benefits of the Information Packet
   B. Contents of the Information Packet
      a. Introduction to the office
      b. Physician’s qualifications
      c. Description of the practice
      d. Introduction to the office staff
      e. Office hours
      f. Appointment scheduling
      g. Telephone policy
h. Payment policies
i. Insurance policies
j. Patient Confidentiality Statement
k. Other Information

5. Distributing the Information Packet

6. Special Concerns

7. Educating Patients with special needs
   A. Elderly patients
   B. Patients with mental impairments
   C. Patients with hearing impairments
   D. Patients with visual impairments

8. Patient Education Prior to Surgery
   A. The role of the medical assistant
   B. Benefits of Preoperative Education
   C. Types of Preoperative teaching
      a. factual
      b. sensory
      c. participatory
   D. Using Anatomical Models
   E. Helping relieve patient anxiety
   F. Verifying patient understanding

9. Additional Educational Resources
   A. Libraries and patient resource rooms
   B. Computer resources
   C. Community resources
   D. Associations

RESOURCES:
Lecture/demonstration
Textbook reading assignments
Chapter review questions-CD
Roleplaying

OUTCOMES MEASUREMENTS:
Chapter review questions-CD
Projects
CBE checklists
Chapter test