**Future Health Care Trends - Final Project**

Anticipating future trends is a component of strategic planning that will help an institution keep competitive. For the final project you will want to imagine that you are senior executive providing a report to the CEO of the health care institution in preparation for strategic planning to set future goals.

In preparation for this final project, review the *Jack Uldrich: Future Trends in Healthcare* video and the *Cognizant Five Key Trends Reshaping the Future of Healthcare* article covered in this lesson **(FILE ATTACHED).**. Next, go to [TED MED](http://www.tedmed.com/home) and watch one or more of the presentations. In your essay preparation, you will also need to research the online library to find at least one recent peer-reviewed journal article on future healthcare trends that you find relevant to include in your paper. Additional credible research materials are encouraged. As a reminder, **you do not want more than 20%** of your paper to be from other sources as this work needs to reflect your original thoughts on the information you are applying.

Next, prepare your final paper (3 pages body double-spaced) that demonstrates your critical thinking and strategic analysis to address the following areas:

1. Introduce the topic of awareness of health care trends and why it is important for the institution to be up-to-date on trends.
2. Write the body of the paper reflecting on how one or more of these emerging health care trends will impact health care access, and quality, and our population’s health.
3. Explain how one or more of these emerging ideas might affect health care strategic thinking and leadership.
4. Address how future health care trends might impact strategic partnership development in the community.
5. Conclusion with key highlights to consider at the upcoming strategic planning retreat.

In your final paper you will need to incorporate your library article along with the TED presentation and any other research and lesson material applicable. Include in-text cites for sources and detailed references at the end. Use a title page before the body of the paper and have a reference page at the end.

**Points Possible: 60**

**Level_3**

5 points: Introduction.

10 points: Future health care trends identified.

10 points: Explain how future ideas can impact leadership and strategic thinking.

5 points: Address how trends could impact strategic partnership development in community.

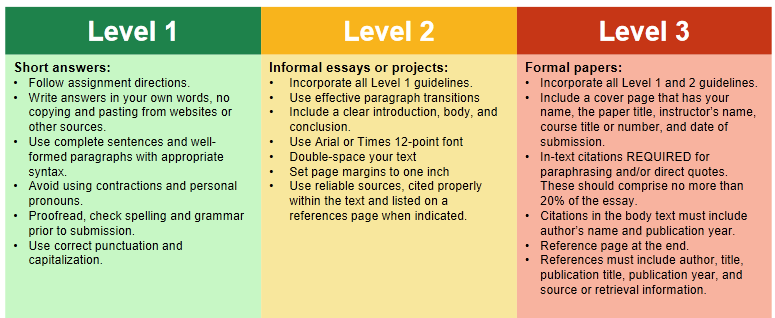
5 points: Conclusion

5 points: Library article incorporated.

5 points: TED MED video applied.

7 points: Critical thinking and strategic analysis demonstrated.

8 points: Utilization of Level 3 writing guidelines



**LESSON**

Leading Change

We can’t solve problems by using the same kind of thinking we used when we created them.” ~~ Albert Einstein (1879-1955)   
  
The future can be exciting and at times scary. Leaders need to be ready and prepared to lead change. Keeping informed about changes in the industry and upcoming trends is important. A leader needs to anticipate what could occur and have plans to facilitate changes in the future for the institution and community to make the transition successful to meet growing health care needs.

