NAVIGATING HEALTH CARE TRENDS

Program Description

Is your business prepared for the disruptive trends shaping health care now and into the future? Do you understand perspectives of those outside your business? This three-day program will be an opportunity to engage with faculty and leaders from across the health care sector to explore trends and anticipate impact from different perspectives, including:

**Payment Trends**
- Bundling
- Capitation
- Consumerism
- Defined Contribution

**Provider Trends**
- Big Data
- Computer-Aided Decisions
- Deskilling
- Medical Tourism

**Manufacturer Trends**
- Biosimilars
- Health Tech Assessment
- Niche Medicine
- Store-Label Devices

**Learning Outcomes**
- Understand the perspectives of your partners and competitors in the health care ecosystem
- Analyze changes in the way providers and manufacturers are paid
- Understand your customers to improve the value of your health care product or service
- Identify which disruptive forces can succeed in the constrained health care space where government plays an important role in regulation and reimbursement
- Recognize market segments which will grow or shrink in profitability
- Cultivate a broader understanding of the health care sector so that you can shape the factors within your control
- Reallocate resources based on shifting paradigms
- Foster creative thinking across health care organizations to anticipate future changes and improve health outcomes

**Location**
Duke University
Washington Duke Inn & Golf Club
Durham, NC

**Upcoming Program Dates**
May 17-20, 2016

**Advanced Registration & Program Fee**
April 2, 2016
$4,800

Post April 2, 2016
$5,300

**Program Length**
3 Days
(Arrive Tuesday evening)

**Program Fee**
Includes tuition, instructional materials, accommodations, all meals and programmatic activities. Airfare, transportation to and from the airport, and personal incidentals are not included.

**Who Should Attend**
Designed for both clinical and nonclinical leaders of health care payers, providers, manufacturers, and regulators

**Duke Executive Education**
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Key Differentiators

- Delivered by faculty from The Duke MBA Health Sector Management program who:
  - Inspire discussion about the most pressing issues in healthcare today
  - Are experienced in training healthcare leaders; Fuqua sends more MBAs to healthcare firms than any other business school
  - Leverage connections to a rich network of healthcare leaders

- Orchestrated by Professor David Ridley, Director of Fuqua's Health Sector Management Program. He is author of the priority review voucher which became law in 2007, sold for more than $100 million, and has been proposed by Senators as a way to encourage R&D for Ebola treatments.

- Developed at Duke University's Fuqua School of Business which is ranked #1 for full time MBA programs by Bloomberg Businessweek (2014) and is known for its collaborative culture and development of leaders of consequence.

Learn more or apply today: www.ee.fuqua.duke.edu

Program Schedule

**Tuesday**
Optional Reception

**Wednesday**
Disruption in Paying for Health Care
- Discussion: Will Disruptive Innovations Cure Health Care
- Disruption in Government Reimbursement: The Affordable Care Act Today & Tomorrow
- Disruption in Reimbursement: Bundling, Capitation, Accountable Care Organizations
- Disruption for Patients: Consumerism in Choosing Health Plans and Providers
- Dinner & Keynote
  - Leadership Priorities of a Health Care CEO

**Thursday**
Disruption for Providers
- Computer-Aided Decision Making
- Virtual Care
- Practicing at the Height of Licensure
- Retail Clinics
- Specialty Hospitals
- Medical Value Travel
- Innovation in Emerging Markets

Disruption for Manufacturers
- Biosimilars, Store Labels
- Health Technology Assessment
- Niche Medicine

**Friday**
Presentations
Program Close

*Final schedule subject to change*