

The Business of Healthcare

We will address the rapidly evolving business environment of healthcare. Over two days, we will discuss: 1) the significant challenges facing the U.S. healthcare system and the drive to provide greater value (quality vs. cost); 2) the key determinants of improving quality in healthcare; 3) the primary opportunities for cost control in providing care; 4) the extensive legal and regulatory environment in which healthcare operates; 5) the need for innovation in improving quality and reducing cost; 6) the central role of data analytics in accomplishing healthcare improvement and; 7) strategic choices healthcare entities need to address to integrate all of the above.

Healthcare providers in the U.S. are providing significantly inferior qualitative results at 2-3 times the cost of other developed countries. Providers are facing increasingly limited reimbursement schemes from the U.S. government, insurers, and employers. The industry is therefore struggling with how to increase value by improving quality and decreasing cost. Quality initiatives center around Zero Harm (reducing patient injuries and deaths - healthcare provider errors currently comprise the third leading cause of death in the U.S.), Evidence Based Medicine and Patient Centered Care. Cost improvement is focused on implementation of Lean systems, Population Health (analyzing the costs of caring for a patient over a period of time instead of just per episode of care) and Time-Driven Activity Based Costing.

Healthcare is the most regulated industry in the U.S. such that every business decision must be made within an incredibly complex and rapidly evolving legal environment. Healthcare is increasingly looking for innovative ideas to enhance quality and reduce cost, with data analysis as the most promising approach to changing the quality/cost dilemma. Healthcare strategy seeks alignment and integration of all the above in complex decisions regarding focus, growth, consolidation, and integration.

Thursday

AM Challenges and Value

Healthcare Quality

PM Healthcare Cost

Data Analysis

Friday

AM Innovation
 Healthcare Law and Policy

PM Healthcare Strategy
 Assessment and Conclusion