
CONSUMER HEALTH

Spring 2023

Syllabus

Instructor: John H. Sloan, PhD, MBA

Course Number: ALHS 3352.060

Course Credit: 3-hrs

Meeting Days/Times: UT-Tyler CANVAS Online (Mon 9:00 AM-Fri 11:59 PM)

Instructor Contact: All correspondence must be through CANVAS via the Inbox.

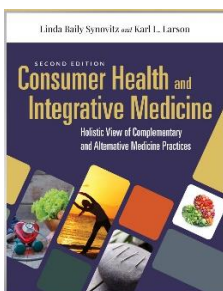
Course Catalog Description:

Study of health services and products from a consumer perspective. Methods of critical analysis are used to evaluate the credibility of claims made in the marketplace as well as by government. Consumer protection and rights, marketing, science, public agenda setting, and special interest groups are studied with the objective of developing critical health consumers.

Textbooks required:

Linda Baily Synovitz, Karl L. Larson, (2020). *Consumer Health and Integrative Medicine*. (2nd Edition). Jones and Bartlett Learning.

ISBN: 978-1-284-19999-4



(From any source such as Amazon or the university book store—ACCESS CODE FOR THE TEXT IS NOT REQUIRED). However, most students find this information helpful to their success in the course.

Student Learning Outcomes: (as time constraints allow in addressing all topics during the semester)

As a result of taking this class, students will be able to:

1. Define healthcare using a holistic perspective.
2. Explain the terms “complementary” and “alternative health” and give examples of each.
3. Access and analyze current complementary and alternative health research projects.
4. Compare and contrast several types of scientific research methods.

5. Distinguish among various types of advertising marketing practices.
6. Describe and analyze the U.S. healthcare delivery system.
7. Compare/contrast the training of allopathic and osteopathic physicians with the training of various alternative practitioners.
8. Assess the credibility of alternative health practices (such as naturopathy, homeopathy, acupuncture, etc.) by examining current or past research.
9. Explain various definitions of quackery and identify fraudulent practices.
10. Compare and contrast various types of health insurance.
11. Identify the federal agencies and current laws for consumer protection.

Engagement:

A record of course activity and access will be maintained. There will be NO MAKEUPS of quizzes, assignments or major exams. No “extra credit” is available in this course.

Evaluation:

Quizzes: These consist of short, timed questions about the reading material, assignments, and vocabulary. The lowest quiz grade will be dropped. A missed quiz or unsubmitted quiz will be counted as one of the lowest grades to be dropped. (If you are working from an unstable computer it is your responsibility to locate a stable computer on which to take quizzes when they are posted online) NO LATE QUIZZES ACCEPTED.

Assignments: These are designed to reinforce learning and/or to give students an opportunity to stay regularly engaged in reading while developing a professional vocabulary. Homework assignments are to be the student’s own work, and due on the assigned due date. NO LATE WORK IS ACCEPTED

Midterm Exam: this exam will be comprised of questions base on material from class activities, readings, internet activities, quizzes and homework assignments completed during the didactic portion of the course. [required]

Final Exam: cumulative over the semester. The final exam is similar in form and question type (objective questions) as the midterm exam. [required: if final exam is not completed by the deadline the student will receive a semester grade based upon accumulated points during the semester.

- **Textbook Lectures, Selected Topics & CANVAS:** This course was designed around reading assignments in your textbook [primarily] as the “backbone” of its structure. Reading material will often relate to a corresponding CANVAS activity but sometimes it will not. Because topical material other than “textbook” topics may be presented, it is your responsibility to compile your own study notes. Assigned reading material, special topic lecture material and CANVAS provided material which are part of your learning environment. It is important to your success that you be consistently engaged in all aspects of these course components.

