

HEALTH CARE POLICY 360

CURRICULUM

The intensive Health Care Policy 360 program is four consecutive days, covering two topics per day. See the Curriculum below for a description of each program module.

Fully customizable to meet your organization's specific needs

Content and location can be tailored to your specific company or executives from a division within your organization such as administration, strategic planning, government affairs, human resources, operations, development, marketing and communications, quality assurance, sales and service.

Who should attend Health Care Policy 360?

This empowering course is designed for mid- to senior-level executives from health care related industries, including pharmaceutical and medical device, hospital and health care providers, employers and insurers. The information will be valuable to leaders from many different departments. Each participant may receive an Apple® iPad mini™ pre-loaded with the course content.

Rutgers advantage

This program qualifies for 2.4 Continuing Education Units (CEUs) and 24 Continuing Professional Education hours (CPEs) through Rutgers University.

Health Care Policy 360 is designed and presented by the *New Jersey Health Care Quality Institute* and *Rutgers University*, Executive and Professional Education at the School of Management and Labor Relations.

Health Care Policy 360 may include any of the following modules:

Health Care Policy Overview

To understand health care policy today, we begin with a historical view of U.S. health care policy and how it has evolved. This module gives you that perspective, along with a global context of how our outcomes compare to other advanced industrial nations. We also examine elements and effects of the Affordable Care Act—the greatest change in our nation's health care history.

Market Access and Decision Processes

In this thought-provoking session, we examine the complexities of positioning pharmaceuticals, biopharmaceuticals and medical devices for access into the health care system. We look at the stakeholder relationships and decisions that determine

reimbursement for innovation, and how both public and private influences drive change in the health care market.

The Evolving Health Care Delivery System

Today's health care system is changing at a furious pace. Payers and providers are morphing into one; hospitals are acquiring physician practices; and Accountable Care Organizations and Patient-Centered Medical Homes are spreading across the country. What do these trends mean? In this eye-opening module, we consider these rapid changes from the perspectives of insurers, employers, consumers, hospitals and health care professionals.

Employer-provided Health Care Considerations

This session explores the critical role of employers in health care today. From small businesses shopping for policies to ERISA-protected self-insured companies, employers are intent on extracting value for every health care dollar. Will employer-based health insurance continue? See how your work and your industry relate to employers' sharper focus on prevention, wellness, safety, reimbursement, and plan design.

Quality of Care and Institutional Dynamics

In this module, we look at health care outcomes and quality strategies at the institutional level—including the influential recommendations made by the National Quality Forum to develop cross-sector, multiple-organization action plans to improve safety and quality of care. Learn what their vision will mean for your work—and what new collaborative opportunities it may uncover for you.

The Educated Consumer in the Internet Age

The Information Age has dramatically changed health care delivery. Consumers no longer rely solely on their medical providers for advice—instead turning to the internet, social media, mobile devices and other resources. Is the marketplace ready for these self-educated consumers? How will they choose medications, procedures or hospitals? Our discussion will help you see the opportunities and challenges for all stakeholders.

Global Health Policy

In this session we explore, compare and contrast health care policies around the world—looking at each policy within the context of its country's economy. We concentrate on the impact these policies have on pharmaceutical and medical device companies seeking access into these marketplaces. Using several case studies from

real companies, we help you take an introspective look at how your organization can leverage this information.

Health Care Marketing: Integrating Policy and Technologies

ARRA, MIPPA, HITECH, ACO, Population Health... health reform is generating a completely new language of market presence and opportunity. In this session, you gain a working knowledge of these changes and insight into how your own market challenges can be restructured to these new paradigms. We place a special emphasis on how to use new technologies to communicate effectively with varying target audiences and stakeholders.

Leadership – Changing Behaviors to Reflect Changing Policies

With so much reengineering, merging, acquisitions and downsizing, it's critical that leaders throughout an organization know how to successfully lead change efforts. During this compelling session, we explore the Eight Stage Change Process developed by John Kotter, Professor Emeritus at Harvard Business School. The module also includes Harvard Business School articles, cases and short movie clips to help you immediately apply the material to your own work.