



# The presentation will begin shortly.

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Healthcare Strategy & Market Development™  
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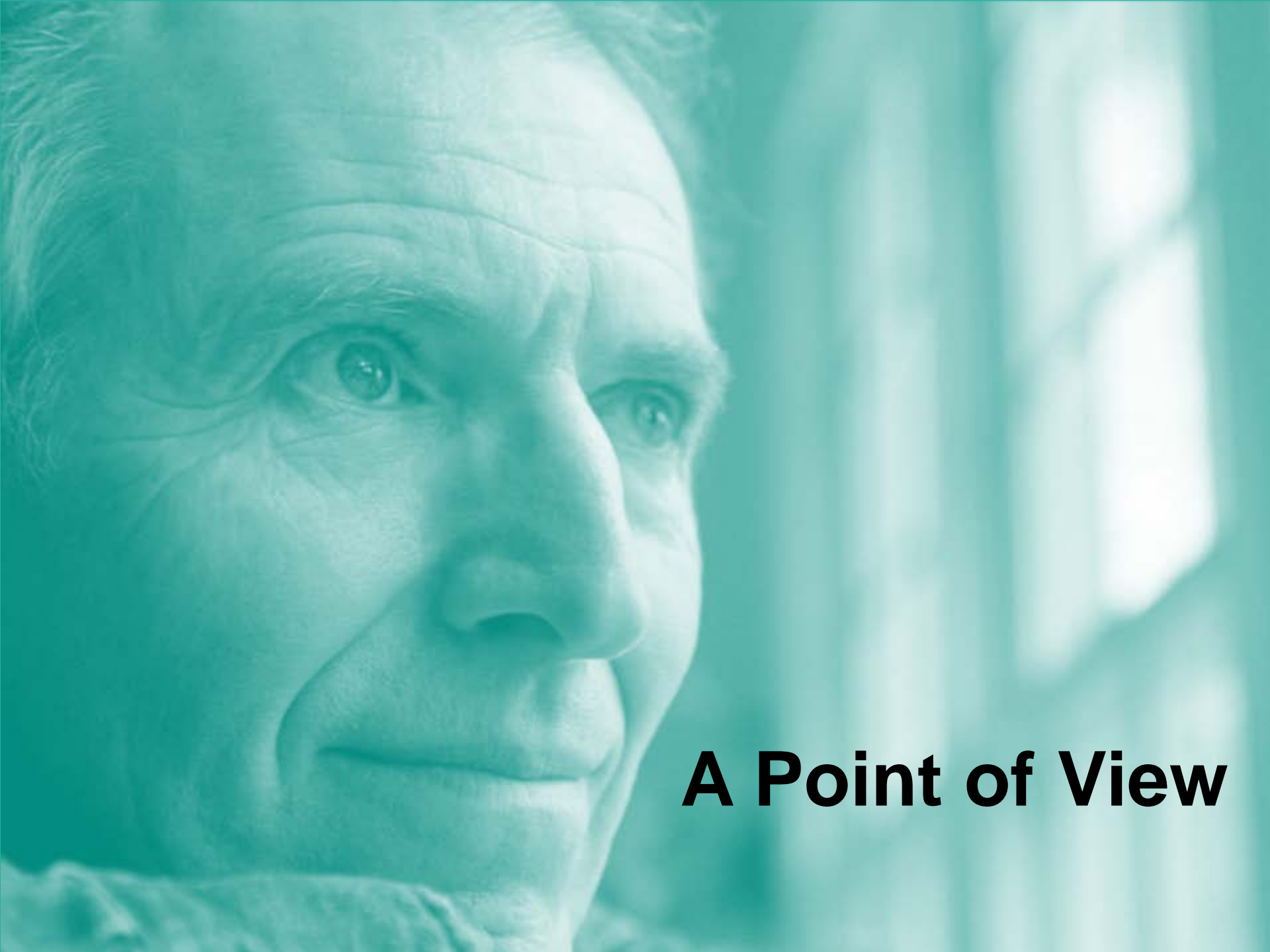
# BRIDGING WORLDS

