

ENGR 192A Fall 2011
Extra Credit Exam

Answer all questions either True or False on the answer sheet. You must get 18 of 20 questions correct to receive extra credit.

1. During the Great Plague of the 1300's, placing towns under quarantine was ineffective at reducing mortality.
2. The first practical antibiotic was produced in 1890 after Pasteur discovered the germ theory of disease.
3. Today, chronic diseases are among the leading causes of death.
4. Before the 1930's, hospitals were primarily for surgery and end-of-life care.
5. Seeing a general physician for an annual physical is considered a form of tertiary care.
6. Health insurance in the U.S. is mostly employer-based.
7. In 2007, healthcare expenditures amounted to 10% of the U.S. gross domestic product.
8. Intuitive medicine is defined as treating easily diagnosed diseases with precision-based therapies.
9. Entrepreneurs search for change, respond to it and exploit as an opportunity.
10. The "unexpected success" is an example of an opportunity-based innovation.
11. Innovations based on new knowledge are the hardest to manage and have the highest failure rate.
12. A "disruptive innovation" is one that improves the performance of an existing product in an established market.
13. Combining both solution shops and value-added process business models in a general hospital is an efficient and profitable approach.
14. National Jewish Hospital and Cleveland Clinic are examples of successful integrated solution shops.
15. When product innovations overshoot the needs of consumers, the consumer will pay a premium for greater performance.

16. Management of chronic diseases is one of the jobs-to-be-done of a general physician practice.
17. Chronic diseases account for only 50% of prescription drug use.
18. In Christensen's Chronic Quadrangle, the toughest diseases to treat are those where a large behavior change is required and motivation to comply with therapy is weak.
19. A person's health status is a factor in determining their premium when they are part of a community-rated insurance plan.
20. The effects of human biology and the unpredictability of outcomes are two reasons why pharmaceutical product development is different from other complicated products.

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Answer Sheet

Name:

Perm # (last 4):

Answer either "T" (True) or "F" (False)

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