

## **Entscheider-Reise U.S.A. 2018, visit of**

**Management Training on Digital Transformation  
Rady Childrens Hospital San Diego  
San Ysidro Health Center  
Scripps, Sisters of Mercy Hospital  
SHARP Health Care  
UC San Diego Health System  
Summit of the American Hospital Association**

**Sunday 2018 / 07 / 22, 19:00 – Saturday 2018 / 07 / 13:00, San Diego, California, U.S.A.**

**Krankenhauserfolg durch Nutzen stiftende Digitalisierungsprojekte**



## Agenda

- Management Summary
- Participants
- Schedule in San Diego
- Summary



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## LÖSUNG: DAS FORMAT ZUR ERREICHUNG VON TESTSTELLUNGEN FÜR KLINIKEN UM DIGITALISIERUNGSTHEMEN AUSZUPROBIEREN !

**Die ENTSCHEIDERFABRIK,**  
**der IT/MT IDEEN-INKUBATOR in der Gesundheitswirtschaft**  
 Von der Idee zum Nutzen stiftenden Digitalisierungsprojekt







## ERGEBNISSE DER ENTSCHEIDERFABRIK

### QUALITÄTSSCHLEIFE ZW. ENTSCHEIDER UND ENTSCHEIDUNGSVORBEREITER



Zur Person:  
Dr. Josef Düllings,  
Präsident VKD e. V.  
Hauptgeschäftsführer  
St. Vincenz





## ERGEBNISSE DER ENTSCHEIDERFABRIK

MEHR ALS 200 BEST PRACTISE – PROJEKTE !!!

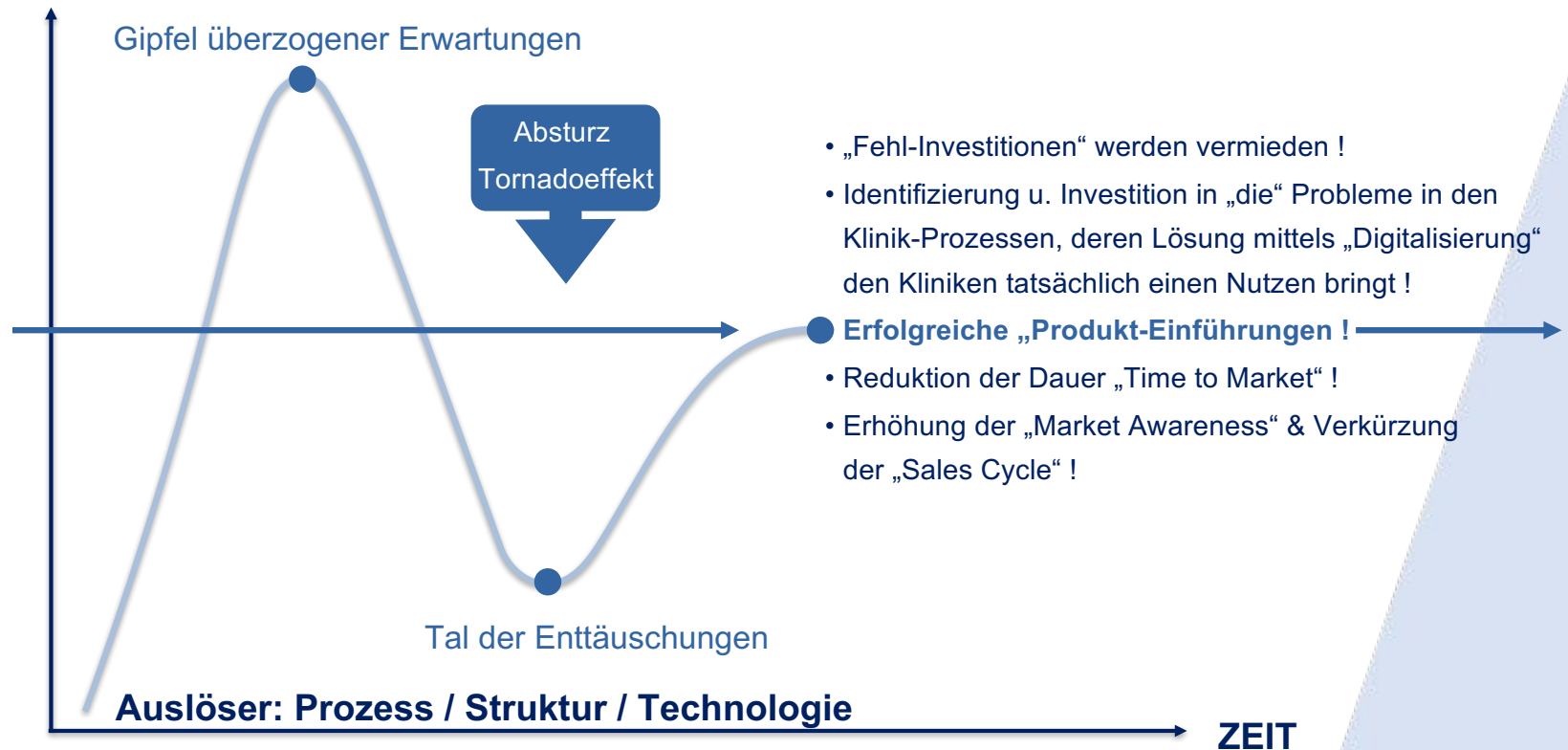
### Die ENTSCHEIDER-Zyklen seit 2006 bis zum Jubiläumsjahr 2010

