

# Annual Report of the Bachelor Degree Program Business Administration – Health Care Management

*Academic Year 2023/24*



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## Overview

With 140 enrolled students, the Business Administration - Health Management program at Lörrach is the largest within the Health Management specialization at DHBW. The student body comprises 108 female students (77%) and 32 male students (23%).

### *Key Features of the Program*

- **Healthcare Networking:** The program's dual partner companies represent all key areas of the healthcare sector, offering students a comprehensive insight into the entire health industry.
- **Practice-Oriented Teaching:** Faculty members bring specialized expertise and professional experience, ensuring a practical approach to education. In the 6th semester, students participate in an integration seminar where they develop a business start-up scenario within the healthcare industry, promoting interdisciplinary learning and a deeper understanding of the field.
- **Additional Qualifications:** Students can obtain extracurricular certifications, such as the Pharmaceutical Sales Representative examination and the Train a Trainer certification.
- **Sustainability Through Partnerships:** Long-term partnerships with companies and the development of new collaborations ensure the program's continued relevance, quality, and viability.
- **Career Advancement:** Many alumni assume leadership roles in their organizations or pursue master's degrees at prestigious international universities or institutions.
- **Alumni Network:** Regular alumni events foster connections and networking among graduates, creating a vibrant community beyond graduation. This network often facilitates the acquisition of new lecturers and dual study positions.
- **Stakeholder Engagement and Quality Assurance:** Events like "Let's Talk Health" facilitate communication and collaboration among students, dual partners, faculty, and the wider professional community. Regular quality circles, meetings with the companies training managers, and faculty discussions involve stakeholders in continuous improvement efforts. The insights won from these meetings combined with the feedback and evaluations from the students lead to effective adjustments.

### *Highlights of the Academic Year 2023/24*

- **Student Success and Satisfaction:** The program boasts a high graduation rate of 93%. Nearly 90% of graduates would choose to study at DHBW again. Additionally, the city of Lörrach recognized Lisa Wolters for her outstanding bachelor's thesis.
- **International Exposure:** Around 20% of the students complete part of their studies abroad, reflecting the program's strong international focus.
- **Talent Development:** Eight alumni are currently working as lecturers, strengthening the practical relevance and sharing their professional experience with students.
- **Publications:** The program published seven academic articles, showcasing its scientific relevance and contributing to its visibility and reputation.

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## 1. Students

In the academic year 2023/2024, a total of 140 students were enrolled in the Business Administration - Health Management (WHC) program. This makes the program the largest among the five locations in Baden-Württemberg offering Business Administration - Health Management, and the third-largest program in the DHBW Lörrach's Business Administration department (out of 12 programs). Of the students, 77% are female and 23% are male. The majority of students (71%) obtained their university entrance qualification in the state of Baden-Württemberg, followed by Bavaria (9%) and North Rhine-Westphalia (7%). The average of students' age is 21.6 years.

The graduation rate for the last three years (2020-2022) was 93%. A survey indicates that 87% of students would choose to study at DHBW again, highlighting the program's high acceptance and quality.

In 2023, 52 graduates from the WHC20 course successfully completed their studies. Notable achievements include the excellent performance of the top students in the course: Kim Kehrer and Lukas Kiefer (A-course) as well as Moritz Meier and Lina Rieder (B-course). Additionally, Selena Müller and Lukas Kiefer were congratulated for their outstanding performance in the Pharmaceutical Sales Representative examination. We are particularly proud of Lisa Wolters, who received the 1,000-Euro award from the city of Lörrach for her exceptional bachelor's thesis. Four students—Kim Kehrer, Selena Müller, Lina Rieder, and Xenia Rösler—also successfully completed the Circle of Excellence program, which specifically prepares them for leadership roles in companies.



*Graduation day of the WHC20 course*

The key data of the program are summarized in Table 1.

Table 1: Key Figures of the WHC Program at a Glance, as of September 30<sup>th</sup>, 2024

<b>Key figures</b>	
Total number of students	140
Gender distribution	77 % weiblich, 23 % männlich
Average age	21,6 Jahre
Graduates starting year 2020	52
Graduation rate (WHC20-22)	93 %
Re-enrollment rate (WHC20-22)	87 %

## **2 Teaching Activities**

The satisfaction of students with the lecturers in the Business Administration Health Management program is rated at 5.0 out of a maximum of 7.0 points. The teaching staff consists of eight full-time faculty members and 39 external lecturers, who ensure the quality of teaching with their extensive expertise and practical experience.

