

The Digital Transformation of Health Care HCMG 866

**THE WHARTON SCHOOL
University of Pennsylvania**

Faculty

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Teaching Assistant

TBD
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Lectures

Thursdays, 3:30 p.m.-5:00 p.m. (First class January 19; Last class on April 20)
Location: JMHH 250

Description

Healthcare is in the early stages of extraordinary change in models of care delivery and financing. This transformation will lead to a system based on the proactive management of health, integration of care across the continuum, blurred boundaries between care providers and purchasers and placement of the consumer at the center. As has been the case in other industries, this new business model will be based on a foundation of diverse, potent, and well implemented digital technology but will also depend on changes in healthcare system processes and culture. This course will provide an overview of the digital transformation of health care and prepare students to lead this wave of change into the future. The course will include lectures from industry leaders who will share their ideas and experiences. Specifically, the course will cover the following three major changes in health care presented through a variety of topics: 1) The shift to virtual care and digital health interactions; 2) Increasingly more patient-centric and patient-owned health care delivery model; 3) Shift in health care financing from fee-for-service to value-based care.

Assignments and Grading

Students will be graded on class participation (25%), two critiques of lectures (25% for each critique totaling 50%) and the group project (25%).

Class Participation: Based on class attendance and actively engagement in class discussions. Excused absence requests should be submitted to the course directors and teaching assistant within one week of the lecture.

Lecture Critiques: Each student will individually prepare two lecture critiques. For each lecture critique, select any one lecture of your choice from the course (but not the same for both) Critiques should briefly summarize the key challenges and takeaways from the lecture and then more thoroughly focus on your assessment of the presentation or topic including whether you agree or disagree, how insights from your past experiences compare and contrast with the views of the presenter, and your conclusions on the broader context of important challenges or next steps moving forward. Critiques should be a maximum of 4 pages in length, with 11 pt font and 1.5 line spacing. Critiques will be submitted through Canvas and evaluated based on the quality of writing, focus on critique rather than summary, and the support provided for key points of the critique. The first write-up is due by February 24, 2023. The second is due by March 31, 2023.

Group Project: Student will form groups of 3 to 5 members to work on the group project that is due April 19, 2023, the night before the final class lecture. Students can form their own groups and submit a list of the names of the members of the group to the Teaching Assistant by no later than February 15, 2023. Any student that would like to be matched with other students looking for a group should submit their request by email to the Teaching Assistant by February 1, 2023.

Recently, several “tech giants” (Google, Microsoft, Amazon and Apple) have made significant moves and investments in healthcare. The group project involves:

- Defining the digital health strategies of these four companies based on recent company market moves (acquisitions, new products and services, partnerships, people hired)
- Outlining company strategic strengths and strategy risk factors
- Identifying potential and actual competitors

Based on your analyses, the group should identify the one company that it believes will be the most successful (you are to define your criteria for success), why you believe that it will be successful and the steps that you would take to ensure the company’s success. This written analysis should be 10 pages maximum, 11 pt. font, double spaced.

The last class session will be spent discussing the conclusions of the group projects. Several groups will be randomly selected to provide a 5-minute summary of their analyses and conclusions.

Date	Topic
Jan 19	Digital Transformation of Health Care Overview: Mitesh Patel & Srinath Adusumalli
Jan 26	Using the Electronic Health Record to Change Clinician Behavior Debrief/Overview: Mitesh Patel Speaker: Craig Limoli, Co-Founder & CEO, Wellsheet
Feb 2	Using Wearables to Change Patient Behavior Debrief/Overview: Mitesh Patel Speaker: Kapil Parakh, Medical Lead, Fitbit
Feb 9	Government's Role in Advancing Digital Health Debrief/Overview: Srinath Adusumalli Speaker: Sanjeev Bhavnani, FDA Digital Health Center of Excellence
Feb 16	Digital Therapeutics Debrief/Overview: Srinath Adusumalli Speaker: Maulik Majmudar, Co-Founder & CMO, Biofourmis
Feb 23	Virtual Care Debrief/Overview: Srinath Adusumalli Speaker: Srinath Adusumalli, CVS Health Speaker: Jana Goldberg, Heartbeat Health
Break	Spring Break & MBA Opportunity Week
Mar 16	Value-Based Care Debrief/Overview: Mitesh Patel Speaker: Krisda Chaiyachati, Physician Lead for VBC & Innovation, Verily Speaker: Ali Khan, CMO for Value-Based Care, Oak Street Health
Mar 23	Advancing Health Equity Debrief/Overview: Srinath Adusumalli and Mitesh Patel Speaker: Jorge Rodriguez, Instructor in Medicine, Harvard Medical School
Mar 30	Remote Patient Monitoring Debrief/Overview: Srinath Adusumalli Speaker: Manav Sevak, Memora Health Speaker: Mike McSherry, Xealth
Apr 6	Transforming Health Care from a Retail and Payer Perspective Debrief/Overview: Srinath Adusumalli Speaker: Creagh Milford, CVS Health
Apr 13	Artificial Intelligence in Health Care Debrief/Overview: Mitesh Patel Speaker: Ravi Parikh, Director, Augmented & Artificial Intelligence, Penn
Apr 20	Final Project Discussion

*Draft schedule. Sequence and speakers subject to change based on availability

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