2006	Gründungsworkshop von GMDS e.V. und bdvb e.V., Bonn
2007	Erster Entscheider-Event, Schliersee
2008	Erster vollständiger Entscheider-Zyklus mit Entscheider-Event, Sommer-Camp und Ergebnis-Veranstaltung auf dem Deutschen Krankenhaustag / MEDICA. Wettbewerb von 12 FINALISTEN bzw. Themen-Vorschlägen, Wahl der 5 Digitalisierungsthemen, Klinik-Organisationen können erstmalig Digitalisierungsprojekte „ausprobieren / testen“, Düsseldorf
2009	Zweiter Entscheider-Zyklus, d.h. akkumuliert 24 FINALISTEN, 10 Digitalisierungsthemen, Düsseldorf
2010	Dritter Entscheider-Zyklus, d.h. akkumuliert 36 FINALISTEN, 15 Digitalisierungsthemen, Düsseldorf
2011	Vierter Entscheider-Zyklus, d.h. akkumuliert 48 FINALISTEN, 20 Digitalisierungsthemen, Düsseldorf
2012	Fünfter Entscheider-Zyklus, d.h. akkumuliert 60 FINALISTEN, 25 Digitalisierungsthemen, Düsseldorf
2013	Sechster Entscheider-Zyklus, d.h. akkumuliert 72 FINALISTEN, 30 Digitalisierungsthemen, Düsseldorf
2014	Siebter Entscheider-Zyklus, d.h. akkumuliert 84 FINALISTEN, 35 Digitalisierungsthemen, Düsseldorf
2015	Achter Entscheider-Zyklus, d.h. akkumuliert 96 FINALISTEN, 40 Digitalisierungsthemen, Düsseldorf
2016	10 Jahre Jubiläum, Neunter Entscheider-Zyklus, d.h. akkumuliert 108 FINALISTEN, 45 Digitalisierungsthemen, 42 Workshop-Ausarbeitungen = 150 Best Practice !!!, Düsseldorf
2017	Zehnter Entscheider-Zyklus, d.h. akkumuliert 120 FINALISTEN, 50 Digitalisierungsthemen, 45 Workshops, Düsseldorf
2018	<b>ELFTER ENTSCHEIDER-ZYKLUS, D.H. AKKUMULIERT 132 FINALISTEN, 55 DIGITALISIERUNGSTHEMEN UND 48 WORSKHOPS: 235</b>

## ERGEBNISSE DER ENTSCHEIDERFABRIK

Win-Win Situation zw. Kliniken und Industrie, d.h. „Teststellungen“ für Kliniken und Markt-Einführungen von „Lösungen“ für die Industrie

### AUFMERKSAMKEIT



## FÖRDERNDE VERBÄNDE

<p>Peter Asché VKD e.V. Vertreter und Sprecher IuIG-Initiativ-Rat</p>	<p>Dr. Pierre-Michael Meier EVKD Vertreter und Stv. Sprecher IuIG-Initiativ-Rat</p>	<p>Rüdiger Wüst bdvb e.V. Vertreter IuIG-Initiativ-Rat</p>	<p>Ralph Läger BMC e.V. Vertreter des BMC e.V. im IuIG-Initiativ-Rat</p>	<p>Anton J. Schmidt BVBG e.V. Vertreter des BVBG e.V. im IuIG-Initiativ-Rat</p>	<p>Joachim M. Schmitt BVMed e.V. Vertreter des BVMed e.V. im IuIG-Initiativ-Rat</p>
<p>Andreas Henkel BVMI e.V. Vertreter des BVMI e.V. im IuIG-Initiativ-Rat</p>	<p>Jürgen Bosk CCEsigG e.V. Vertreter des CCEsigG e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Andreas Zimolong CeMPEG e.V. Vertreter des CeMPEG e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Stephan H. Schug DGG e.V. Vertreter des DGG e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Nikolai von Schroeders DGM e.V. Vertreter des DGM e.V. im IuIG-Initiativ-Rat</p>	<p>Reimund Siebers DGTelemed e.V. Vertreter des DGTelemed e.V. im IuIG-Initiativ-Rat</p>
<p>Dr. Andreas Weigand DKJ e.V. Vertreter des DKJ e.V. im IuIG-Initiativ-Rat</p>	<p>Andreas Westerfelhaus Deutscher Pflegerat e.V. Vertreter des DPR e.V. im IuIG-Initiativ-Rat</p>	<p>Prof. Dr. Björn Maier DVKC e.V. Vertreter des DVKC e.V. im IuIG-Initiativ-Rat</p>	<p>Annett Müller DVMD e.V. Vertreterin des DVMD e.V. im IuIG-Initiativ-Rat</p>	<p>Volker Lowitsch EFA e.V. Vertreter des EFA e.V. im IuIG-Initiativ-Rat</p>	<p>Manfred Wolf emtec e.V. Vertreter des emtec e.V. im IuIG-Initiativ-Rat</p>
<p>Norbert Ruch femak e.V. Vertreter des femak e.V. im IuIG-Initiativ-Rat</p>	<p>Horst Träger FACHVERBAND KLINIKENÄRZTE e.V. Vertreter des FKT e.V. im IuIG-Initiativ-Rat</p>	<p>Prof. Dr. Hartmut F. Binner gfo e.V. Vertreter des gfo e.V. im IuIG-Initiativ-Rat</p>	<p>Prof. Dr. Martin Staemmler gmds e.V. Vertreter des GMDS e.V. im IuIG-Initiativ-Rat</p>	<p>Prof. Dr. Sylvia Thun HL7 e.V. Vertreterin des HL7 e.V. im IuIG-Initiativ-Rat</p>	<p>Prof. Heinz Lohmann igw e.V. Vertreter des igw e.V. im IuIG-Initiativ-Rat</p>
<p>Alexander Ihls IHE DEUTSCHLAND e.V. Vertreter des IHE Deutschland e.V.</p>	<p>Manfred Kindler KKC e.V. Vertreter des KKC e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Peter Müller MM-Verband e.V. Vertreter des MM-Verband e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Michael v. Blanquet RUNHAID e.V. Vertreter des RUNHAID e.V. im IuIG-Initiativ-Rat</p>	<p>Jörg Maye SPECTARIS e.V. Vertreter des SPECTARIS e.V. im IuIG-Initiativ-Rat</p>	<p>Sebastian Claudius Semler TMF e.V. Vertreter des TMF e.V. im IuIG-Initiativ-Rat</p>
<p>Dr. Armin P. Wurth VBGW e.V. Vertreter des VBGW e.V. im IuIG-Initiativ-Rat</p>	<p>Dr. Daniel Napieralski-Rahn VioG e.V. Vertreter des VioG e.V. im IuIG-Initiativ-Rat</p>	<p>Cord Brüning WGKT e.V. Vertreter der WGKT e.V. im IuIG-Initiativ-Rat</p>	<p>33 Verbände, Kliniken mit mehr als 800 Standorten, mehr als 120 Industrie-Unternehmen und gewählte Berater</p>		

# ERGEBNISSE DER ENTSCHEIDERFABRIK

## KLINIKEN MIT MEHR ALS 800 STANDORTEN SIND DABEI!

Verteilung der Kliniken in Deutschland, die sich aktiv in der **ENTSCHEIDERFABRIK** engagiert haben und unter anderem Digitalisierungslösungen bis zu 12 Monate auf ihren Beitrag zum Unternehmenserfolg getestet haben.