The curriculum has been expanded and further developed with the new elective module "Pioneering Digital Transformation and Societal Change," which can be chosen as an alternative to the module "Fundamentals of Natural Sciences" or taken in addition. This new module addresses current topics of digital transformation and its impact on society, offering students valuable opportunities to acquire competencies for their professional future.

In this academic year, the integration seminar took place for the eleventh time in its proven format: The students of the WHC21 course successfully tackled the challenging task of establishing a Health Hub, developing a course-specific solution in their sixth semester.

## **3. Dual Partner companies and acquisition**

The program collaborates with over 60 companies, including long-standing partnerships with institutions such as the University Hospital Freiburg, Roche, Heel, Straumann, Zimmer Biomet, AOK, DRK Bad Säckingen, Johnson & Johnson, the Clinics of the Lörrach District, Ormed, Runge Pharma, University Hospital Basel, and Novartis.

In the academic year 2023/2024, five new dual partners were acquired: Denk Pharma, Biogen, Helios Verwaltung Hessen GmbH, the German Red Cross Mülleim District Association e.V., and the Catholic Social Station Weil am Rhein. The continuous expansion of the partner network is particularly important to further diversify the program, adapt to current developments, and compensate for any losses or training breaks with existing partner companies.

To maintain existing partnerships and establish new ones, the following activities were undertaken in 2023/24:

- November 22nd, 2023: Study Information Day at DHBW Lörrach with dual partner companies
- February 1st, 2024: Health Fair Freiburg - Presentation of the program with its own booth
- April 24th, 2024: Training Managers' Meeting (see also Chapter 9)

#### 4. Internationality

The Business Administration - Health Management program actively embraces internationality. To provide students with a comprehensive international perspective on healthcare, three lectures in English were offered in the academic year 2023/2024: Health Economics, Health Care Marketing, and Innovation and R&D Management.

The program also registers a growing number of outgoing students who gain international experience during their studies. For example, five students from the WHC21 course took the opportunity to complete part of their studies abroad, and in the WHC22 course, seven students have already gone abroad. These international stays are an essential part of their education and significantly contribute to the students' personal development, intercultural competencies, and career prospects.

The internationalization of the program will also be pursued in the future to offer students even more opportunities for international experiences and career opportunities, ensuring they are optimally prepared for global challenges in healthcare management. In this context, a new cooperation with the University of Bozen has already been initiated to further strengthen international exchange and scientific collaboration.

#### 5. Promoting Young Talents

The Business Administration - Health Management program places great importance on fostering young scientific talent and integrating successful graduates into academic teaching. In the academic year 2023/2024, three former graduates of the program were appointed as new lecturers (see also Chapter 11, Team). These are:

- Lina Rieder, graduate of the class of 2020, takes on a teaching assignment in the area of hospital financing.
- Laura Feuck, graduate of the class of 2015, will serve as a lecturer in the field of market research.
- Jessica Kaiser, graduate of the class of 2013, supports the team in the area of hospital management.

These developments are proof of the successful promotion of young talent in the program and the commitment to involving talented graduates in teaching in the long term, so they can pass on their knowledge and practical experience to the next generations of students. Additionally, this contributes to the corporate identity of DHBW Lörrach.

#### 6. Alumni

We congratulate **Manuel Tietze**, a graduate of the Business Administration - Health Management program, on his promotion to the management board of Straumann AG. His professional development and successful career serve as an exemplary testimony to the success of the dual study concept and the opportunities available to our graduates.

Since 2018, the program has hosted an annual meeting for its alumni. The 2024 Alumni Event took place in April at Schloss Bürgeln and was attended by around 60 participants. The event was opened with a keynote by **Prof. Dr. Djordje Nikolic**, CEO of Consus Health, on current trends in healthcare, followed by interactive workshops. We would like to thank our sponsors **Roche Pharma AG**, **Zentrum für Bilddiagnostik AG**, **Janssen-Cilag GmbH**, and the **Freundeskreis der DHBW Lörrach e.V.** for their support, which contributed significantly to the success of the event. We also express our sincere thanks to **Thilo Jakob** (owner of Health Care to Market) for his valuable assistance in proposing the speakers.



