“Common sense is not so common.”

-Voltaire
Class Agenda

• Announcements
• Bob Watson
• Assignment for Next Class
Excel is life.

According to The Wall Street Journal:

“The Key to a Good-Paying Job is... Microsoft Excel?”
Join OrangeSeeds as we volunteer at local non-profits in the city!

Check in is at 9:00am in Hendricks Chapel on Saturday, April 21

REGISTER AT BIT.LY/THEBIGEVENT2018

FOR MORE INFORMATION:

FOLLOW US @ORANGESEEDS44
ON INSTAGRAM & FACEBOOK

SCAN ME!

FOR ANY QUESTIONS OR TO REQUEST ACCOMMODATIONS, PLEASE CONTACT SETH REED AT SEREED@SYR.EDU BY APRIL 14TH
VOTE FOR SA
President, Vice President, and Comptroller
It is on MySlice

Monday 4/9 – Thursday 4/12
Dale Carnegie Principles

- Don't criticize, condemn or complain.
- Give honest and sincere appreciation.
- Arouse in the other person an eager want.
- Become genuinely interested in other people.
- Remember that a man's name is to him the sweetest and most important sound in any language.
- Be a good listener. Encourage others to talk about themselves.
- Talk in the terms of the other man's interest.
- Make the other person feel important and do it sincerely.
- Avoid arguments.
- Never tell someone they are wrong.
- If you're wrong, admit it quickly and emphatically.
- Begin in a friendly way.
- Start with questions the other person will answer yes to. Let the other person do the talking.
- Let the other person feel the idea is his/hers.
- Try honestly to see things from the other person's point of view.
- Sympathize with the other person.
- Appeal to noble motives.
- Dramatize your ideas.
- Throw down a challenge.
- Begin with praise and honest appreciation.
- Call attention to other people's mistakes indirectly.
- Talk about your own mistakes first.
- Ask questions instead of giving direct orders.
- Let the other person save face.
- Praise every improvement.
- Give them a fine reputation to live up to.
- Encourage them by making their faults seem easy to correct.
- Make the other person happy about doing what you suggest.
Competition Points

Winners

Losers

As of 4/11/18
Speaker Survey

For each speaker, complete a survey using the URL in the email sent by your TA before the start of the next class OR LOSE 5 POINTS
Robert Watson
President & CEO
Juvare
(Former President, Emergency Preparedness, Intermedix)
Small town to Syracuse to ....

- Small town origins in rural southern tier of NYS, less than 60 people in the class
- Scholarship to Syracuse
- Dual program in Policy Studies and the School of Information and Library Science
- Graduation 1979, BA
- Direct to UPenn Wharton School of Business
- Graduation 1981, MBA, Hospital Administration and Finance

- Then the career .... 37 years later ....
A career is not a destination, it is a journey

- Investment banking
- 1\textsuperscript{st} start up in 1983 as CFO
- 1\textsuperscript{st} sales role 1987
- 1\textsuperscript{st} CEO role 1988 (failed)
- 2\textsuperscript{nd} CFO role 1990
- 2\textsuperscript{nd} CEO role 1991 (winner)
- Since 1997, 7 CEO assignments
- Multiple industries and segments

- 3 Initial Public Offerings
- Nearly $1 Billion in Capital raised
- 50+ companies acquired
- 4 companies sold with average investor return over 30%
- Mentored 12 individuals who have gone on to be CFO, CSO, COO, or CEO
- Raised 3 pretty cool children but alas none have come to SU
Healthcare: Good, Bad or Ugly?

✓ **Cost:** deductibles as a % of the cost borne by the insured is accelerating; drug development costs are driving massive increases in medication costs; aging population creating more demand – more demand fuels cost increases

✓ **Quality of Care:** rate of hospital acquired infections increasing, rate of misdiagnosis is increasing

✓ **Access to Care:** % of American’s insured today is at an all time high but can you get care when needed?