# ENTSCHEIDER-ZYKLUS IM JAHR 2018

TEILNEHMER ENTSCHEIDER-EVENT, FEEDBACK GEBER, SOMMER-CAMP

„Wettkämpfer - FINALISTEN“  
um  
die 5 Digitalisierungsthemen  
der Gesundheitswirtschaft  
2018



Feedbackgeber 2018

**D·M·I**  
ARCHIVIERUNG



Sommer-Camp 2018

ID Information und  
Dokumentation im  
Gesundheitswesen





## Entscheider-Werkstätten



**Seit 2009 führen wir pro Jahr zwei Workshops in Kliniken durch, sogenannte Entscheider-Werkstätten**

**Format:**

- Von Blaupausen von Kliniken lernen und diese im Workshop für die eigene Organisation adaptieren!
- Ein Initialvortrag und dann Erarbeitung von Konzepten in Arbeitsgruppen

## Fachgruppen-Tagung



**Seit 2013 führen wir Fachgruppen-Tagungen in Kliniken durch.**

**Format:**

- Zu zwei Problemstellungen einer Klinik stellen Klinik- und Industrie-Referenten Lösungsansätze vor!
- Bis zu 16 Teams aus Industrie und Klinik tragen Lösungsansätze vor





ENTSCHEIDERFABRIK

## ENTSCHEIDERFABRIK GEMEINSCHAFTSSTAND

„LIVEVIEW“ SEIT 2011 - FÜR 2018 BEREITS 17 AUSSTELLUNGSSÄULEN BESTELLT !!!



1. Gemeinschaftsstand „LiveView“ 2011, MEDICA
2. Gemeinschaftsstand „LiveView“ 2012, MEDICA
3. Gemeinschaftsstand „LiveView“ 2013, MEDICA
4. Gemeinschaftsstand „LiveView“ 2014, MEDICA
5. Gemeinschaftsstand „LiveView“ 2015, MEDICA
6. Gemeinschaftsstand „LiveView“ 2016, MEDICA
7. Gemeinschaftsstand „LiveView“ 2017, MEDICA
8. Gemeinschaftsstand „LiveView“ 2018, MEDICA



# VKD E.V. URKUNDE „NACHHALTIGER KRANKENHAUSPARTNER“

## AUSGEZEICHNETE UNTERNEHMEN



Die VKD e.V. Urkunde  
„Nachhaltiger Krankenhauspartner  
Informations- und Medizintechnik“  
wird auf den VKD e.V. Jahreskongressen verliehen, d.h.  
Deutscher Krankenhaustag oder VKD-Kongress

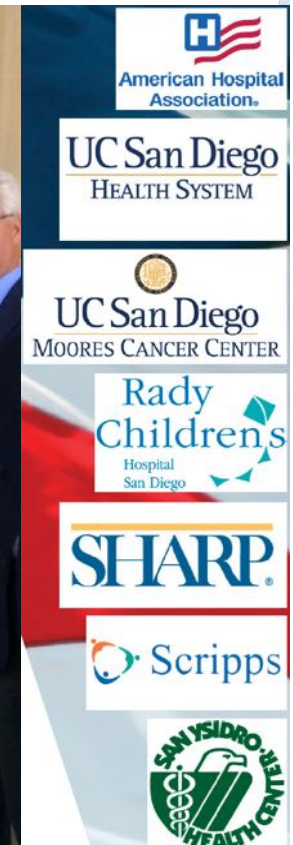


ENTSCHEIDERFABRIK

## ENTSCHEIDER-REISEN USA SEIT 2010: 8



1. Entscheider-Reise 2010, Atlanta
2. Entscheider-Reise 2011, Orlando
3. Entscheider-Reise 2012, Las Vegas
4. Entscheider-Reise 2013, New Orleans
5. Entscheider-Reise 2014, Orlando
6. Entscheider-Reise 2015, San Francisco
7. Entscheider-Reise 2016, San Diego
8. Entscheider-Reise 2017, San Diego
9. Entscheider-Reise 2018, San Diego





