



Driving Growth in a Cost Conscious Economy

2009 Kellogg Business of Healthcare Conference

November 11, 2009

Agenda

7:30-8:30	Breakfast
8:45-9:00	Welcome
9:00-10:00	Keynote (TBD)
10:00-10:15	Break
10:15-11:45	Concurrent Panels (2)
12:00-1:00	Keynote (TBD)
1:00-2:00	Lunch
2:00-3:30	Concurrent Panels (2)
3:30-3:45	Break
3:45-4:45	Keynote (TBD)
4:45-5:45	Networking Reception

The Kellogg School of Management is proud to host the 10th Business of Healthcare Conference, "Driving Growth in a Cost Conscious Economy." Within today's dynamic and volatile economic and political environment, successful healthcare companies must innovate their business practices and refine their portfolios amidst growing cost constraints and rapid change. The conference will focus on ways that individuals in healthcare can deliver value for a variety of stakeholders despite the difficult environment. Featuring prominent keynote speakers and panelists, the conference will address topics including financing healthcare growth, leveraging interactive marketing tools, employing IT for operational effectiveness for providers, and the impact of President Obama's health plan. The conference promises to be an incredible opportunity for knowledge-sharing, information gathering and industry networking for Kellogg students, Kellogg alumni and industry representatives.

Location	Northwestern University James L. Allen Center 2169 Campus Drive Evanston, Illinois 60208
Audience	Expected: 225 <ul style="list-style-type: none"> • 70% students • 30% industry executives and alumni
Contacts <i>Conference Co-chairs</i>	Jeff Bird jbird2010@kellogg.northwestern.edu Briana Pompei bpompei2010@kellogg.northwestern.edu
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<i>Website</i>	https://kellogg-healthconf.campusgroups.com

Panel Descriptions

<p>From M& A to New Ventures: Financing Healthcare Growth</p>	<p>Changes in both the macroeconomic market environment and the healthcare-specific industry trends dictate where money flows. In light of the current economic downturn, the stimulus package, a stricter healthcare regulatory setting, and trend towards biosimilars, have traditional takeover targets changed? This panel will get input from the VC/PE world, as well as the Business Development perspective from healthcare's big players, to tackle this question and others including how to identify acquisition targets, how to maximize value from new business opportunities, and how to capitalize on macro- and micro-level trends to make money.</p>
<p><i>Moderated by Harry Kraemer (KSM '79) Former CEO of Baxter Healthcare, Clinical Professor of Management and Strategy, Kellogg School of Management</i></p>	
<p>IT for Operational Effectiveness: Healthcare Providers Weigh In</p>	<p>In the complex healthcare industry, recording transactional data in the hospital setting is key to success. IT solutions, including electronic medical records, are helping hospitals develop operational metrics that can be tracked and used to improve cost, quality, and access. This panel will discuss how hospitals structure their operations processes, which operational metrics are measured and how hospitals are using IT to ensure their operational strategy is aligned with their competitive strategy.</p>
<p><i>Moderated by Sarang Deo Assistant Professor of Managerial Economics & Decision Sciences, Kellogg School of Management</i></p>	
<p>Leveraging Interactive Marketing Tools in Healthcare</p>	<p>Healthcare companies are just now beginning to leverage interactive marketing tactics that have been so common in many other industries. Discussion boards, blogs, social networking and any other medium that has engaged customers have been highly successful in driving growth, all in a cost-effective manner. Now it's time to harness this trend in healthcare. The platforms have already been developed; now the industry needs to successfully leverage them. Panelists will share both successful and failed interactive marketing examples from their companies and the results that came out of these unique initiatives. We will explore challenges and the common pitfalls encountered when implementing such a campaign. Finally, the group will discuss the trends and strategies to become successful in leveraging interactive marketing tactics.</p>
<p><i>Moderator to be confirmed</i></p>	
<p>Discussing Healthcare Reform: Which Initiatives Will Work?</p>	<p>This panel will include a constructive discussion about which initiatives in the Obama administration's proposed healthcare plan are viable, at what cost, and who will pay for them. Representatives from pharma/biotech, providers, payers, and strategic consulting will come together to discuss the feasibility, potential and implications of the plan. This will be a timely discussion as the administration's plan will likely have been released by the time of this conference.</p>
<p><i>Moderated by Michael Millenson President, Health Quality Advisors, LLC Author, Demanding Medical Excellence (1997)</i></p>	