



# Health Care Strategy

## Syllabus

Health Care Strategy features authentic business examples, interactive lessons, and conversations with industry experts. This course will help you align the principles of business strategy with the unique challenges and structures of health care organizations, enabling you to create and capture value for your organization, and lead your organization to sustainability.

Modules	Case Studies	Takeaways	Key Exercises
Module 1	<b>Value Creation and Value Capture</b>  Statins: Creating and capturing value by selling products  Livongo: Creating and capturing value by selling a complex service	<ul style="list-style-type: none"><li>Value is only created if purchasers are willing and able to pay an amount that exceeds the cost of producing a product or service</li><li>Value creation does not automatically result in value capture</li><li>Value capture is more challenging when the value of a product/service is divided among different stakeholders</li></ul>	<ul style="list-style-type: none"><li>Apply a framework that illustrates value creation and value capture</li><li>Determine how much value a seller can capture by considering the competitive environment and the value created for different stakeholders</li></ul>
Module 2	<b>Industry Analysis</b>  Advanced Fertility Care: Assessing Industry Attractiveness  Oak Street Health: Positioning within an Industry to Achieve Sustainable Success	<ul style="list-style-type: none"><li>Identifying the “forces” that drive industry profits is a critical first step to defining a business strategy</li><li>A successful strategy combats the forces that diminish industry profits</li><li>Developing a strategy requires making tradeoffs</li><li>Positioning can enable you to succeed in an “unattractive” industry</li></ul>	<ul style="list-style-type: none"><li>Perform a “five forces” analysis</li><li>Assess the strength of different forces in different industries</li><li>Evaluate the tradeoffs made by an entrant in elder care, and how this informs their decisions about growth</li></ul>
Module 3	<b>Competition</b>  Choose and Book: Choice and competition in the British National Health Service  Geisinger Health: Expanding the market  Surgical Institute of Reading: When regulators step in	<ul style="list-style-type: none"><li>Competition among healthcare providers increases quality, reduces prices, and can increase a provider’s reach</li><li>Regulatory authorities can intervene to protect and preserve competition</li></ul>	<ul style="list-style-type: none"><li>Evaluate the results of a “natural experiment” involving the NHS</li><li>Assess opportunities provided by destination medicine for both providers and employers</li><li>Analyze business and regulatory moves that reduce and enhance competition in different markets</li></ul>

Modules		Case Studies	Takeaways	Key Exercises
Module 4	The Boundaries of the Firm	Consolidation in Eastern Massachusetts: Expanding to defeat or enhance competition	<ul style="list-style-type: none"> <li>The decision to vertically integrate depends on several factors, such as the necessity for “relationship specific” investments by upstream and downstream parties, and the degree of difficulty in aligning incentives with arms-length relationships</li> <li>Vertically integrated firms may find it more profitable to price their products less than they would if they were not integrated, even if there is no change in production cost from integrating.</li> <li>Integration can deflect or enhance competition, depending on the industry structure and potential efficiencies created by the merger</li> </ul>	<ul style="list-style-type: none"> <li>Dissect an organization’s decision to vertically integrate</li> <li>Assess the effects of vertical integration on pricing, under different assumptions</li> <li>Examine the effects of provider-insurer integration on competition, prices, and access for patients</li> </ul>
		Civica Rx: A novel solution to a long-term problem		

**Learning requirements:** To earn a Certificate of Completion from Harvard Online, participants must thoughtfully complete modules 1-4, including satisfactory completion of the associated quizzes, by stated deadlines.