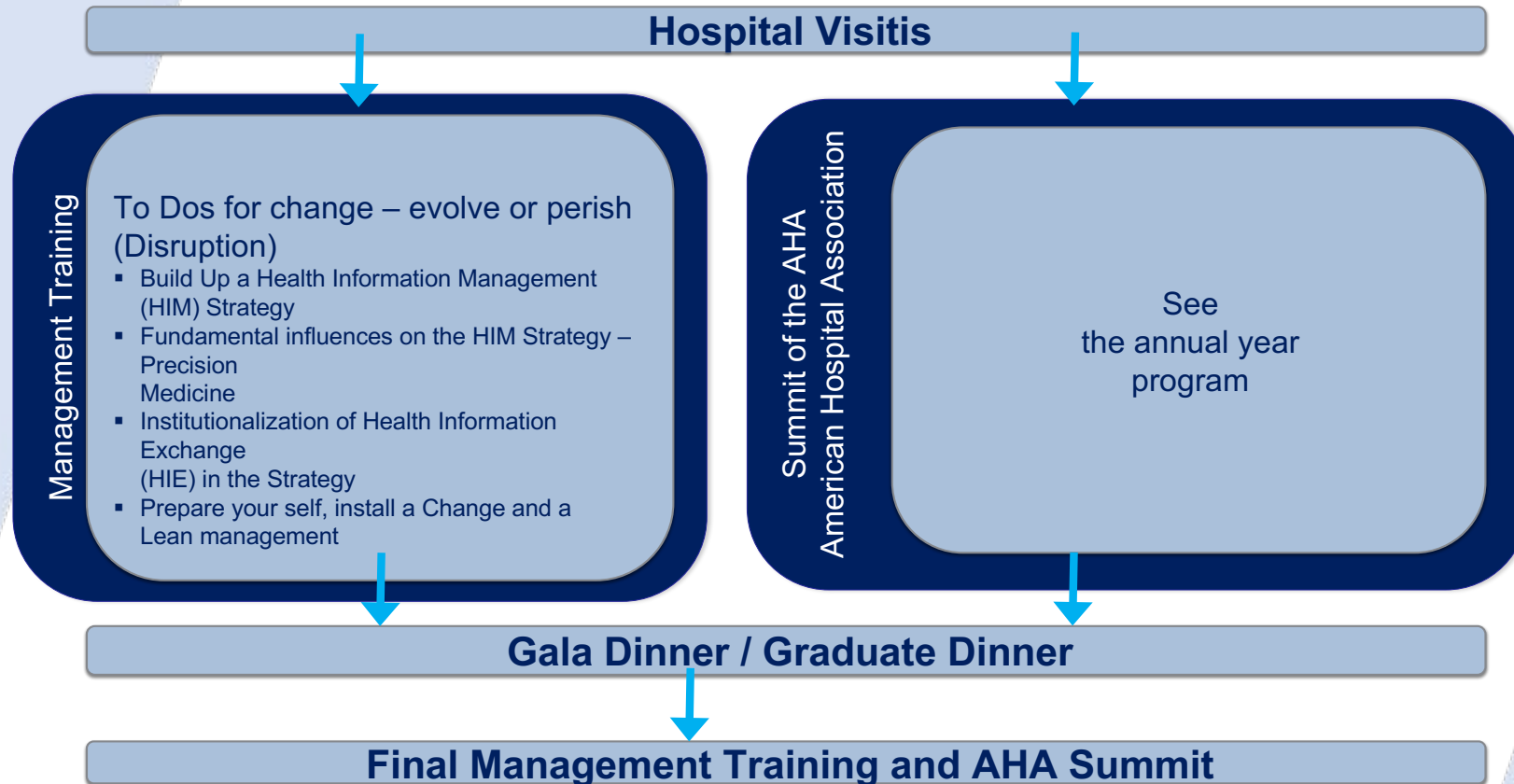
## ENTSCHEIDER-REISE 2017



Dauer der Reise: 22.-28.07.2018  
So. 22.07.: Come Together  
Sa. 28.07.: Wrap Up