The following are the meanings of the various letter grades awarded in this class:

- A = Superior
- B = Excellent
- C = Good
- D= Passing but below average
- F = Not credit worthy for the course

Final Grade Score Ranges

A= 310-291

B= 290-271
C= 270-241
D=240-231
F= 230 and below

Quizzes –60 pts
Student Assignments – 60 pts
Midterm –100 pts
Final Exam – 100 pts
Total Points Possible – 320 pts

NOTE: Since there is no late work allowed I have made the maximal possible points 320 pts which is higher than the top of the A range. You can look at these additional points as “bonus” points or maybe as insurance points in the event you must miss one or two assignments or quizzes.

Grade Calculations

1. **Assignments and quizzes** correspond to module content taken primarily from textbook chapter readings. Combined they are worth 120 points.
2. **Midterm** exam is worth 100 points.
3. **Final exam** (covering the entire course) is worth 100 points.

***Notes:**

- Midterm and final exams will be timed objective-type exams (multiple choice, true or false, short answer, and fill in the blank [FIB]). These exams may or may not require administration in a “live” setting which may require an exam proctor.
- Content of the midterm exam will be limited to material covered between the date of the exam and the start of the semester including the questions over the syllabus. The final exam will be cumulative covering the entire semester.
- Quizzes and assignments will be administered on a regular basis throughout the course.
- Major exams are adjusted to the top score in the class. For example, if the top score on the midterm is a 95 then that score is adjusted by 5 points to a score of 100. All other students will have their scores adjusted upward by 5 points as well.
- Scores on major exams will NOT be visible in the gradebook until all score adjustments are completed by the instructor.

Grade Calculations

4. **Assignments and quizzes** correspond to module content taken primarily from textbook chapter readings. Combined they are worth 110 points.
5. **Midterm** exam is worth 100 points.
6. **Final exam** (covering the entire course) is worth 100 points.

***Notes:**

- Midterm and final exams will be timed objective-type exams (multiple choice, true or false, short answer, and fill in the blank [FIB]). These exams may or may not require administration in a “live” setting which may require an exam proctor.
- Content of the midterm exam will be limited to material covered between the date of the exam and the start of the semester including the questions over the syllabus. The final exam will be cumulative covering the entire semester.
- Quizzes and assignments will be administered on a regular basis throughout the course.
- Major exams are adjusted to the top score in the class. For example, if the top score on the midterm is a 95 then that score is adjusted by 5 points to a score of 100. All other students will have their scores adjusted upward by 5 points as well.
- Scores on major exams will NOT be visible in the gradebook until all score adjustments are completed by the instructor.

Session Academic Calendar:

Spring Semester 2023 – 15-Week Session						
JANUARY 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
JANUARY						
<p>2 Winter Holiday, all offices closed First Day to File for Fall 2023 Graduation</p> <p>6 Payment Deadline, 5:00PM CST</p> <p>9 Classes Begin for 15-Week session Deadline to resolve outstanding items for Fall 2022 graduation</p> <p>16 Martin Luther King, Jr. Holiday, all offices closed, no classes</p> <p>23 Census Date Second drop for non-payment</p>						
FEBRUARY 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				
FEBRUARY						
<p>1 Registration for Summer 2023 begins Third drop for non-payment</p> <p>13 Mid-Term Grade Rosters Open</p>						
MARCH 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
MARCH						
<p>1 Final Filing Deadline for Spring 2023 Graduation</p> <p>13-18 Spring break for faculty and students</p> <p>TBD Last Day to enter Mid-Term Grades</p> <p>17 Textbook orders due from Faculty for Summer and Fall 2023</p> <p>23 Last day to withdraw from one or more 15-Week courses</p> <p>24 Last day to schedule thesis or dissertation defense for Spring 2023 Graduation</p>						
APRIL 2023						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
APRIL						
<p>3 Registration for Fall 2023 begins for graduate/senior/Presidential Fellow/Honors/SI Leader/NCAA students</p> <p>4 Registration for Fall 2023 begins for juniors</p> <p>5 Registration for Fall 2023 begins for sophomores</p> <p>6 Registration for Fall 2023 begins for freshmen</p> <p>10 Last day to submit completed thesis or dissertation for Spring 2023 Graduation</p> <p>25 Final grade rosters open for 15-Week session</p> <p>24-29 Final exams</p> <p>29 End of 15-Week session</p> <p>28-29 Spring Commencement</p>						
MAY 2023						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
MAY						
<p>1 Last day to submit completed thesis or dissertation for Spring 2023 (Biotech students only)</p> <p>2 Final 15-Week grades due in Faculty Center by 12:00PM CST</p> <p>29 Memorial Day holiday; all offices closed, no classes held</p> <p>31 Deadline to resolve outstanding items for Spring 2023 graduation</p>						