THE FUTURE ROLE OF THE  
HEALTHCARE STRATEGIST

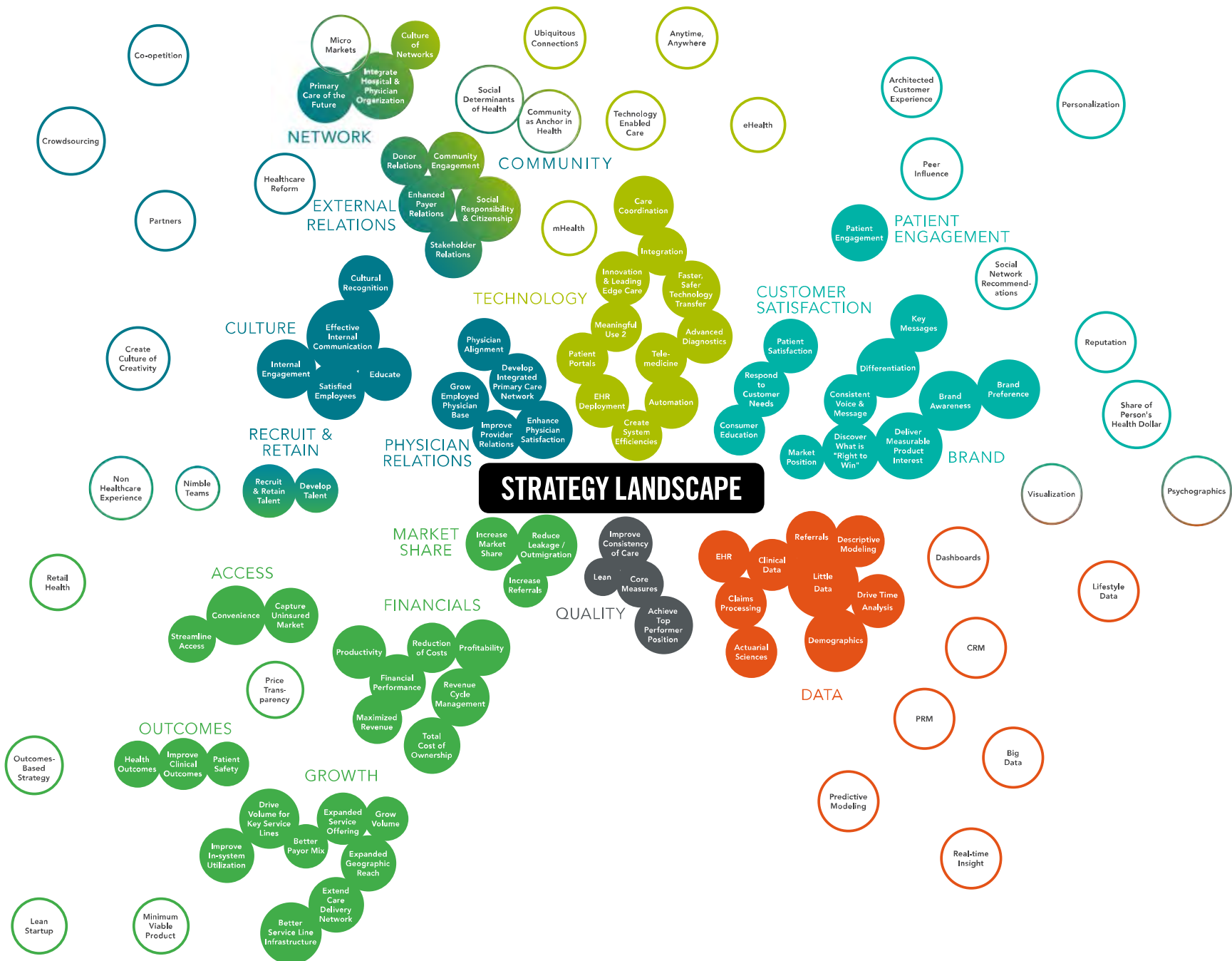
- + Strategic Planning
- + Marketing
- + PR & Communications
- + Physician Relations
- + Business Development

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- ~~+ PR & Communications~~
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- ~~+ Business Development~~
- + Non-hospital Centric Partners**
- + All Healthcare Leaders**





# **A Point of View**









# Changing Utilization Patterns

# Technology





# Big Data



# **New Payment Models & Transparency**





**Partners  
& Collaborators**



# New Competition





**Retail-ization**





# **Advanced Science of Medicine**





**Engagement  
& Activation**



**Implications**

In strategy, we need we need to move faster.

Develop & hire people with the ability to transform.