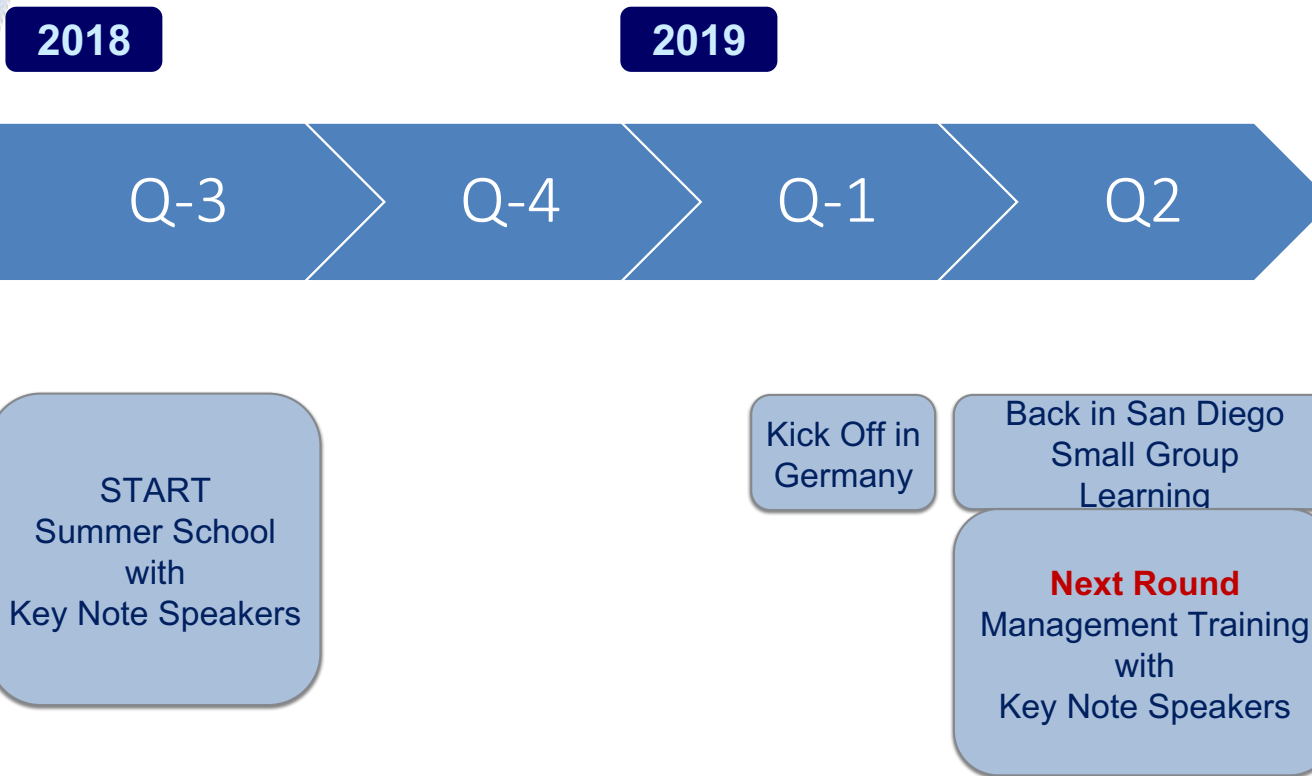


## 2018: Integration of an Management Training on Digital Transformation





## LONGTERM PLAN



## KOSTEN DER REISE

Kosten/Preis	Beschreibung	Buchung	
		Individuell	ENTSCHEIDERFABRIK
<b>Flüge</b>	Je nach Fluggesellschaft und Anschlussflügen in Deutschland	Z. B. LA € 800 – 1.400,-	
<b>Hotel zu Sonderkonditionen nur bis ENDE November zu \$ 239 plus Steuern</b>			
<b>Paket (1)</b>	<ul style="list-style-type: none"> <li>• Mahlzeiten lt. Programm inkl. Softdrinks,</li> <li>• Transport zw. dem empfohlenem Hotel und den Kliniken und</li> <li>• Besuch des Leadership Summit der AHA</li> </ul>		<b>€ 1.875,-</b>
<b>Paket (2)</b>	<ul style="list-style-type: none"> <li>• Mahlzeiten lt. Programm inkl. Softdrinks,</li> <li>• Transport zw. dem empfohlenem Hotel und den Kliniken und</li> <li>• Summer-School mit Zertifikat "Strategic Health Information Manager" (ohne Prüfung und Abschlußnote)"</li> </ul>		<b>€ 1.875,-</b>
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## SCHWERPUNKTE ( 1 / 2 )

Übergreifend	<ul style="list-style-type: none"> <li>▪ Ergebnis-, Prozess- und Strukturqualität in der Patientenversorgung</li> <li>▪ Qualitätsorientierte Vergütungssysteme</li> <li>▪ Abschaffung und Vermeidung von Verschwendung – Lean Management</li> <li>▪ Dekonstruktion von Geschäftsprozessen und Disruption von Geschäftsmodellen</li> <li>▪ Business-IT Alignment bzw. von der             <ul style="list-style-type: none"> <li>▪ Krankenhausstrategie zum</li> <li>▪ Strategic Health Information Management</li> </ul> </li> <li>▪ <b>Strategic Health Information Management (HIM)</b> <ul style="list-style-type: none"> <li>▪ HIE - Health Information Exchange</li> <li>▪ IHE konforme einrichtungsweite und –übergreifende Electronic Health Records</li> <li>▪ Archiv- und Interoperabilitätsplattformen</li> </ul> </li> </ul>
Klinik- besuche	<ul style="list-style-type: none"> <li>▪ Unternehmensstrategie und strategische Geschäftsfelder um in San Diego/Region im Wettbewerb vorne zu liegen</li> <li>▪ Herausforderungen Gesundheitspolitik von Seiten des Bundes, als auch des Landes</li> <li>▪ Erreichung von guter Unternehmensführung, d.h.             <ul style="list-style-type: none"> <li>▪ Management Methoden und Einsatz von Führungs-Informationen-Systemen</li> <li>▪ Controlling / Steuerung der mit den Kostenträgern ausgehandelten Vergütung</li> <li>▪ Management von Partnerschaften mit ambulanten und stationären Einweisern und Nachsorgern und interoperabler Datenaustausch HIE (</li> <li>▪ CRM (Customer Relationship Management) Lösungen um Patient-, Einweiser- und Nachsorger- Communities auf- und auszubauen</li> </ul> </li> <li>▪ <b>Besichtigung Gesundheitsanbieters</b></li> </ul>



## SCHWERPUNKTE ( 2 / 2 )

Leadership Forum - AHA	<ul style="list-style-type: none"> <li>▪ <b>Finanzielle und qualitative Auswirkungen der US Förderprogramm, d.h.</b> <ul style="list-style-type: none"> <li>▪ Meaningful Use Program: <a href="http://www.healthit.gov">www.healthit.gov</a></li> <li>▪ HITECH Programs for Healthcare IT: <a href="http://www.healthit.gov">www.healthit.gov</a></li> <li>▪ Precision Medicine Program: <a href="http://www.allofus.nih.gov">www.allofus.nih.gov</a></li> <li>▪ Erfahrungen mit Pay per Performance, Population Budgeting, etc.</li> </ul> </li> <li>▪ <b>Notwendigkeit von Accountable Care Organizations, etc.</b></li> <li>▪ <b>Lean Management</b></li> <li>▪ <b>Deconstruction of Business Processes and Disruption of Business Modells</b></li> </ul>
Management Training	<p><b>Transforming Healthcare – the deconstruction of business processes and the disruption of business models</b></p> <p><b>To Dos for change – otherwise you have to say „Disruption“ !</b></p> <ul style="list-style-type: none"> <li>▪ Build Up a Health Information Management (HIM) Strategy</li> <li>▪ Fundamental influences on the HIM Strategy - Precision Medicine</li> <li>▪ Institutionalization of Health Information Exchange (HIE) in the Strategy</li> <li>▪ Prepare your self, install a Change and a Lean management</li> </ul>
Zielgruppen	<p><b>Entscheidungsträger,</b></p> <ul style="list-style-type: none"> <li>▪ die sich für die Risiken die Digitalisierung erfolgreich wappnen wollen</li> <li>▪ dessen Aufsichts- oder Verwaltungsrat Seminare und Schulungen unterstützt.</li> </ul>



