



Executive Education

mastering the new challenges of health care

15-19 may, 2006





THE PROGRAM

Health care systems throughout the world are being scrutinized and rethought. Public expectations for better health and better health care are rising, driven by the spread of information, by growing political and economic empowerment, and by aggressive marketing by pharmaceutical and medical device manufacturers. Costs are increasing in most countries and the stark reality is that it is now possible to do more for patients than most countries can pay for. Underlying these global stresses is the rapid acceleration of medical technology, the result of dramatic breakthroughs in the medical sciences.

While national health care systems differ greatly based on level of economic development, national culture, political organisation and history, it is possible to compare systems in terms of the relationships among key players: Patients, Providers, Payers, and Administrators. The results

of these relationships show up in fundamental characteristics of the system: Cost, Access, and Quality. It is clear that in most countries the dynamics of these relationships are not well understood by patients, by most providers, and even by many administrators and payers.

As a result, it is essential for professionals to acquire the knowledge and skills to understand and influence the health care systems in which they operate. This can only be achieved in a setting that brings together individuals from major health care domains to learn together. Cross-functional dialogue among these participants is essential to address solutions to common problems of equity of access within limited budgets at an adequate level of quality.

PROGRAM GOALS

The aim of the program is to help participants take a leadership role in their organisations. It will equip them with the required knowledge and skills to understand complex health policy issues in a setting conducive to interaction among participants from a range of backgrounds. The interaction will be aimed at thoughtful reconsideration of health system organisation and dynamics and the development of innovative solutions to shared dilemmas. Some of the main benefits for the participants will be:

- Increased understanding of the political, social, economic and technological dimensions to be considered in developing innovative solutions to health policy dilemmas
- Increased ability to assess the role and responsibilities of the main stakeholders involved in health care systems
- Enhanced understanding of the key elements of innovative health care systems
- Improved ability to make complex strategic decisions concerning health policy issues.

PARTICIPANTS PROFILE

The program is aimed at individuals with outstanding potential for leadership in the health care sector who occupy positions requiring increased understanding of health policy dilemmas and new skills. They are professionals from both the private and public sector, coming from pharmaceutical industries, insurances, clinical facilities, health ministries and authorities,

regulatory agencies, as well as consultants, medical doctors and pharmacists. Criteria for selection will include strong references from their organisations, and a range of backgrounds and experience will be chosen to foster fruitful cross-functional dialogue.

This course is jointly offered by:



HARVARD MEDICAL
INTERNATIONAL

« Understanding the intrication of factors interacting on health care systems is becoming paramount to all stakeholders. The course has given me a unique range of comprehensive training in public health dimensions and the opportunity to interact with leading policy experts: a must!

Thierry Volle,
Managing Director, Wyeth Schweiz AG



« Looking for a well structured, comprehensive and highly formative interprofessional training analysing the crisis of each health care system in the developed world? Go to Lausanne and take part in the Harvard/Unil education course!

Ignazio Cassis, MD, Cantonal Physician Ticino

FORMER PARTICIPANTS

The following organisations were represented among former participants, which also included independent medical doctors and pharmacists:

Administration

- City of Zagreb Office for Health Labor and Social Welfare (Croatia)
- Réseau Santé Valais
- Regional Health Administration Oporto (Portugal)
- Swiss Federal Office of Public Health
- Swiss Federal Statistical Office
- Ticino Cantonal Office of Public Health

- Spital Limmattal
- Spital Zollikerberg

Insurance

- Helsana Versicherung AG
- HZZO Croatian Institute for Health Insurance
- Santésuisse
- SUVA
- Visana

Universities

- University of Louvain Medical School (Belgium)
- University of Bern - Institute for Evaluative Research in Orthopaedic Surgery

Pharmaceutical & Medical Device Industry

- Eucomed
- Galenicare
- Interpharma
- Johnson & Johnson Medical
- Pfizer AG
- Medtronic
- Novartis
- Philips Medical Systems
- Wyeth Pharmaceuticals AG

Consultants

- Antares Consulting
- Shook, Hardy and Bacon LLP.

Hospitals & Clinics

- Clinique de Genolier
- Clinique et Maternité Sainte-Elisabeth de Namur (Belgique)
- Kantonsspital Basel
- Kantonsspital Bruderholz
- Finance Department - Hospices / CHUV
- Fundación Hospital Calahorra (Spain)
- Plastic and reconstructive surgery - Hospices / CHUV
- Policlínica des Valles Girona (Spain)
- Spital Lachen AG

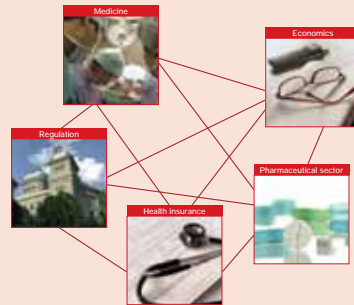
« The course provided a unique opportunity to interact with some of the leading health policy experts on a wide range of interesting and challenging health care topics.