✓ **What examples can you give me?**
Trends in Healthcare

- **Healthcare spending** - 17.9% of GDP\textsuperscript{1,2}
  - Up from 5% in 1960 when 1\textsuperscript{st} recorded

- **Employer-Sponsored insurance** still dominates market
  - Covers 55.7% of the population\textsuperscript{1,3}

- Rate of uninsured Americans is at record low
  - Only 8.8% of the population uninsured\textsuperscript{1,4}

- **2018 Marketplace enrollment** - 11.8million\textsuperscript{5}
  - 8.7million on HealthCare.gov
  - 3.0million on State-Based Exchanges
Rising Cost of Healthcare to Individuals & Families

- **Employer-Sponsored Coverage**
  - **Premiums** - Average premium for individual coverage rose 49% BUT contribution rose 74%\(^1,2\)
    - employees are paying an increasing share of premium cost
  - **Deductibles** -
    - average deductible for people with employer coverage rose from $303 to $1,505 between 2006 and 2017
    - average amount enrollees paid toward their deductible rose 229%, between 2005 and 2015\(^3\).

- **Marketplace** - Premiums for the lowest priced ‘silver’ plans increased an average of 32 percent nationally from 2017 to 2018\(^5\)
  - Elimination of cost-sharing reduction payments by federal government
  - Limited insurer participation
  - Uncertainty of policies governing the exchanges & elimination of the national mandate

- **Increase in high deductible plans** - in both Employer-Sponsored & Marketplace
  - From 2006 to 2016, the proportion of people in a high-deductible plan rose from 4% to 29%\(^6\).
  - High deductible plans = less use of care & worse outcomes for patients
Quality of Healthcare

• Variation in quality
  • Existing variation in quality across institutions & providers
  • Increased recognition of the relationship between reducing variation and improving outcomes
  • Variation happens- goal is to reduce unintended variation by creating new protocols based on best practices

• Assessing quality of care
  • Outcomes Improvement Teams/External reporting requirements/patient satisfaction surveys
  • metrics for outcome measures include
    • mortality rates
    • readmissions rates
    • surgical site infection rates

• Regulatory attempts to improve quality- Linking Quality to Institutional Payment
  • Hospital Readmissions Reduction Program- incentivizes reduction in hospital readmissions
  • Hospital Value-Based Purchasing (VBP) Program- to improve patient experience
  • Hospital-Acquired Condition (HAC) Reduction Program- promotes reduction in adverse events
Access to Care

• Access to care an increasing concern\textsuperscript{1,2}
  • Rapidly aging population; increasing percentage of population over 65- “Baby Boomers”
  • 91% of the population now has health insurance
  • More people need access to care- strain on a system already experiencing a provider shortage

• Navigating the current healthcare landscape- How do people find care
  • \textbf{Urgent care centers}- have become bridge between doctors office & ER\textsubscript{3}
    • Multiple locations, easier to access, open outside of doctors hours
    • Shorter wait times, less costly than ER, most insurance covers part of cost
  • Increase access & availability of \textbf{online patient portals}\textsubscript{4}
    • Email questions to doctor, fill out necessary forms, pay bills, schedule future appointments
    • access prescriptions, test results, medical histories
  • Online providers & telehealth- lost cost virtual appointment options\textsubscript{5}
  • \textbf{Insurance company websites}- increasing information on providers and pricing
    • Patients can find in-network doctors when having difficulty accessing care at their primary doctor
    • Patients can price shop for providers, imaging, labs, etc.
    • Ability to find low cost options if in a high deductible plan
For Next Class

• Please complete 9.1A and 9.1B on following topic:
  • Topic: Hold Syracuse University tuition increases to the rate of inflation.
  • Print and bring to class or **LOSE 5 POINTS!!!**

• Complete speaker survey for Bob Watson by 12:45 on Wednesday or **LOSE 5 POINTS!!!**

• Community Service form due 4/23
  • SIGN UP FOR THE BIG EVENT!
For Next Class

1. Competition Workshop on Wednesday.
2. A- MAX 105
3. E- TA Bay
4. B,C,D,G,F- Auditorium
5. H,I - Foyer