

Wednesday, October 8, 2008

SBA conference addresses global challenges

A two-day business conference on the campus of Oakland University on Thursday, Oct. 9, and Friday, Oct. 10 brings business practitioners and academic leaders from across the country together to answer the questions challenging businesses today.

Specifically, leaders in health care and information systems, and experts in the application and advantages of lean business practices will share their collective wisdom about how leadership styles have to radically change so leaders develop a vision that allows them to channel the energies of employees and partners in satisfying shifting expectations of customers to make organizations competitive – and successful – in a global market.

Answers to health care's challenges to be presented

There's little question the American health care system faces more challenges than ever – from the introduction of managed care in the early 1990s through continued rising costs today, from the sheer volume of uninsured and underinsured Americans to the strain a rapidly aging population is placing on Medicare and Medicaid, to breakthroughs in diagnostics and drug therapies creating financial and ethical challenges along with opportunities.

As the many sectors of health care evolve so must its leaders. The health care management track of this conference, Thursday, Oct. 9, 8 a.m. to 4:30 p.m., will review and discuss critical issues including health care costs, quality and technology and help health care professionals and others with an interest in education and research in the field.

A worldwide look at solutions to health care challenges

Students from the Bloomfield Hills International Academy conducted research into health care systems, challenges and solutions around the world. The findings, which offer insight, ideas and solutions, will be available in a public poster session. Students will formally present their findings briefly the afternoon of October 9 before the poster session.

Lean practices offer options in economic uncertainty

A focus on the advantages, processes and challenges of lean principles offered in the second track Thursday, Oct. 9, also 8 a.m. to 4:30 p.m., offers attendees the opportunity to look at new ways of addressing the traditional challenges of rapid technological change and increased competition as well as the new economic concerns facing businesses across the country.

Dynamic business leaders from major and diverse industries come together to lead participants through discussions including: Lean Thinking: Change, Challenge and Contributions; Green Lean; Lean in the Public Sector; and Lean as a Means for Process Excellence.

IS Leadership: Strategic alignment, surveillance and service computing

Addressing the latest, and sometimes controversial, issues facing the information systems industry today, the second day of the business conference brings academic and business experts together to discuss trends and challenges, and how IS leaders should prepare. Attendees can expect spirited and interesting discussions as speakers present differing views on balancing privacy and security; the flexibility IS should provide its organization; and the balance between service, science and computing.

Conference Details

The conference, organized and presented by OU's **School of Business Administration** (SBA), will hold sessions at various venues on campus, including the Pioneer Room of the Campus Recreation Center, 242 Elliott Hall, and a dinner a keynote address at Meadowbrook Hall, Thursday, Oct. 9.

The conference runs 8 a.m. to 4:30 p.m. each day. The cost is \$75 per day, and includes breakfast and lunch. The keynote address and Meadow Brook Hall dinner is an additional \$50. Access to the poster session is available all day at no charge.

Online registration is available at www.sba.oakland.edu/ce; click "seminars and conferences," then follow the shopping cart format. In addition to OU's School of Business Administration, conference sponsors include Blue Cross Blue Shield, Pawley Institute and the Executive MBA in Health Care and IS Leadership of OU's SBA.

SUMMARY

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