Course Sequence:

GETTING STARTED	1/9 – 1/13	SYLLABUS	SA-0	Q-0
MODULE 1	*1/17 – 1/20	CHAPTER 1	SA-1	Q-1
MODULE 2	1/23 – 1/27	CHAPTER 2	SA-2	Q-2
MODULE 3	1/30 – 2/34	CHAPTER 3	SA-3	Q-3
MODULE 4	2/6 – 2/101	CHAPTER 4	SA-4	Q-4
MODULE 5	2/13 – 2/17	CHAPTER 5	SA-5	Q-5
MODULE 6	2/20 -2/24	CHAPTER 6	SA-6	Q-6

MIDTERM EXAM	2/27 – 3/3			
MODULE 7	3/6– 3/10	CHAPTER 7	SA-7	Q-7
SPRING BREAK	3/13 – 3/18			
MODULE 8	3/20 – 3/24	CHAPTER 13	SA-8	Q-8
MODULE 9	3/27 – 3/31	CHAPTER 16	SA-9	Q-9
MODULE 10	4/3 – 4/7	CHAPTER 17	SA-10	Q-10
MODULE 11	4/10 – 4/14	CHAPTER 18	SA-11	Q-11
DEAD WEEK	4/17– 4/21			
Final Exam: Monday April 24th 9:00 AM until 11:59 PM	The comprehensive Final Exam will be available between 9:00 AM and 11:59 PM on Monday, April 24th. You should allow yourself about 1 hr. to complete and submit the exam. If not completed before the deadline the final semester grade will be based upon the number of points earned up to the final.			

*1/17 is Dr. Martin Luther King Jr. observance

Religious Holidays

The university strives to respect all religious practices. If you have religious holidays that are in conflict with any of the requirements of this class, please see me immediately early in the course so that we can make arrangements in line with excused absences.

Course Culture:

1. It is expected that everyone will complete the assignments and course activities on time.
2. If you have special learning needs, please inform me on the first day of class.
3. Academic dishonesty (cheating, plagiarism, copying, etc.) is a serious infraction of course standards. It is your education...please don't cheat
4. We will treat one another respectfully while challenging ideas...NOT attacking the person.

Academic Dishonesty:

The work that you hand in is expected to be original and to be your own. You are expected to consult Subchapter 8-800 of the University of Texas at Tyler Manual of Policies and Procedures for Student Affairs: Student Conduct and Discipline available at www.uttyler.edu/mopp/chapter8.html .

Student Rights and Responsibilities:

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/StudentRightsandResponsibilities.html>

Grade Replacement/Forgiveness:

If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to do so will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates will receive grade forgiveness (grade replacement) for only three course repeats; graduates, for two course repeats during his/her career at UT Tyler.

Course Drop Policy:

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped

course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

Disability Services:

In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Support Services office in UC 282, or call (903) 566-7079.

Student Absences Due to Religious Observances:

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. Three days of excused absences are allowed (see above). For questions, see the instructor.

Social Security and FERPA Statement:

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Building Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. DO NOT re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Note: This syllabus is NOT a contract. It is intended to provide GUIDANCE ONLY throughout the course. Cancelled classes for reasons such as professor illness or inclement weather will require this tentative plan to be altered. Dr. Sloan may change this plan depending on student interest or unforeseen events that could alter the learning experience for students.