



International Healthcare Leadership Symposium
One-Day Symposium: “Incorporating Public Health Policy into Healthcare Management”

Objectives:

- Encourage discussion of the role of Public Health Policy and Healthcare Management
- Provide a platform to introduce practical solutions to incorporating public health policy into healthcare management
- Introduce International Healthcare Leadership

Date: Thursday, July 15, 2010

Location: PricewaterhouseCoopers
 26/F Office Tower A, Beijing Fortune Plaza, 7 Dongsanhuan Zhong Road, Chaoyang District, Beijing 100020, PRC

Audience: Healthcare Executives, Leaders, Scholars, Academicians

8:00 am	Registration	
8:30 am	Welcome and Introductions <i>Overview of Program:</i> Morning Sessions: Academic Presentations Afternoon Session: Incorporating Policy into Practice	David P. ROYE, Jr., MD President and CEO International Healthcare Leadership St. Giles Professor of Pediatric Orthopaedic Surgery, Columbia University College of Physicians and Surgeons
8:40 am	Welcome	LU Xiaobo, PhD Columbia Global Centers- East Asia
8:50 am	Opening Address	Jon HUNTSMAN, Jr. US Ambassador to China
9:00 am	The Progress and Challenge of Public Hospital Reform	CAO Ronggui Present Head of China Hospital Association, China Hospital Management Association, China Smoking & Health Association, Chinese Local Disease Association
9:20 pm	Changing Trends in Healthcare: Practical Examples of How Health Systems are Responding	David LEVY, MD Global Healthcare Practice Leader PricewaterhouseCoopers
9:40 am	Tea Break	
9:50 am	The Roles of Public Health Communication in Healthcare Management: 2009 H1N1 Story	HUANG Jianshi, MD, MHPE, MPH, MBA Dean of the School of Public Health at the Chinese Academy of Medical Sciences/Peking Union Medical College
10:20 am	Evaluating Access to Care: The World Cities Project (see description)	Michael GUSMANO, PhD Research Scholar at the Hastings Center and Co-Director of the <i>World Cities Project</i> at the International Longevity Center-USA
10:50 am	Health Care Management: An International Perspective (see description)	Katharina JANUS, PhD, MBA Professor of Health Care Management, Ulm University, Germany Assistant Professor at Columbia University's Department of Health Policy & Management
11:20 am	The Value of Management in the Value-based Health Care Reform	ZHANG Wei, MD, PhD Assistant Professor of Management, CEIBS Executive Director of CEIBS Leadership Development Program for Hospital Presidents
11:50 am	Lunch	

12:45 pm	Getting Evidence-Based Practices into Practice (see description)	Kimberley R. ISETT, PhD, MPA Assistant Professor at Columbia University's Department of Health Policy & Management
1:15 pm	Cost-effectiveness Analysis as a Component of Health Reform (see description)	Peter MUENNIG, MD, MPH Assistant Professor at Columbia University's Department of Health Policy & Management
1:45 pm	Economic Analysis of China's Health Financing	Gordon LIU, PhD Professor, Department of Applied Economics Executive Director, The Health Economics and Management Institute Director, China Center for Pharmacoeconomics and Outcomes Research
2:15 pm	Tea Break	
2:30 pm – 4:15 pm	Panel Discussion/Questions & Answers from the Audience: Impact & Challenges of Incorporating Policy into Practice	Facilitator: Hufeng WANG, PhD Associate Professor, School of Public Administration, Renmin University of China Director, Health Reform and Development Center, Renmin University of China Panel Members: ZHANG Wei, MD, PhD Assistant Professor of Management, CEIBS Executive Director of CEIBS Leadership Development Program for Hospital Presidents HUANG Jianshi, MD, MHPE, MPH, MBA Dean of the School of Public Health at the Chinese Academy of Medical Sciences/Peking Union Medical College Gordon LIU, PhD Professor, Department of Applied Economics Executive Director, The Health Economics and Management Institute Director, China Center for Pharmacoeconomics and Outcomes Research Anthony RENSHAW, BSc(Hons), MB, ChB, MRCS(Ed) International SOS Medical Director, Medical Services, North Asia David LEVY, MD Global Healthcare Practice Leader PricewaterhouseCoopers Hugues MALONNE Director Outcomes Research & Public-Private Partnerships MSD China, Merck Sharp & Dohme David P. ROYE, Jr., MD President and CEO International Healthcare Leadership St. Giles Professor of Pediatric Orthopaedic Surgery, Columbia University College of Physicians and Surgeons
4:15 pm – 4:30 pm	Wrap up, Thank you, and Introduction of International Healthcare Leadership Program	David P. ROYE, Jr., MD President and CEO International Healthcare Leadership
5:00 pm	Cocktail Reception at Millennium Hotel	

International Health Leadership Faculty Presentations

“Health Care Management: An International Perspective” - Katharina JANUS, PhD, MBA

Health care management deals with the application of management tools to health care organizations and systems. A key aspect concerns the design of monetary and non-monetary incentive systems to coordinate an effective and efficient service delivery. This has proven to be even more challenging in an international context. The talk will review past and current approaches to health care management in different countries and will offer suggestions for implementing management tools in the future.

“Evaluating Access to Care: The World Cities Project” - Michael GUSMANO, PhD

This talk will compare inequities in access among three world cities – London, Paris and New York, with a focus on an important aspect of health system performance: the capacity to assure access to timely disease prevention, primary care, as well as specialty health services. Three performance indicators will be highlighted and discussed as tools to compare the performance of health systems: 1) avoidable hospitalizations; 2) revascularizations adjusted for morbidity; and 3) mortality amenable to health care.

“Cost-effectiveness Analysis as a Component of Health Reform” - Peter MUENNIG, MD, MPH

An overview of how cost-effectiveness analyses are conducted and how they are used in making day-to-day decisions in the US relative to within other industrialized nations.

“Getting Evidence-Based Practices into Practice” - Kimberly R. ISETT, PhD, MPA

Changing policies, regulations, and financing to encourage the use of evidence-based practices is not enough. To truly effect change, frontline caregivers, clinic administrators, and clients must also know about and value those changes. Aligning these two dynamics (the top-down formal structures and procedures and the bottom up atomistic behavioral decisions of individuals providing and receiving care) are the key to effective widespread roll out of Evidence based practices. Evidence from two studies of change are presented to illustrate the dynamics and variables that are important for change to occur.