The presentation will begin shortly.
BRIDGING WORLDS
THE FUTURE ROLE OF THE HEALTHCARE STRATEGIST
Strategic Planning
Marketing
PR & Communications
Physician Relations
Business Development
Non-hospital Centric Partners
All Healthcare Leaders
A Point of View
Changing Utilization Patterns
Technology
Big Data
Partners & Collaborators
New Competition
Engagement & Activation
Implications
In strategy, 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
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
<table>
<thead>
<tr>
<th>Present Focus</th>
<th>Future Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking like an employee</td>
<td>Acting like an owner</td>
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<tr>
<td>Comprehensive planning process</td>
<td>Just enough planning process</td>
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<tr>
<td>Standing committees</td>
<td>Nimble teams</td>
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<tr>
<td>Talking</td>
<td>Doing</td>
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<tr>
<td>Top Down</td>
<td>Outside In</td>
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Thought Provoker
COURAGEOUS
RAPIDLY CONSUMES INFORMATION
PERSISTENT
CURIOUS
CONTINUOUSLY LEARNING
RISK TOLERANT
<table>
<thead>
<tr>
<th>SKILLS</th>
<th>TOOLS</th>
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<tbody>
<tr>
<td>Entrepreneurship</td>
<td>Lean Startup Model</td>
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<tr>
<td></td>
<td>Business Model Canvas</td>
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<td>Business Model generation</td>
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<td>Integrative Thinking</td>
<td>Ten Types of Innovation</td>
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<td>Shepherding</td>
<td>Internal accelerator</td>
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<td></td>
<td>Knowledge sharing platforms</td>
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<td>Rules of engagement</td>
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</tbody>
</table>
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
Full report and additional information available at

www.shsmd.org/resources/bridgingworlds
BRIDGING WORLDS

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  – Human Trafficking: What the Health Care System Can Do

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- Reducing avoidable readmissions
- Managing variation in care
- Implementing electronic health records
- Improving quality and efficiency
- Bundled payment and ACOs
- Others

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