**Future Challenges**

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| Future Challenges | | |
| |  | | --- | |  | | [Baby Boomers and Healthcare: What Are the Problems, and What Can Be Done?](http://seniorliving.about.com/od/manageyourmoney/a/healthcarecosts.htm)   [Five Top Ethical Issues in Health Care](http://www.amnhealthcare.com/latest-healthcare-news/five-top-ethical-issues-healthcare/) | |  |   Future challenges in healthcare can be exciting. Leaders need to be aware of trends and be visionary in their perspective in considering trends that can impact the institution and the community served. For example, technology is making greater strides in healthcare advances. Medical records have become electronic in recent years. This change required planning and budgeting as well as training.  http://repo.pmi.edu/online/Master_Images/HCA325_Leadership_in_Health_Care_Management/chartbubble.jpgFor some anticipated future healthcare trends view the 15-minute [Jack Uldrich: Future Trends in Health Care video](https://www.youtube.com/watch?v=tS574gZ_Pvw) that covers trends to anticipate. Which ones intrigue you and which ones would you like to be involved in achieving? Might some be considered a fad?  What might be pros and cons to consider? How will health care be impacted as a result? These are all considerations a leader needs to examine in leading an institution to success in the future.  Big data is a recent business trend in all industries that is covered specifically in the **Cognizant Five Key Trends Reshaping the Future of Healthcare article** **(FILE ATTACHED).** Some of the trends covered in the article tie back directly to the impact of healthcare reform that is being instituted that presents challenges in the near future as institutions realize the impact. **Futurist Jill Carroll (FILE ATTACHED)** considers where healthcare might be in 2020. For example, customer service is becoming more of a competitive factor. Might there be a new innovative twist to make improvements in customer service? This might necessitate training front-line staff to improve customer service.  Other trends might include the geographic area. For example, an institution might have a high population of elderly served in a retirement community. There may be a unique niche such as high population of a specific ethnicity in the community and a hospital should consider services to meet this population’s future health care needs. Another trend that could impact an institution could be the need for primary care physicians. As the need for primary care physicians increases, more physician assistants and nurse practitioners are being recruited.  There are also be national trends such as baby boomers retiring and an aging population (more than 20% of individuals over 65 years or older by the year 2030) that is going to require more health care services including home health and long-term care. The health care workforce will also be aging and this may create challenges in recruiting and retaining staff.  Death rates are decreasing and life expectancy is increasing. Another trend to consider could be the statistics that Alzheimer’s disease is going to significantly increase in future years. How can such anticipated health care needs be met? This is where leaders today and tomorrow will need to focus their attention on meeting anticipated challenges and planning to meet potential service needs in the future.  There is also the threat of terrorism and the need to have public health systems prepared for bioterrorism. Infectious diseases can be a threat with different ones that have surfaced in recent years including strains of multidrug-resistant bacteria. One example in the past was the dramatic discovery and growth of HIV/AIDS that initially puzzled epidemiologists.  A leader needs to keep up with trends in the industry and be prepared to meet the future challenges. How can a leader obtain such information to stay current? Regularly reading journals in the field is one way (such as Hospitals magazine), and attending conferences relevant to the field is another way to keep current in the industry trends. Other methods addressed at [MindTools](http://www.mindtools.com/pages/article/keeping-up-to-date.htm) include traditional networking with peers as well as using social media connections. The [Community Tool Box](http://ctb.ku.edu/en/tablecontents/sub_section_main_1126.aspx) emphasizes the need to be proactive and creative in coping with external challenges. A leader could also look for opportunities to collaborate which can tie back to community partnerships. The leader in a healthcare institution wants to maintain a visionary focus and carefully weigh and consider trends to determine the benefits short-term and long-term in the future. A leader is ultimately responsible for leading the organization through change.  **Preparing for Change**   |  |  |  | | --- | --- | --- | |  | | | | |  | | --- | |  | | [Video: Change is Good](http://play.simpletruths.com/movie/change-is-good/)   [Overcoming the Barriers to Change in the Healthcare System](http://www.isixsigma.com/implementation/change-management-implementation/overcoming-barriers-change-healthcare-system/)  **Change Management Tips**  **(FILE ATTACHED)** | |  |   http://repo.pmi.edu/online/Master_Images/HCA325_Leadership_in_Health_Care_Management/change.jpgChange is constant. Just when you think things are good and stable, there can be something new and different that results in a need for change. Change impacts your work and personal life. Some changes might be the result of decisions you make.  Change can be difficult and resistance to the process is a normal human tendency. Change is the unknown and can take you out of your comfort zone.  There can be apprehension when change occurs as people may wonder if it will impact them in some way. For example, a merger might result in eliminating some duplicate positions. You may have experienced or observed change that failed. The [Zigarmi video](http://www.youtube.com/watch?v=DTZEnSvZPqc) covers stages of leading change and concerns to be aware of.  Communication is essential in handling change, as well as keeping staff informed and aware of how they will be impacted. If others are involved in the process and have input, it can help get buy-in for the new plan used in accomplishing the change needed. We all like to have something to say about things that affect us. It is essential to be clear on the reasons for change in communications. The leader needs to set the direction for the change and explain the process clearly to get to the goal desired in achieving the change.  Various factors can impact change for health care institutions. One such factor is media publicity (good or bad). For example, a hospital might set a trend in a new medical advancement or type of surgery that is reported on a news program.  Another example might be a local physician on the medical staff that was reported for medical negligence and the story was in the town’s paper. How the media is handled can be critical for both positive and negative changes in order to portray the institution and change in the best light.  There is also change due to regulatory agencies and policies. For example, the health care reform impacts services, providers and entities. Such things can be out of the institution’s control but their plans and actions in adapting to the change can help manage the change successfully. Pennington addresses change in healthcare in [his video](http://www.youtube.com/watch?v=9VN7MMHt-Ng).   Change might also be desired in a health care institution by the board of directors. They may decide to terminate the chief executive and find a new one to take the entity in a different direction to be more successful in expanding market share and service. In such an effort, the board will want to be specific in the new leader they desire and clear in their expectations for change to occur that that new individual will be responsible in achieving for the institution.  This [Bethel article](http://www.appleseeds.org/Leadership-Quiz.htm) covers ten statements that an individual could ask about their own change as we grow and develop over time. Adapting to change can take innovative thinking and an open mind to consider new possibilities. |  |  | |  | | | |  |  |
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