**Insight**

**“If you’re not changing  
you’re dying.  
Sitting still is a bad idea.”**

**Brian Nester, DO**

CEO, Lehigh Valley Health Network





1  
**Be nimble to  
exceed the rate  
of change.**



Consume, compare and synthesize  
information from multiple sources.

Never before have consumers been so  
involved in decision making.

**Insight**

**“Bring the customer  
into the process. Their voice  
is very powerful.”**

**Jodie Lesh**

Senior Vice President, Strategic Planning  
& New Ventures, Kaiser Permanente



2  
**Tell stories.  
Create  
experiences.**

Strategy is not an isolated discipline.

Strategists should be an agent of change.

**Insight**

**“The best leaders, the best strategists, are the ones who have a feel for the pulse of the organization.”**

**Sven Gierlinger**

Chief Experience Officer,  
North Shore LIJ Health System





3

**Integrate and  
co-create.**

Healthcare needs new models of thinking about (ecosystems) and doing strategy (lean start-up, scale by letting go).

**Insight**

**“The industry is moving to a retail orientation at a quicker pace than ever before.”**

**Bob Riney**

President and COO,  
Henry Ford Health System



4

**Erase  
boundaries of  
business.**



Connecting robust analytics and human need (emotion) – as a mechanism to understand the consumer base.