Herb Riband, VP & Deputy General Counsel, Legal and External Affairs, Medtronic International

PROVISIONAL PROGRAM SCHEDULE

	Monday May 15	Tuesday May 16	Wednesday May 17	Thursday May 18	Friday May 19
08.00	Registration				
08.30	Introductory session	Study Group	Study Group	Study Group	Study Group
09.00	The Scaffolding of Health Care Systems	Managed Care	Evaluation of Health Technology: Methods	The Principles of Innovation	Leading Change
10.30	Break	Break	Break	Break	Break
11.00	Health Insurance and Demand for Care	Supply Prices in Medical Care	Evaluation of Health Technology: Policies	Innovations in Health Care Organization and/or Delivery	Scenarios for the Future of Health Systems
12.30	Lunch	Lunch	Lunch	Lunch	Lunch
13.30	European Health Systems: Challenges for the Future		Quality Improvement and Medical Error 1	Future of Health Care IT 1	Group Reports: Ideal Systems of Health Care
15.00	Break	Break	Break	Break	Break
15.30	The Politics of Health Care	Facing the demographic change	Quality Improvement and Medical Error II	Future of Health Care IT II	Group Reports: Ideal Systems of Health Care
17.00	Break	Study Time	Study Time	Break	Farewell reception
18.00	Reception			Reception	
18.30	Guest Speaker & Dinner			Guest Speaker & Dinner	

interdisciplinary
and international
networking



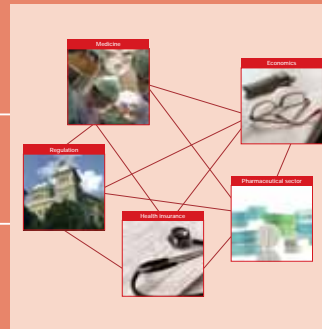
strategical
thinking

PROVIDERS

PATIENTS

PAYERS

GOVERNMENT



CORE TOPICS



the scaffolding of health care systems

All health care systems must address similar problems, which include efficiency and equity. They can be compared in terms of the nature of regulation as it creates a balance of solutions to these universal problems.



the allocation of financial risk

Balancing access to care, quality of care and the cost of care involve the distribution of financial risk among the participants in health care – patients, purchasers and providers. Finding the right balance between government regulation vs. a free-market framework is key.



the role of technological innovation

The dynamics of innovation and its diffusion into medical practice is a key driver of quality and cost. Increasingly efficient tools for the economic analysis of costs and benefits of technological innovation are being developed.



improving quality in health care

Processes by which care is delivered are crucial in improving quality, reducing waste and inefficiency, controlling medical error and improving patient safety.



the role of consumers

The aging of the population is a key element in understanding both the demand for health services and the ability of countries to pay for health care. The role of consumers as the agents of demand for services is also radically changing.



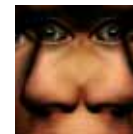
innovations in health care

Resource constraints have prompted caregivers to develop novel delivery systems like home dialysis, outpatient surgery, specialized clinics or networks. They diffuse slowly against strong gradients of professional beliefs in traditional systems.



strategic decision-making

Efficient strategic decision-making is key to succeeding in innovation in health care. A characteristic of good decisions is that they should take into account organisational capability, support and added value.



ethics in health care

Health care professionals are increasingly facing challenging ethical issues. This is notably the case when dealing with questions of innovation.



IT in health care

The strategic application of IT in health care reduces costs and enhances quality. Efforts are being made to introduce innovative web-based tools that reduce error, empower patients and minimize administrative costs.



scenarios for the future of health systems

Planning is a key role of public health professionals who use tools such as demography and epidemiology. In a world characterised by uncertainty the technique of scenarios can be used fruitfully to outline the most plausible futures in health care.



FACULTY

The programme faculty is drawn from Harvard University, the University of Lausanne and other leading European academic institutions. They are all leading experts in the field of health care and involved in research, advisory and consulting activities with public and private bodies that are restructuring health care systems. In addition to Professors Alberto Holly and Miles Shore, indicative faculty for the program are:

Richard G. Frank, PhD

Margaret T. Morris
Professor of Health Care Policy
Harvard Medical School
Harvard University
U.S.A.

Panos Kanavos, PhD

Lecturer in International Health Policy
Director, MSc International Health Policy
Dept of Social Policy & LSE Health
London School of Economics
England

Fred Paccaud, MD

Professor and Director,
Institute for Social
and Preventive Medicine
University of Lausanne
Switzerland

David Blumenthal, MD

Professor of Medicine and Health Care Policy
Harvard Medical School
Director, Institute for Health Policy
Massachusetts General Hospital
U.S.A.

