



## ENTSCHEIDERFABRIK

### Programm Klinik-Besuch



	<b>Adresse</b>	Sharp Memorial Hospital Auditorium Rooms A&B 7901 Frost Street, San Diego, CA 92123
	<b>Telefon</b>	+1 (858) 499-4008
	<b>Anreise-Instruktionen</b>	Abfahrt 08:00 Uhr Omni San Diego Hotel, 675 L Street, San Diego, CA 92101 Ankunft 08:30 Uhr
	<b>Vor Ort Zeit in der Klinik</b>	Freitag den 20.07.2016 zw. 10:30 – 13:45 Uhr
	<b>Vor Ort Verantwortung ENTSCHEIDEFFABRIK</b>	Dr. Pierre-Michael Meier
	<b>Vor Ort Verantwortung Klinik</b>	Daniel L. Gross Executive Vice President, Hospital Operations Sharp HealthCare
<b>10:30</b>	<b>Meet and greet</b>	Michael W. Murphy, President and Chief Executive Officer, Sharp HealthCare Daniel L. Gross, Executive Vice President, Hospital Operations, Sharp HealthCare
<b>11:00-13:45</b>	<ul style="list-style-type: none"> <li>▪ <b>Hospital Tour</b></li> <li>▪ <b>Lunch</b></li> <li>▪ <b>Business Strategies to be San Diego's Health Care Leader</b></li> <li>▪ <b>The Importance of politics in Health Care</b></li> <li>▪ <b>Achieving Operational Excellence</b> <ul style="list-style-type: none"> <li>○ <b>management methods and MIS (Management Information System)</b></li> <li>○ <b>controlling the different portions negotiated with the insurance companies</b></li> <li>○ <b>inpatient and outpatient partnerships, and HIE (Health Information Exchange)</b></li> <li>○ <b>marketing activities and tools to attract patients</b></li> <li>○ <b>eHealth or CRM (Customer Relationship Management) solutions to establish our own patient community</b></li> </ul> </li> </ul>	