

Healthcare Management Initiative

The Healthcare Management Initiative brings together faculty from operations management, marketing, strategy and organisational behavior to examine how the healthcare value chain can enhance value for patients.

At the heart of healthcare

Founded in 1996 and merged with the INSEAD Social Innovation Centre in 2007, the Healthcare Management Initiative operates across global locations in Fontainebleau, Singapore and Abu Dhabi. The Initiative is dedicated to leading research and pedagogical material development to have an impact on the effective management of organizations in the healthcare value chain.

Key topic areas of the Initiative are :

- **Healthcare Value Chain**
Examine evolving perspectives in delivery strategy, aligning payer, provider and patient needs, spanning pharmaceutical, medical device, primary, secondary and tertiary care, and new drug and therapy development
- **Healthcare Delivery Excellence**
Healthcare delivery systems design, leadership and effective decision making, achieving outstanding performance, service innovation
- **Inform Health Policy**
Understanding how policy and implementation influence the costs and benefits of care, health technology assessment

“A system-wide view is needed of the healthcare value chain, including pharma, diagnostics, devices and healthcare delivery, in the context of governmental policies, with a view to creating sustainable patient value cost-effectively. I am convinced that management makes a difference.”

Stephen Chick
Professor of Technology and Operations Management, INSEAD

Healthcare value chain integration

Healthcare Management Initiative expertise spans the value chain, from delivery to medical device providers and the pharmaceutical sector. The Initiative looks at development of pharmaceutical strategy in an era of integrated delivery, group purchasing and fragmented value chains, and issues of marketing, health policy, new product development and research management. In addition, INSEAD provides executive education to many international firms in the device and pharmaceutical sectors. The Healthcare Management Initiative also links to humanitarian logistics, including recent projects for disaster preparedness and supply chain management for infectious disease control.

Healthcare delivery excellence

Healthcare service delivery excellence, for hospitals, clinics and communities, requires leadership, managerial excellence, and outstanding execution of healthcare service delivery processes. The Healthcare Management Initiative studies effective service system design, patient-centric orientation, medical and service excellence and traits of effective leadership in the health delivery sector.

We provide executive education programs for health delivery leaders through the European Health Leadership and Middle East Health Leadership Programs, both in collaboration with *Johnson and Johnson*. We have worked with other delivery organizations, such as the *UK National Health Service*.

Healthcare policy

The Healthcare Management Initiative studies national policy for healthcare infrastructure and health technology assessment. The areas of particular interest are : unique and effective care in delivery, innovative ways to market healthcare, and how these can affect the costs and benefits of the care that is delivered. Examples of recent research includes new models for value-based medicine and health technology assessment.

Building wider global networks

The Healthcare Management Initiative is creating wider links with INSEAD MBA and Executive Education alumni as well as other stakeholders around the world. Building sustainable partnerships with the global business community, to shape and extend a shared interest in healthcare, is key to our innovative international network for knowledge sharing and capacity building.

For more information

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www.insead.edu/hmi/

INSEAD Centre in Abu Dhabi

With the establishment of an INSEAD Centre for Education and Research in Abu Dhabi, the Healthcare Management Initiative is developing a collaborative research programme to make a sustainable contribution to healthcare delivery in the Middle East. The Initiative seeks to play a prominent role within the Abu Dhabi Centre and to be a leading resource in the region with the following objectives :

- Create partnerships to develop the Region's healthcare delivery
- Undertake healthcare delivery research for health for service operations
- Provide top-tier health sector management education

INSEAD Social Innovation Centre

Founded in 2007, the INSEAD Social Innovation Centre is an inclusive platform for cross-disciplinary research and engagement in the area of social innovation.

The Centre brings together a diverse group of leading INSEAD research teams focused on the innovation of business models and market-based mechanisms that deliver sustainable economic, environmental and social prosperity.

This research is disseminated in our educational programs and forms a basis for collaboration with alumni, companies, NGOs and other organizations, establishing an open community through which we can have a real impact.

Learn more at <http://www.insead.edu/isic>

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