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## SCHEDULE

Date/Time	Activity	Responsibility	Location
<b>Su. 22.07.</b> 19:00	Come Together	PMM	Hard Rock Hotel, 207 5th Avenue
<b>Mo. 23.07.</b> 09:00	Business Breakfast	PMM	Hilton San Diego Bay Front
	12:00 San Ysidro Health Center	PMM	1275, 30th Street, CA 92154
	19:00 Dinner	PMM	San Diego Pier Cafe, 885 West Harbour Frive
<b>Tu. 24.07.</b> 09:00	Sharp Healthcare	PMM	7901 Frost Street, CA 92123
	12:30 Rady Children's	PMM	3020 Children's Way
	19:00 Dinner, Fogo des Chao	PMM	668 6th Ave, CA 92101
<b>We. 25.07.</b> 09:00	U.C.S.D. Health System and U.C.S.D. Moores Cancer Center	PMM	Jacobs Medical Center, 402 Dickinson Street, CA 92103
	13:00 Scripps Sister of Mercy Hospital	PMM	4077 Fifth Ave, CA 92103
	18:00 Dinner Speech	PMM	Brigantine, 2725 Shelter Island Drive
<b>Th. 26.07</b> 09:00	AHA Forum / Management Training	AHA	Manchester G. Hyatt / UCSD Medical School
	19:00 AHA Welcome Dinner	AHA	Rockin´Baja Lobster, 310 5th Avenue
<b>Fr. 27.07</b> 10:00	AHA Forum / Management Training	AHA	Manchester Grand Hyatt / <b>Rady Childrens Hospital</b>
	18:30 AHA Gala Dinner / Graduate Dinner	AHA	USS Midway, 910 N Harbor Dr, CA 92101
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- Organisatorische Hinweise und Ablauf des Besuchsprogramms / Kongress
  - Dr. Pierre-Michael Meier
- Darstellung der Erwartungshaltungen an die Reise bzw. das Management Training
  - Alle
- Impulsvortrag: Healthcare in the US und in Deutschland – Systemunterschiede
  - Prof. Dr. Björn Maier
- Dokumentation der Krankenhausbesuche – „Wer – Was“
  - Dr. Pierre-Michael Meier

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## SAN YSIDRO HEALTH CENTER MONDAY, 23.07.2018, 12:30



- Meet and Greet
- The important Role of Community Clinics in the US Healthcare System
- Operational Excellence - the importance of Change and Lean Management
- Hospital/Campus Tour
- Discussion and Wrap Up

### Zur Person:

Kevin Mattson, President and CEO San Ysidro Health Center

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	13:00 Scripps Sister of Mercy Hospital	PMM	4077 Fifth Ave, CA 92103
	18:00 Dinner Speech	PMM	Brigantine, 2725 Shelter Island Drive
Th. 26.07	09:00 AHA Forum / Management Training	AHA	Manchester G. Hyatt / UCSD Medical School
	19:00 AHA Welcome Dinner	AHA	Rockin´Baja Lobster, 310 5th Avenue
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Date/Time	Activity	Responsibility	Location
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Mo. 23.07.	09:00 Business Breakfast	PMM	Hilton San Diego Bay Front
	12:00 San Ysidro Health Center	PMM	1275, 30th Street, CA 92154
	19:00 Dinner	PMM	San Diego Pier Cafe, 885 West Harbour Frive
Tu. 24.07.	09:00 Sharp Healthcare	PMM	7901 Frost Street, CA 92123
	12:30 Rady Children's	PMM	3020 Children's Way
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	18:00 Dinner Speech - SALK Institute	PMM	Brigantine, 2725 Shelter Island Drive
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**Zur Person:**  
Michael W. Murphy, President and Chief Executive Officer



**Zur Person:**  
Daniel L. Gross, Executive Vice President, Hospital Operations



**Zur Person:**  
Ken Lawonn, Senior Vice President, Chief Information Officer



**Zur Person:**  
Jim Nuckols, Senior Vice President, Chief Marketing Officer

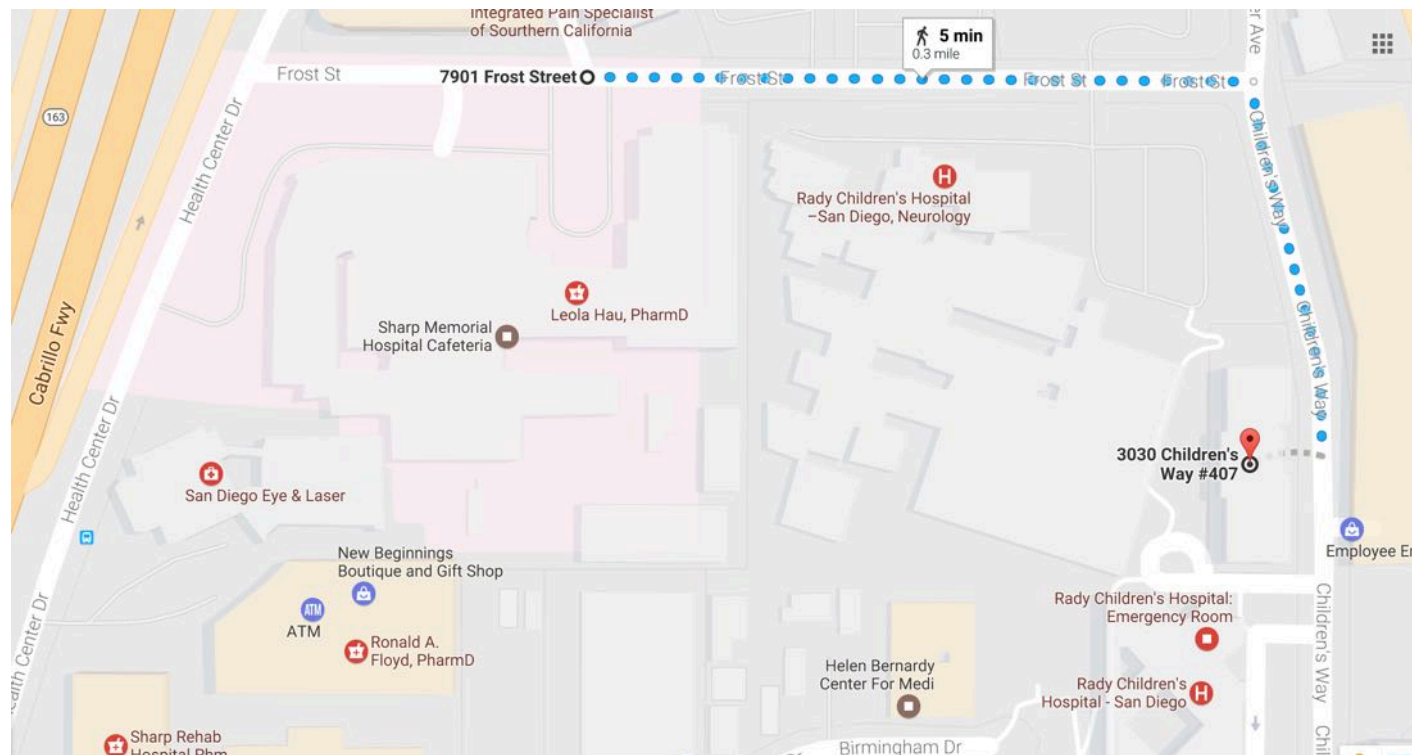
- **Meet and Greet**
- **Hospital Tour**
- **Business Strategies to be San Diego's Health Care Leader**
- **The Importance of politics in Health Care**
- **Achieving Operational Excellence**
  - **management methods and MIS (Management Information System)**
  - **controlling the different portions negotiated with the insurance companies**
  - **inpatient and outpatient partnerships, in particular the partnership with**
  - **SHARP Health Care and HIE (Health Information Exchange)**
  - **marketing activities and tools to attract patients**
  - **eHealth or CRM (Customer Relationship Management) solutions to**
  - **establish our own patient community**

