



# The Innovative Health Care Leader: From Design Thinking to Personal Leadership

In collaboration with the Stanford School of Medicine

**Dates: June 7 – 12, 2020**

*Application Deadline: April 24, 2020*

**Tuition: \$13,000 USD**

*Program tuition includes private accommodations, all meals, and course materials.*

## OVERVIEW

Innovation. Leadership. Resilience. Today's successful health care leaders require all three. In this extraordinary one-week program, you'll learn how design thinking and personal leadership skills can help you develop innovative solutions to the specific challenges facing health care leaders—from improving patient care and prioritizing physician wellness to developing negotiation skills and anticipating health care reform.

For the first time ever, world-class faculty from both the Stanford Graduate School of Business and Stanford School of Medicine will share their cutting-edge research and strategic insights to create a rigorous, relevant, and experiential curriculum. Find creative solutions to health care challenges with hands-on design thinking sessions. Develop personal leadership skills that inspire innovation in your team and across your organization. Learn about the key challenges facing health care organizations—from the ethical use of big data and the patient-physician relationship to measuring clinical outcomes. With guest speakers, case studies, and a professional network of thought leaders, The Innovative Health Care Leader will give you the tools, skills, and mindset to tackle uncertainty and drive change.

## KEY BENEFITS

The Innovative Health Care Leader program will help you:

- Discover how your personal leadership style impacts those around you
- Use the design thinking process to drive innovation
- Develop deeper insights into the needs of patients, physicians, and other key stakeholders
- Build a strong network of peers with whom you can share ideas and experiences
- Develop a just-try-it mentality through rapid prototyping and iteration
- Learn how to embrace diversity of opinion using a common process for design
- Develop strategies for using personal power to build strong mutual-influence relationships within your organization



## WHO SHOULD ATTEND

The Innovative Health Care Leader program is ideal for global executives who want to drive innovation in their health care organizations. It's specifically designed for:

- Senior-level executives and policy makers with at least 10 years of experience—MDs and non-MDs—from medical schools, HMOs, PPOs, hospitals, and foundations
- Titles may include hospital CEO, COO, and CFO; Academic Deans, Senior VPs, Department Chairs, and Center Directors

## SAMPLE DAILY SCHEDULE

### Morning

Optional group fitness

### Breakfast

Full breakfast at Schwab Residential Center

### Morning Session 1

High-Touch in a High-Tech Age:  
Challenges and Opportunities

### Morning Session 2

Scaling Excellence

### Lunch

Buffet lunch with optional patio dining

### Afternoon Session 1

Design Thinking for Health Care Innovation

### Afternoon Session 2

Design Thinking Debrief

### Dinner

Cocktail reception followed by dinner  
and networking opportunities

"I am extremely grateful for this program. I will immediately be applying my knowledge to my organization. I have also made incredible contacts who I will be relying on in my network for future discussions and collaborations. Thank you for an amazing experience — the setup of the program really is genius."

Emily Scroggs | Head of US Operations | Augmedix, Inc.

“Wonderful overall experience! The design thinking framework was new for me, and I intend to use it often. I also appreciate and will leverage the diverse network of friends gained during the course. The experience was exceptional. The quality and depth of the participants and faculty was/is world class.”

Charlette Stallworth | Vice President of Business Development | Satellite Healthcare

## TYPICAL PARTICIPANT MIX

### Management Function

8% Corporate Development  
6% Finance/Accounting  
66% General Management  
6% Information Technology  
8% Logistics  
6% Operations/Production

### Industry

2% Computer/Peripherals  
2% Education  
82% Health Care Services  
2% Legal/Advocacy Services  
7% Manufacturing  
5% Pharmaceuticals/Medical Devices

### Region

5% Australia/New Zealand  
14% Europe  
5% Middle East  
74% North America  
2% South America

## TAKE THE NEXT STEP

For more information, or to apply to the program, please visit [gsb.stanford.edu/exec-ed/ihl](https://gsb.stanford.edu/exec-ed/ihl).

### Donna Obeid

Associate Director, Programs

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## PROGRAM HIGHLIGHTS

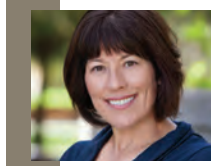
### DESIGN THINKING FOR HEALTH CARE INNOVATION

Learn design thinking—a human-centered, prototype-driven process for innovation that can be applied to products, services, and even business and organizational design. At Stanford, we believe that innovation is necessary in every aspect of health care leadership, and that it can be taught. Gain a strong understanding of the key tenets of design thinking, and learn how to execute them within your organization. You'll start by working with a partner in hands-on exercises to experience how the design process works. Then, you'll collaborate in small design teams to work on a specific health care industry design challenge.

### HIGH-TOUCH IN A HIGH-TECH AGE: CHALLENGES AND OPPORTUNITIES

A thoughtful physical exam performed by an effective listener not only results in a far better experience for the patient, it can be an important buffer against medical error and delayed diagnosis. In this session with Abraham Verghese, MD, MACP, from the Stanford School of Medicine, we will discuss the human experience in medicine using The Institute of Medicine's 2015 report, “Improving Diagnosis in Health Care,” and Stanford studies to guide the discussion.

## FACULTY DIRECTORS



**Sarah A. Soule** is the Morgridge Professor of Organizational Behavior and Senior Associate Dean for Academic Affairs at the Graduate School of Business and Professor of Sociology (by courtesy), School of Humanities and Sciences. She is currently a member of the Board of Advisors to the Hasso Plattner Institute of Design (the Stanford d.school) Fellowship program, and serves on the faculty advisory board to the Stanford Center for the Advancement of Women's Leadership.



**Abraham Verghese, MD, MACP, FRCP (Edin)**, is the Linda R. Meier and Joan F. Lane Provostial Professor, and Vice Chair for the Theory and Practice of Medicine at the School of Medicine at Stanford University. He is also a best-selling author and a physician with an international reputation for his focus on attentiveness to the patient in an era where technology often overwhelms the human side of medicine. Dr. Verghese has been given a National Humanities Medal for “reminding us that the patient is the center of the medical enterprise,” presented by President Obama in September 2016.

## OTHER STANFORD FACULTY

### Hayagreeva Rao

*The Atholl McBean Professor of Organizational Behavior and Human Resources, Graduate School of Business; Professor of Sociology (by courtesy), School of Humanities and Sciences*

### Nigam H. Shah

*MBBS, PhD Associate Professor of Medicine (Biomedical Informatics Research) and of Biomedical Data Science*

### Tait Shanafelt

*MD, Chief Wellness Officer and Center Director, WellMD Center*

### Baba Shiv

*The Sanwa Bank, Limited, Professor of Marketing, Graduate School of Business*

### Leah Weiss

*Lecturer in Management*