

# Health Care Policy 360

*Insights for today, strategies for tomorrow*

A joint venture of Rutgers University and  
the New Jersey Health Care Quality Institute

**RUTGERS**

School of Management  
and Labor Relations

NEW JERSEY  
HEALTH CARE  
QUALITY  
INSTITUTE



Quality  
powered.



Health care has always  
been a complex business.

*But never quite like this...*

The Affordable Care Act, health exchanges, electronic health records, Accountable Care Organizations, Patient-Centered Medical Homes, value-based purchasing... it's a mind-boggling list that keeps evolving.

Health care policy—on both the state and the federal level—is changing so rapidly that it's leaving scores of overwhelmed executives and their teams in its wake. With so much change, it's imperative to keep up. You have to know how these policies will affect the health care marketplace and how to anticipate what's coming next.

## Health Care Policy 360...

The nonpartisan expertise, context and knowledge you need

Imagine being able to cut through the flood of information and get right down to the critical concepts, emerging trends and levers of change in health care today. That's exactly what the Health Care Policy 360 program delivers, because it's designed exclusively for executives working in the tumultuous world of health care.

This is not theoretical or academic material. This is the real world, practical intelligence you need to make smart decisions, react to market changes, plan for your organization and develop strategies. It's a formidable competitive advantage.

The program provides a focused immersion into health care policy, with direct access to world-class faculty and industry experts. They'll bring clarity and context to the influential pressures, current policies and emerging trends.

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.



### **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 including administration, strategic planning, government affairs, human resources, operations, development, marketing and communications, quality assurance, sales and service.*

### **Fully customizable to meet your organization's specific needs**

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

*The program format is fully customizable. Content and location can be tailored to your specific company or a division within your organization. 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.*

---

**For current open enrollment dates and pricing, please visit:**

**[epe.rutgers.edu](http://epe.rutgers.edu) or [www.njhcqi.org](http://www.njhcqi.org)**

---



# Curriculum

***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.

NEW JERSEY  
HEALTH CARE  
QUALITY  
INSTITUTE



**The New Jersey Health Care Quality Institute** works to ensure that the highest levels of quality, safety, accountability, transparency and cost containment are integral to the delivery of health care in New Jersey. As an independent, nonpartisan organization, we bring expert analysis and the latest data to challenge systems and policies that impede the best health outcomes for consumers. Most importantly, our leadership convenes colleagues and competitors, practitioners and policymakers, innovators and industry veterans from every health care interest. Members of the Quality Institute focus on complex issues of health care economics, regulations, clinical protocols and collaboration. Together we strive to set a national example of better ways to improve quality and reduce costs. [www.njhcci.org](http://www.njhcci.org)

# RUTGERS

School of Management  
and Labor Relations

**Executive and Professional Education (EPE) at Rutgers School of Management and Labor Relations** designs and delivers innovative training and development solutions that strengthen and enhance the competencies and competitive advantage of individuals and organizations to meet mounting business demands. Taught by Rutgers world-class faculty, distinguished thought leaders and industry experts, EPE provides a rich learning environment through a powerful combination of expert class instruction and peer interaction. EPE is a leader in the areas of Human Resources, Leadership, Management, Project Management, Labor Management, and Health Care Policy. Programs are offered at Rutgers, onsite at business locations both local and global, and can be custom-designed to meet individual client needs. [epe.rutgers.edu](http://epe.rutgers.edu)



**For more information, contact:**

*Executive and Professional Education  
Rutgers School of Management and  
Labor Relations*  
848-445-5526  
[health@epe.rutgers.edu](mailto:health@epe.rutgers.edu)

*New Jersey Health Care Quality Institute*  
609-452-5980  
[info@njhcci.org](mailto:info@njhcci.org)