The killer combination is someone who can analyze data and tell stories

**Insight**

**“Knowing your customer  
might just be  
the secret sauce.”**

**James Skogsbergh**

President, Advocate Health Care






5

**Generate data-  
driven insight.**



**Implication**





1  
**Be nimble to  
exceed the rate  
of change.**



**Implication**



**Key  
Takeaways**

# Consulting Skills







**Ideas to  
Execution**





**Lean  
Strategy**

## Present Focus



## Future Focus

Thinking like an  
employee

Acting like an owner

Comprehensive  
planning process

Just enough  
planning process

Standing committees

Nimble teams

Talking

Doing

Top Down

Outside In

Think

# Thought Provoker

Do





COURAGEOUS

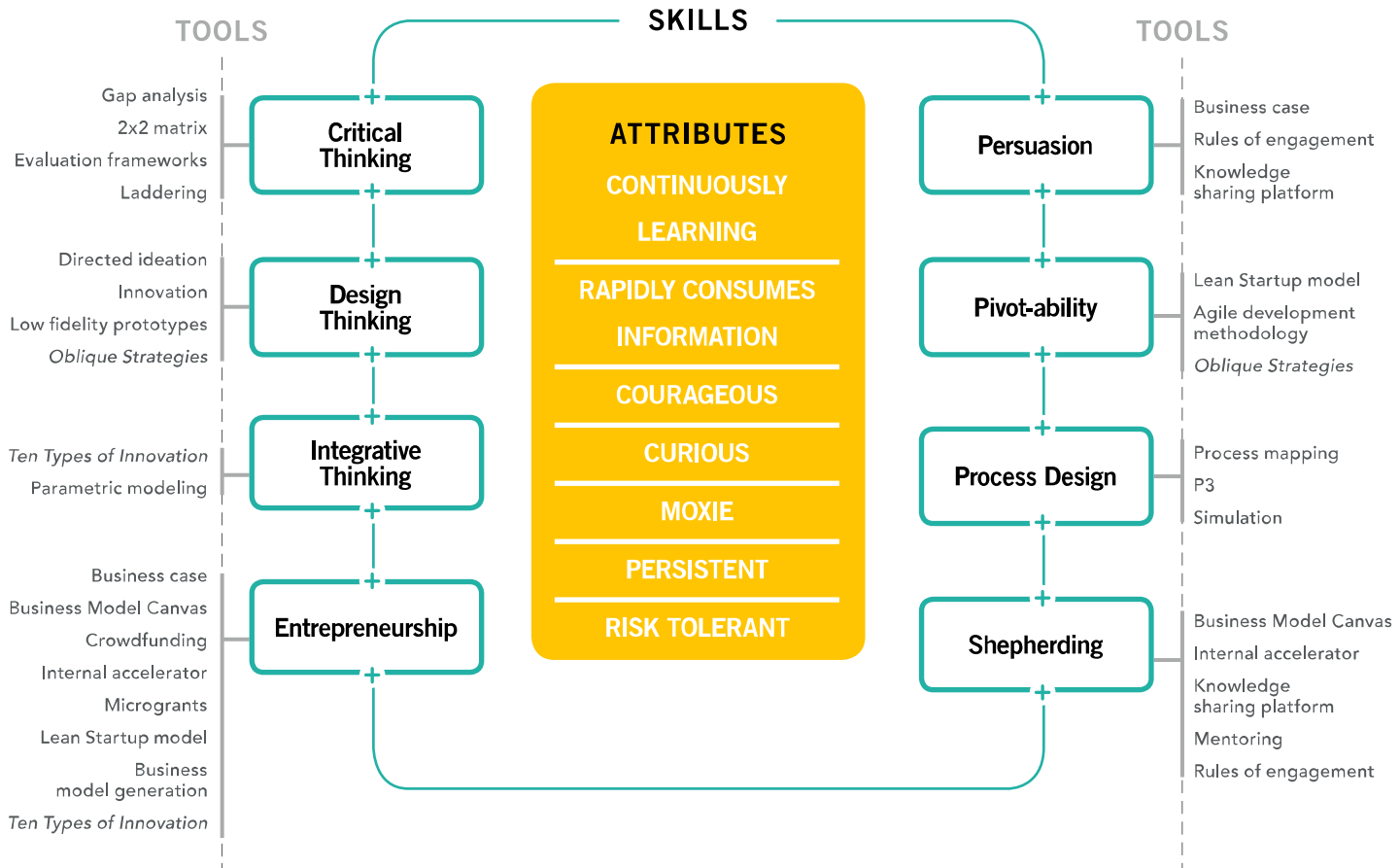
RAPIDLY CONSUMES INFORMATION

PERSISTENT

CURIOUS

CONTINUOUSLY LEARNING

RISK TOLERANT





## SKILLS

Entrepreneurship

Integrative  
Thinking

Shepherding

## TOOLS

Lean Startup Model  
Business Model Canvas  
Business Model generation

*Ten Types of Innovation*

Internal accelerator  
Knowledge sharing  
platforms  
Rules of engagement

**What's next?**

# Take Action

- + Work through “Thought Provoker” exercises
- + Examine the attributes, skills, and tools for development opportunities
- + Discuss the report with colleagues
- + Discuss segments of the report during retreats
- + Share your suggestions, experiences and ideas with SHSMD at:  
[www.shsmd.org/BridgingWorldsSurvey](http://www.shsmd.org/BridgingWorldsSurvey)

**Full report and additional  
information available at**

**[www.shsmd.org/resources/bridgingworlds](http://www.shsmd.org/resources/bridgingworlds)**

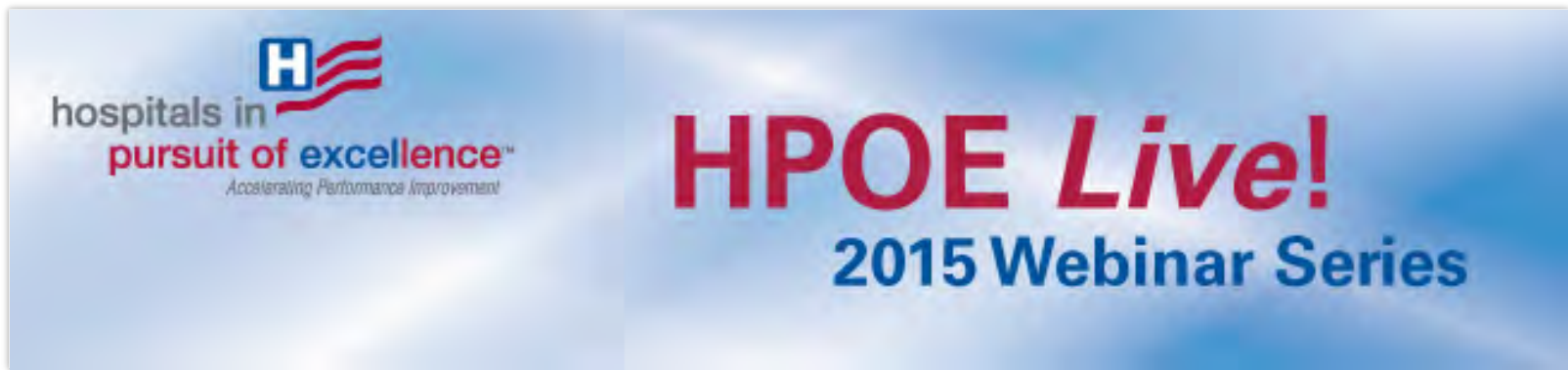


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