

Wednesday, September 23, 2009

Health Care Reform: Issues, Challenges and Opportunities

Friday, Oct. 9, 1:15-2:45 p.m.

Health care costs in the U.S have risen exponentially in the last decade with current spending estimates at 2 trillion/year, which equals about 16% of GDP. While there is consensus that business as usual is not an option, there is little agreement on the type of reform needed to make quality health care affordable.

A recent New Yorker article titled "The Cost Conundrum: What a Texas town can teach us about health care" has put the spotlight on the factors that drive the cost of health care. The article cites two economists at Dartmouth, Katherine Baicker and Amitabh Chandra, as finding that the "more money Medicare spent per person in a given state the lower that state's health care quality ranking tended to be."

Questions that the expert panel will address include – What core principles should drive health care reform? What can we learn from health care systems across the world? Are new models of health care emerging that will be mainstay in the future? What challenges will arise in the implementation of any reform? What opportunities will a reform bring about for the health care industry?

Panel speakers include:

Sherman Folland, professor, economics, School of Business Administration, Oakland University

Dr. James Forshee**, chief medical officer, Molina Healthcare of Michigan

Mark A. Johnson, senior vice president, business development and revenue management, Beaumont Hospitals

Dr. Jack Weiner**, CEO, St. Joseph Mercy at Oakland

Dr. Ernest Yoder***, vice president, Medical Education and Research, St. John Health and Ascension Health Michigan

Panel moderated by Dr. Bassam Nasr, president, Health Care Network, EMBA '07

***Executive MBA Advisory Board Member*

****Faculty, Executive MBA Program*

Speaker Biographies

Sherman T. Folland, professor, economics, School of Business Administration at Oakland University, specializes in health economics and related microeconomic topics. Within this field, he has studied hospital economic behavior, comparative hospital efficiency, physician advertising, nuclear power plant externalities, economic models of non-profit organizations and methodological issues of applications of frontier analysis to hospitals.

During a Fulbright year, in 1993-94, in Freiburg, Germany, he studied small areas of East Bloc countries and several hundred hospital districts under Communism. He has published numerous articles in academic journals. He and co-authors Allen Goodman and Miron Stano published the 5th Edition of their textbook, *The Economics of Health and Health Care* in July of 2006.

Dr. James D. Forshee is the Chief Medical Officer at Molina Healthcare of Michigan. In this role, Forshee is responsible for medical management with oversight responsibilities for utilization management, quality improvement, credentialing, pharmacy and risk management activities. Prior to joining Molina, Forshee served as the Regional Medical Director in Michigan for Correctional Medical Services, Vice President of Medical Affairs for Centene Corporation in Ohio, Medical Director for United Healthcare at Community Choice Michigan, Senior Vice-President and CMO for SelectCare Medical, and Medical Director for Blue Care Network.

Forshee is a member of several organizations, including the American Medical Association, American College of Physician Executives, Michigan State Medical Society, Society of Chief Medical Officers, American Academy of Family Physicians, and the Michigan State Medical Society Advisory Committee of Medical Economics. Forshee received his MBA degree from the University of Michigan and his MD degree from Michigan State University. He is Board Certified in Family Practice.

Mark A. Johnson is Senior Vice President, Business Development and Revenue Management and is responsible for all business development, strategic planning and revenue cycle activities for Beaumont Hospitals. Johnson has spent 25 years in health care initially in the public accounting sector with Plante & Moran. Subsequently, Johnson spent 10 years in various financial capacities at Beaumont Hospitals before joining Blue Cross Blue Shield of Michigan.

In his ten years with Blue Cross, Johnson was responsible for various provider related activities including hospital contracting, utilization management, health services research and provider auditing. Johnson returned to Beaumont in September of 2004 to serve as a key strategic adviser on all matters dealing with managed care. In March of 2007 Johnson's role was expanded to include business development, strategic planning, and formal responsibility for revenue cycle activities. Johnson is a Certified Public Accountant and holds an executive MBA degree from Michigan State University. He has served on a variety of community boards mostly in the non-profit sectors for health services.

Jack Weiner, as President and Chief Executive Officer, implemented a major cultural transformation and operational revitalization of St. Joseph Mercy Oakland (SJMO). Under his leadership, SJMO became the regional leader in clinical quality and continues to improve its financial performance. Prior to joining SJMO, Weiner served as president and CEO of St. Joseph's Mercy of Macomb. He also served as vice president for Facility and Ambulatory Operations at St. Mary's Health Services in Grand Rapids, and president and CEO of Northeastern Hospital in Philadelphia. He has held several other positions at Michigan hospitals during his more than 35 years in the health care industry, including president of Mount Clemens General Hospital; vice president of Marketing, Planning and Business Development at W.A. Foote Memorial Hospital in Jackson; and administrative manager at Bronson Methodist Hospital in Kalamazoo.

Weiner began his administrative career as an administrative resident at Oakwood Hospital in Dearborn. His health care career began as a pharmacist when he received his Pharm.D. in clinical pharmacy in 1974 from Wayne State University. He also holds a Master of

Arts degree in health services administration from the University of Michigan, and a Bachelor of Science degree in pharmacy from the University of Buffalo.

Dr. Ernest Yoder is Vice President for Medical Education and Research at St. John Health System, a Clinical Professor of Medicine at Wayne State University School of Medicine and Adjunct Associate Professor at Oakland University where he teaches Quality Improvement in Health Care.

He completed medical school at WSU in 1978, residency in internal medicine in 1981, and following a year as Chief Medical Resident, joined the WSU full time faculty. Ernie completed his PhD in Education at WSU in 1997. Yoder has received many awards including the Association of American Medical colleges – CGEA Laureate, WSU – School of Medicine Academy of Scholars, and multiple times Best Doctors in America. His main clinical and academic efforts focus on improving primary care medical practice, medical education, educational program evaluation, evidence based medicine (EBM), and continuous quality improvement (CQI). He has published widely in these areas.

For more information and to register, see the [2009 International Business Conference](#) Web page.

SUMMARY

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