*Alumni organisation team 2024/2025*

## 7. Publications

- Lina Rieder and Johannes Schoder. 2024. „Ein anwendungsorientierter Leitfaden zur Implementierung von Hybrid-DRGs.“ *Gesundheitsökonomie & Qualitätsmanagement* 29 (1): 64-71.
- Claudia Ossola-Haring. 2024. Abrechnungen in der Arztpraxis, Kompaktwissen Gesundheitswesen, Nürnberg.
- Claudia Ossola-Haring. 2024. Finanzierung eines medizinischen Versorgungszentrums (MVZ), Kompaktwissen Gesundheitswesen, Nürnberg 2024
- Jan Pieper, Klaus Wildhirt, and Johannes Schoder. 2023. „Die Ökonomie der Superstars in Zeiten sozialer Medien.“ *Holistische Social-Media-Strategien*, 69-81. Springer Verlag.
- Kerstin Haring, Claudia Ossola-Haring, Andreas Schlageter, Markus Gress-Heister and Joachim Wölle. 2023. „Tiny Titans: Acceptance of In-Vivo Capsule and Micro Robots in Healthcare Innovation.“ In *Emerging Technologies in Healthcare and Medicine*, 65-73. AHFE International 116.
- Ossola-Haring, Claudia. Rechtliche und steuerliche Folgen der Rechtsformwahl: Organisations- und Rechtsformen Medizinischer Versorgungszentren (MVZ). *DATEV*, October 2023, 1–89.
- Schoder, Johannes, Jan Pieper and Philippe K. Widmer. Managing Digital-Driven Change in Expert Organizations: The Case of a Swiss Hospital. *Change Management Revisited*, 19–35. Springer Verlag, 2023.

## 8. Research Projects

The Business Administration - Health Management program at DHBW Lörrach is active in several research projects and is committed to research-based teaching. Notably, **Prof. Dr. Joachim Wölle** is involved in the steering committee for primary care in the Lörrach District. This committee focuses on ensuring and further developing medical care in the district. In addition, the program actively participates in the development of a digital health compass in collaboration with the Lörrach District, which is being developed as part of the "Managed Care" course together with students. This digital platform aims to provide patients with better orientation in the healthcare system and make healthcare provision more transparent.

To analyze the current healthcare situation in the Lörrach District, students in the "Managed Care" course conducted a survey on waiting times in outpatient care in the district. The results of this study were compiled into a working paper and serve as an important basis for future measures to improve and optimize the healthcare situation.

Furthermore, through the cooperation with the University of Bozen, an Erasmus funding was obtained for a research project on Artificial Intelligence in hospitals, in collaboration with the University of Lucerne. This international project aims to examine the role of AI in healthcare and evaluate its potential for the hospital sector.

Since the beginning of 2022, there has been a collaboration with **Prof. Dr. Kerstin Haring** (University of Denver). Prof. Dr. Kerstin Haring is the head of the Human Robot Technology Lab at the University of Denver and was recognized in 2021 as one of the 50 most notable women in robotics worldwide. The research team (Prof. Dr. Kerstin Haring, Prof. Dr. Claudia Ossola-Haring, Prof. Dr. Andreas Schlageter, Markus Greß-Heister, Prof. Dr. Johannes Schoder, and Prof. Dr. Joachim Wölle) is investigating the acceptance of micro- and capsule robots for medical use by patients in various cultural contexts.

## 9. Events

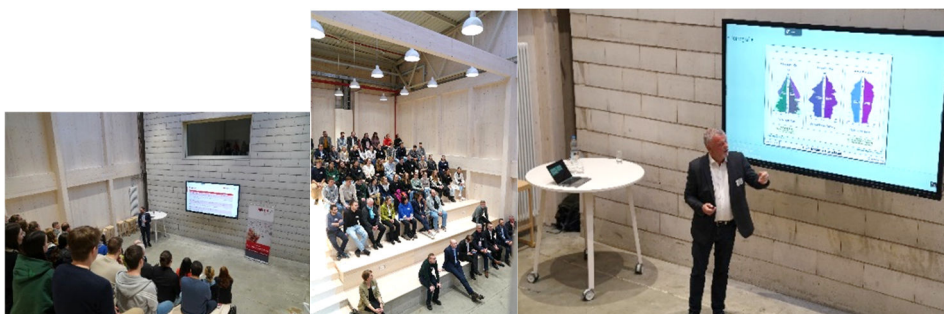
The Business Administration - Health Management program regularly organizes events to promote the exchange between dual partners, lecturers, students, and other stakeholders in the healthcare sector.

### *Let's Talk Health on November 3<sup>rd</sup>, 2023*

As part of the Let's Talk Health event series, Michael Kuckein (Country Head of Ethics Risk & Compliance, Sandoz Germany) used the pharmaceutical industry as an example to highlight how compliance management in companies can be made more effective by considering the actual behavior of "real people." A heartfelt thank you goes to the sponsor of the event series, Alerion Consult AG.

