Building Future Health Care: A Patient's Perspective

Healthcare is personal. Yet, the business of health care is nothing but. Why is it so? How do we solve it?

This course is focused on students interested in learning about the business of healthcare today and proactively finding and building solutions for the future.

Typically, healthcare problems are approached from the perspective of business stakeholders - Payers, Providers, Biopharmaceuticals, Policymakers etc. This course aims at approaching healthcare as an ecosystem as experienced by patients, identifying its strengths and challenges from that perspective, and building solutions that impact our lives as patients and caregivers.

The first half of the course is designed to provide foundational knowledge of the U.S. healthcare ecosystem and set up a group project in which students identify a problem within the healthcare ecosystem that they are passionate about solving. The second half is focused on teaching content that helps students develop their projects and turn them into real businesses.

As a part of this course, students will spend one week visiting various centers of healthcare innovation in the US to learn what is happening in the real world and generate ideas. Students will also spend a week visiting one country in Asia to understand innovations in healthcare happening outside of the US. Additionally, the course will bring industry leaders and innovators as guest speakers and as part of an external judging panel. At the end of the course, we will explore the opportunity for a state grant of corporate sponsorship for winning projects to build on their idea further.

This course is targeted towards students focused in healthcare (Schools of Medicine, Nursing, Public Health and Business). The course content will include custom thought leadership, engaging articles and news clippings from media and publications, self-discovery, guest lectures, and site visits. Student grades will be based on participation, assignments and their final project.

SYLLABUS

Week 1

Course Introduction and Framing the Problem

Healthcare is personal. Yet, the business of health care is nothing but. Why is it so?

How do we solve for it? Patient Panel, Presentation, Reading Assignments

Week 2

Complexity and Fragmentation in US Healthcare: Stakeholders, Policy, Delivery and Payments

A high-level overview of fragmentation in US Healthcare ecosystem, role of various stakeholders including government,

insurers, providers, biopharmaceuticals and intermediaries; and rents that lead to high cost of healthcare
Presentation and Group Discussion
Assignment: What's good, what needs to be fixed?

Week 3

What's good, what needs to be fixed?

A critical investigation into what is good, and what needs to be fixed — approaching healthcare from a systems perspective versus an individual stakeholder perspective. Understanding role of policy as a preserver and disruptor of the ecosystem. Group Discussion; Position paper

Week 4

Your role as a Patient?

How would you want your healthcare experience to be as a patient, or caregiver? What is missing? Why? How do we fix it?
Group Discussion
Becoming Responsible Citizens: Taking an Oath to Personal Responsibility

Week 5

What are innovators doing?

How are incumbents, startups and technology companies approaching the issues and challenges in healthcare

and looking to stay relevant

Guest Panel: Chief Patient Officer's across healthcare and Patients, or

Field trip: Boston, Chicago & San Francisco based Health Incubators - Matter, Rock Health, JLABS, other

Students submit a field report on learnings

Week 6

Introducing the Term Project: How will we fix healthcare?

Student Groups frame a problem statement for which they will develop a solution over rest of the term

Reading: Finding White Spaces - Principles of Embrace the Need, Money will Follow; Outside in First, Inside Out Next

Week 7

Platform Business Models in Healthcare: Learning from Tech Giants

Ping An, Amazon, Apple, Google, Alibaba, Tencent and how they are creating new models of healthcare Media Review, Presentation, Group Discussion

Week 8

Group Presentations, critique and finalization of term projects

External panel comprising of patients and healthcare leaders

Week 9

Global Immersion: Finding Ideas in Asia

Asia is leapfrogging the West in creating disruptive, digitally enabled business models. Student's visit institutions, innovators and leaders transforming health care in their regions

Week 10

Immersion: Finding ideas in Asia

Students apply learnings to their problem statement and prepare a field report.

Week 11

Global Immersion: Bringing it Home

Group Discussion: Role of Policy, Regulation, Demographics and Economics in determining healthcare business models

Week 12

Developing New Ventures

Principles: Designing for the end user; Keeping it Modular; Keeping it Simple
Valuing your enterprise in the age of platform business models. In an age where technology has significantly reduced the cost of entry and created hyper-competition and associated compression in pricing of services, can healthcare maintain its pricing models? If not, how should the future business models create value?

Week 13

Strategic Partnerships as a Business Model

Scaling your venture in the age of platform business models.
Strategic Partnerships are becoming a mainstay in healthcare. How can they become a source of competitive advantage? Role of partnerships in Research; Lowering Costs to firms and systems; Optimizing services, prices, delivery and experience; Expanding products and Services; Shaping regulatory policies and Co-creating platforms, business lines and business models

Week 14

What kind of a leader will you be?

Leadership challenges in leading innovation
New breed of leaders that are patient-centric and digitally savvy

Week 15

Bringing it Together

Students present their term projects in class to gain feedback

Week 16

Final Presentations

External panel comprising of healthcare leaders

Students are evaluated on the merits of their solutions, ease of execution and value created from a patient's perspective