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## 14:00 Rady Childrens Hospital San Diego, 3030 Children's Way #407-2, San Diego, CA 92123, Tel.: +1 (858) 309-7701



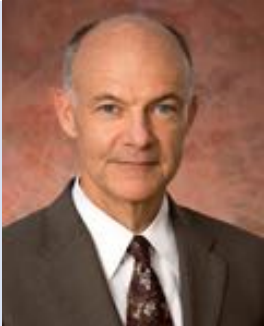


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**Zur Person:**

Donald Kearns, M.D., M.M.M., President and Chief Executive Officer



**Zur Person:**

Albert Oriol, Vice President and CIO

- **Meet and Greet**
- **Business strategy and partnerships, for instance with Sharp Healthcare, and HIE (Health Information Exchange)**
- **Rady Genomic Medicine activities, and CDDS (Clinical Data Decision Support)**
- **Campus tour**
- **Wrap up**

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**Zur Person:**

Lawrence Friedman, M.D., Associate Dean for Clinical Affairs, UCSD Health System



**Zur Person:**

Christopher Longhurst, M.D., M.S., CIO & Professor for Biomedical Informatics and Pediatrics, UCSD Health System

- **UCSD – The role in a competitive healthcare market**
- **General developments and challenges in the US health care system**
- **General use of management tools and the use of the tools in practice (for example Management Cockpit)**
- **Performance Measurement / Management and IT solutions**
- **Pay for Performance and performance quality indicators**
- **Telemedicine and data management between the sectors (outpatient / inpatient)**
- **eHealth solutions and patient benefit / satisfaction**



- **Meet and Greet**
- **Moore's Cancer Center – the only National Cancer Institute-designated**
- **Comprehensive Cancer Centers in the San Diego region**
- **Involvement and participation of the national precision medicine program**
- **Collaboration with other health care providers like Scripps Memorial Hospital, Rady Children's Hospital and Health Center, etc.**
- **Collaboration with the Salk Institute**
- **Wrap up**

**Zur Person:**

M.D. Razelle Kurzrock, Chief, Division of Hematology & Oncology, UC San Diego - Moore's Cancer Center

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## Scripps Sister of Mercy Hospital WEDNESDAY, 25.07.2018, 13:00



- Meet and Greet
- Business Strategy of Scripps and in particular Sisters of Mercy Hospital
- Hospital/Campus Tour
  - Emergency Department
  - Wards
- Mission Control
  - How Scripps „plan - do - act – check“

### Zur Person:

Tom Gammieri, Corporate Senior Vice President, Regional Chief Executive–South, Scripps Clinics

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## AHA Leadership Summit, Schedule of Events THURSDAY, 26.07.2018, 08:30

- 8:30–11:30 am Pre-Summit Workshops
- 1:00–2:30 pm Opening Keynote Presentation
- 2:30–2:45 pm Break
- 2:45–4:00 pm Keynote Presentation
- 4:00–4:15 pm Break
- 4:15–5:30 pm Breakout Sessions
- 5:30–7:00 pm Welcome Reception in the Exhibit Hall

## Management Training, UCSD Medical School

THURSDAY, 26.07.2018, 09:00



### Transforming Healthcare in disruptive Times

The challenges in the Time

- of deconstruction of business processes and
- Disruption of business models and
- the strategic fields of action

### To Dos for change – evolve or perish (Disruption)

Introduction – Summary of the visits

Build Up a Health Information Management (HIM) Strategy

Impacts on the HIM Strategy, e.g. Precision Medicine, Health Information Exchange (HIE), etc.

## Management Training, UCSD Medical School

**THURSDAY, 26.07.2018, 09:00**

### **09:00 Chairman**

- *Dr. Pierre-Michael Meier, Founder, ENTSCHEIDERFABRIK*
- *Prof. Dr. Björn Maier, President, German Association on Hospital Controlling*

### **09:15 Leadership - build up a Health Information Management (HIM) Strategy**

- Michael W. Murphy, President and CEO, Sharp HealthCare
- Donald Kearns, M.D., M.M.M., President and CEO, Rady Children's Hospital
- Axel Paeger, Founder & Chairman, AMEOS Hospital Group
- Lawrence Friedman, M.D., Associate Dean for Clinical Affairs, UCSDHC

### **11:30 Institutionalization of Health Information Exchange (HIE) in the Strategy**

- Christopher Longhurst, M.D., Chief of the Pediatrics Department and CIO, UCSDHC
- Prof. Dr. Martin Staemmler, Member Supervisory Board, ENTSCHEIDERFABRIK
- Ken Lawonn, Senior Vice President & CIO, Sharp HealthCare
- Albert Oriol, Vice President & CIO, Rady Children's Hospital