### *Let's Talk Health on March 11<sup>th</sup>, 2024*

For the first time at the Vitra Campus, the topic of "Impulses for Sustainable Healthcare Provision" was discussed. A key focus of the discussion was the shortage of skilled workers in healthcare. In the keynote, **Peter Bechtel**, Chairman of the Nursing Chamber of Baden-Württemberg and former Director of Nursing at the Theresienklinik Bad Krozingen, shared his firsthand experiences dealing with the skilled workforce shortage in the nursing sector.



*Let's Talk Health 2024 at the Vitra Campus (in the picture on the right: Peter Bechtel)*

### *Training Managers and Lecturers Meeting on April 24<sup>th</sup>, 2024*

The annual meeting brought together representatives of dual partner companies, lecturers, and staff from the program. The aim of this event was to further enhance the quality of teaching and strengthen the collaboration between theory and practice. In 2024, the focus was on integrating theoretical knowledge with practical application to ensure a hands-on education for students.





*Training Managers and Lecturers Meeting 2024*

*Information Event on Writing Academic Papers in Dual Studies on June 26<sup>th</sup>, 2024*  
Prof. Dr. Andreas Schlageter presented the key principles for writing academic papers during the practical phases of the dual study program to our dual partner companies. The session addressed topics such as formal requirements, organizational aspects, and academic expectations, with the goal of developing a shared understanding of roles.

#### *Quality Circle on September 3<sup>rd</sup>, 2024*

The meeting brought together representatives from dual partner companies, lecturers, students, and staff of the program to discuss and further develop the quality of the study program. In 2024, the quality circle focused on two key topics:

- Increasing the visibility of the WHC program: Measures to improve public awareness of the program and attract potential students.
- Promoting exchange: Strengthening the exchange amongst students and between students and alumni to build a strong network.

#### **10. Lectures and Conferences**

On July 11th and 12th, 2024, the program was represented by Prof. Dr. Johannes Schoder at the conference of the German-Swiss Society for Health Policy on the topic of "Steering Options in Healthcare" in Lübeck.

On September 30th, 2024, Prof. Dr. Johannes Schoder and Dr. Stefan Walzer gave a lecture on "The Pharmaceutical Market in Germany - Market Access and Marketing" as part of an international exchange with a delegation from **Chongqing Hilan Pharmaceutical Co., Ltd.** from China.

## 11. Team

### *Staff*

- Tanja Vergari is newly appointed as manager of the Health and Tourism Management Study Center.
- Sandra Schlachter is transitioning from the study center management to work on an Eberle project.
- Naveet Johal successfully completed her training at DHBW and has been working in the study center's administrative office since the beginning of 2024.
- Antonia Wolfer joined the administrative office in September 2024.

### *External Lecturers*

Our special thanks go to all our external lecturers, who support our program with great dedication and passion. Their continuous contribution and commitment to ensuring high-quality teaching are key to the success of our program.

In the academic year 2023/24, we were pleased to welcome the following new lecturers:

- Timothy Addison, **Lecturer for Technical English.**
- Arne Crone, **Lecturer for Financial Accounting.**
- Dr. Jan Daniels-Trautner, **Lecturer for Health Technology Assessment.**
- Laura Feuck, **Lecturer for Market Research.**
- Steffen Fischer, **Lecturer for Healthcare Financing.**
- Annika Ginter and Norbert Bleich, **Lecturers for Service Sectors.**
- Jessica Kaiser and Christian Wolf, **Lecturers for Hospital Management.**
- Cornelius Medvey, **Lecturer for English.**
- Jürgen Möcke, **Lecturer for Civil Law.**

Lina Rieder, **Lecturer for Hospital Financing.**

### *Awards*

- A big thank you goes to **Dr. Beate Bittner, Dr. Sandra Drückes, Michael Moser, Dr. Barbara Troup-Krawinkel, Dr. Stefan Walzer, and Thomas Zürcher**, who have been teaching in our program for over 10 years and make an important contribution to the quality of our teaching.
- We would like to extend our heartfelt thanks to **Prof. Dr. Claudia Ossola-Haring** for her many years of tireless dedication. She served as a visiting professor at DHBW Lörrach from October 2021 to September 2023 and has been making a decisive contribution to our program for many years, both in teaching and in the development of the program.

Our heartfelt thanks go to everyone who actively supports the Business Administration - Health Management program and helps shape its future with us!

*Team event 2024 at the Waldhaus Brewery*