Stefan Winter, MD

Professor of Medicine
Secretary of State
Ministry of Labour, Health and Social Affairs
of the State of North Rhine-Westphalia
Germany

Martin McKneally, MD

Professor of Surgery
Dept. of Surgery and the Joint Center
for Bioethics
University of Toronto
Canada

PROGRAM DIRECTORS

The program directors are Professors Miles Shore, Harvard University, and Alberto Holly, University of Lausanne.

Miles F. Shore

is Bullard Professor of Psychiatry at Harvard Medical School and Visiting Scholar at the Malcolm Wiener Center for Social Policy. A graduate of Harvard College and Harvard Medical School, he trained in psychiatry and psychoanalysis in Boston. He directs, with Joseph P. Newhouse, Skills for the New World of Health Care, an executive program on health policy for physicians and other health care leaders. Shore has been a consultant to a wide variety of community agencies, clinics, and hospitals.

Alberto Holly

is Professor of Economics at the Faculty of Economics (HEC), and Director of the Institute of Health Economics and Management (IEMS), at the University of Lausanne. He has held visiting professor positions at Harvard University, MIT, the London School of Economics among other academic institutions. He is a Fellow of the Econometrics Society. His main research interest is to investigate how the demand for health services can be influenced by regulatory changes and financing constraints.

THE EDUCATIONAL EXPERIENCE

The schedule for the 5-day program is a demanding one. The educational experience will be highly interactive relying on classroom exercises, discussion of illustrative cases, and selected readings. Interaction between faculty and participants is an essential feature of the program. In order to enhance the cross-functional dialogue

participants will be actively involved in group discussion and work together in teams on a project during the program and present their findings and recommendations to the whole group of students.



HOW TO APPLY

Mail or Fax Application to:

Isabelle Chappuis, Executive Education,
IEMS - Institute of Health Economics and Management
César-Roux 19

CH-1005 Lausanne, Switzerland

Phone: +41 (0)21 314 49 86

Fax: +41 (0)21 314 69 11

E-mail: executive.health@unil.ch

Online Application: www.hec.unil/iems/harvard

an intensive program to enable participants to answer the following questions:

- How do health care systems compare?
- How can we evaluate health technology?
- What can health care leaders do about rising costs?
- What is quality in health care?
- How to lead change in health care?

ENTRY REQUIREMENT

Criteria for selection will include strong references from their organisations, and a range of backgrounds and experience will be chosen to foster fruitful cross-functional dialogue.

LOCATION

All classes will take place on the campus of the University of Lausanne.

GENERAL INFORMATION

The tuition of CHF 5,000 (excluding VAT) will cover the 5-day course. The tuition includes all program materials, lunches and some evening meals. Payments for hotel accommodations and travel are not included in the tuition.

ACCOMMODATIONS

Participants are requested to make their own arrangements for lodging. They will receive additional information on possible accommodations with the confirmation of their acceptance.

CERTIFICATE & ACCREDITATION

A participation certificate from the University of Lausanne and Harvard Medical International is delivered at the end of the week.

The course is FMH-accredited and members of the Swiss Medical Association will be granted credits for participating. Accreditation from EUMS (European Union for Medical Specialists) is pending.



FMH-approved



HARVARD MEDICAL
INTERNATIONAL

"a center of excellence
in the heart of europe"

IEMS is an interdisciplinary institute involved in research, postgraduate and executive education and consulting in the field of health economics and management.

IEMS is attached to both the University of Lausanne (Faculty of Biology and Medicine and Faculty of Economics and management-HEC) and the CHUV (Vaud County Hospital), a leading university hospital with more than 6500 employees.

It promotes synergies between the main academic areas necessary to the comprehension of the full complexity of health care systems: economics, management, law, statistics, social anthropology, epidemiology, medical practice, etc.

IEMS collaborates with leading universities, research institutes and the industry, in Switzerland and internationally.

www.hec.unil.ch/iems

"one world, one medicine"

Harvard Medical International (HMI) is a self-supporting not-for-profit subsidiary of Harvard Medical School (HMS) whose role is to extend internationally the School's tradition of improving the quality of health care through excellence in clinical medicine, medical education, and biomedical research.

HMI's programs and services have been developed to address the full range of challenges facing organizations in the health care, education, and research industries. HMI works with partners to develop customized programs. HMI's programs and partnerships draw upon a wide range of intellectual resources. Faculty from Harvard's Schools of Business, Education, Public Health, and Government contribute significantly to the breadth and depth of the expertise and experience that can be brought to our programs.

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