### **13:00 Lunch**

### **14:00 Call to Action: How to establish a strategy under the new conditions?**

- Small Group Learning

### **16.45 Presentation of the Outcomes**

### **17:30 End of the day**

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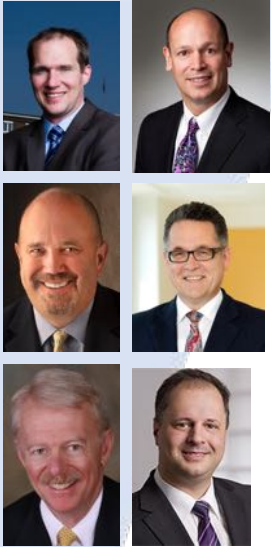


## AHA Leadership Summit, Schedule of Events FRIDAY, 27.07.2018, 07:00

- 07:00–8:15 am Continental Breakfast and Sunrise Sessions
- 08:30–10:15 am Keynote Presentation
- 10:15–11:00 am Break in the Exhibit Hall
- 11:00 am–12:15 Breakout Sessions
- 12:15–2:00 pm Lunch in the Exhibit Hall
- 02:00–3:30 pm Keynote Presentation
- 03:30–4:00 pm Break in the Exhibit Hall
- 04:00–5:30 pm Keynote Presentation
- 06:30–8:30 pm Gala Reception

## Management Training, Rady Childrens Hospital San Diego

FRIDAY, 27.07.2018, 09:00



### Transforming Healthcare in disruptive Times

The challenges in the Time

- of deconstruction of business processes and
- Disruption of business models and
- the strategic fields of action

**To Dos for change – evolve or perish (Disruption)**

**Introduction – Summary of the visits**

**Build Up a Health Information Management (HIM) Strategy**

## Management Training, Rady Childrens Hospital San Diego

**FRIDAY, 27.07.2018, 09:00**

### **09:00 Chairman**

- *Prof. Dr. Björn Maier, President, German Association on Hospital Controlling*
- *Dr. Pierre-Michael Meier, Founder, ENTSCHEIDERFABRIK*

### **09:30 Leadership - build up a Change Management Strategy**

- Tom Gehring, CEO at San Diego County Medical Society (retired)
- Tom Gammieri, Corporate Senior Vice President, Regional Chief Executive–South, Scripp Clinics
- Kevin Mattson, President and Chief Executive Officer, San Ysidro Health Center
- Dr. Josef Düllings, President and Chief Executive Officer, St. Vicenz Hospital Group
- Patrick Haberland, Partner, DHR International

### **12:00 Lunch**

### **13:00 Call to Action: How to establish a Change and a Lean management?**

- Small Group Learning
- Lean Six Sigma Management Simulation

### **16.45 Presentation of the Outcomes**

### **17:30 End of the day**

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## AHA Leadership Summit, Schedule of Events SATURDAY, 28.07.2018, 07:00

- 07:00–8:15 am Continental Breakfast and Sunrise Sessions
- 08:30–9:45 am Breakout Sessions
- 09:45–10:00 am Break
- 10:00–11:30 am Keynote Presentation



## Management Training, Manchester Grand Hyatt

**SATURDAY, 28.07.2018, 09:00**

### **Chairman**

- *Dr. Pierre-Michael Meier, Founder, ENTSCHEIDERFABRIK*
- *Keith Fraidenburg, COO, CHIME*

### **09:00 Workshop Syllabus**

- *Dr. Pierre-Michael Meier and Keith Fraidenburg*
- *Prof. Dr. Björn Maier, President, German Association on Hospital Controlling*
- *Prof. Dr. Martin Staemmler, Member Supervisory Board, ENTSCHEIDERFABRIK*

### **09:30 Healthcare Digitalisation and The Human Side of Change**

- *Albert Oriol, Vice President & CIO, Rady Children's Hospital*

### **09:30 Transformative Technology in Today's Provider Environment**

- *Russ Branzell, President & CEO, CHIME*

### **10:30 Networking Break**

### **10:40 Balancing Today's Needs with Tomorrow's Technology**

- *Daniel Barchi, CIO, New York-Presbyterian Hospital*

### **11:20 Leveraging Digital Transformation to Optimize the Patient Journey**

- *Albert Oriol, Vice President & CIO, Rady Children's Hospital*

### **11:40 Open Q&A and Closing Remarks**

- *Dr. Pierre-Michael Meier and Keith Fraidenburg*

### **12:00 Networking Lunch**

### **13:00 End of the day**



## Agenda

- Management Summary
- Participants
- Schedule in San Diego
- **Summary**



## ENTSCHEIDERFABRIK ERGEBNISSE

### „WICHTIGSTE FAKTEN“

#### **Auftrag: Erarbeitung von Lösungen für Probleme in den Geschäftsprozessen !**

▪ **Kliniken können 12 Monate testen**, ob Digitalisierungsprojekte einen Nutzen stiftenden Beitrag zum Unternehmenserfolg liefern. Fehlinvestitionen werden vermieden.

(Entscheider-Zyklus: Entscheider-Event, Sommer-Camp, Ergebnis-Veranstaltung)

#### ▪ **Klinik-Workshops**

- Entscheider-Werkstätten: Von „Blaupausen“ einer Klinik-Organisation lernen und diese im Workshop für die eigene Organisation adaptieren !
- Fachgruppen-Tagung: Zu „zwei“ Problemstellungen einer Klinik-Organisation stellen Klinik- und Industrie-Referenten Lösungsansätze vor !

#### ▪ **Entscheider-Reisen**

Die Auswirkungen oder auch Wirksamkeiten der digitalen Transformation, als auch gesundheitspolitischer Vorhaben diskutieren wir vor Ort mit Akteuren des US-Gesundheitssystem in Kliniken und auf Management Trainings – es kann das Zertifikat „Health Information Manager“ erreicht werden !

#### **WER ist das Netzwerk der ENTSCHEIDERFABRIK**

- 33 fördernde Verbände und von diesen gewählte Berater
- Über 800 Kliniken
- Über 120 Industrie-Unternehmen



DANKE FÜR IHRE AUFMERKSAMKEIT

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