

**The Business of Healthcare**  
A Project 20/20 Leadership Meeting  
March 25, 2009  
United Way, 7:30 a.m.



**Welcome and Opening Comments**

Talia Champlin opened the meeting with introductions and reviewed the project meeting schedule. The theme of today’s meeting was “The Business of Healthcare.” Additional information was provided regarding two other community events regarding healthcare: The Area Math and Science Center was hosting Kurt Mosley speaking about physician shortages in the U.S. immediately following this meeting, and Family Health Center is hosting a town hall meeting on Thursday at 5:30 pm to discuss healthcare challenges and available programs.

**Beth Beaudin-Seiler – Patient Safety Organization One (PSO One)**

Beth Beaudin-Seiler, Research Associate, WMU College of Aviation spoke on the experience of taking research that had been done at WMU in aviation simulation and applying the technology to healthcare. The concept is to integrate team behavior training with technical skills training at all stages of healthcare education. By utilizing simulation, hospitals have been able to test their processes and procedures, resulting in improved outcomes. The concept for this business was nurtured by support available in the Battle Creek community, such as B.C. Unlimited, local foundations, businesses, and agencies.

**Group Discussion and Input**

Following Beth’s presentation, the group was asked to consider the following question: Based on what we heard, how can B.C. take advantage of the opportunities for business in healthcare and health science?

**Opportunities** (the record of all notes are at the end of this document)

Summary bullet points:

1. Promote understanding of how to convert research outcomes to business opportunity.
2. Put focus on high-priority services and foster collaboration between business and the community need.
3. Encourage researchers to develop their ideas here by creating a 501C3 center to support the work.
4. Look for opportunities in how an aging population is going to need services.
5. Evaluate needs that are common to the major healthcare providers in B.C.
6. Increase the visibility of 21<sup>st</sup> Century Health Careers @ CACC. Bring in graduates working in medical field to tell their stories.
7. Continue to support PSO One growth.
8. Look for ways to apply simulation to healthcare administration areas.
9. Connect at-risk youth and families with healthcare services.

Following the feedback from members, a second question was posed: As a leader, what do I need to start doing, stop doing, or change in order to achieve these goals?

Members shared their own perspectives on how to personally support necessary change within their small groups. Informal feedback following the discussions revealed a number of common themes:

1. The Battle Creek community has some great resources already in place.
2. We all need to look for ways to connect and partner the needs of the community with business.
3. We want to understand how BCU promotes their services and how we can support it. (Note: a number of participants had not been able to attend the February event when Jack Miner, BCU, talked about bcVentures.)
4. There was consensus that we need to foster more communication, collaboration and confidence within our community but we also need to be open to culture change and being called to minister to the fact that we are all connected and solutions are going to require that we act together.

### **Closing Comments**

All members are encouraged to attend the next Project 2020 community event scheduled for April 21 at Burnham Brook. The topic will be “The Business of Healthcare” with a focus on collaboration between local healthcare services. This event is a great follow-up to what we worked on at this meeting. Come and see how Battle Creek healthcare service providers are taking positive steps to improve community health.

Members were asked to complete a survey, invite others to join us and pass along contact information to Alice.

The next Monthly Group Leadership meeting is May 27, 7:30 – 9:00 at the United Way Board Room. A notice and agenda will be distributed prior to that meeting.

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### **Notes from Small Group Discussion Flip-Charts**

## Opportunities

Connect the center for entrepreneurship with organizations and ideas that are being developed that can benefit each other.

Community coalition that comes together to work on issues like health that impact the community as a whole.

Encourage researchers to do their research here by creating a 501C3 center to support. Create a home for researchers to do what they want and allow the results to be capitalized through the center.

Opportunities to capitalize on existing organizations like Beth's and like Dr. D's and Kellogg Food Science.

People have great ideas, but don't have the business acumen to get them going – legal, accounting.

Concerted effort to identify best practices.

Focus on high-priority services.

Matching services to the needs of the business.

Looking for transferability.

Long-term development

Non-traditional partnerships across disciplines – the strengths of one profession with the needs of another.

How do we partner with those who are traditionally competitors?

How can we take traditional businesses in the area & partner/learn from related but different businesses or processes? (Uni-Solar in partnership with local HVAC, for example)

Highlight the potential benefits of such partnership.

Can we use a similar process for finding how we care for our aging population?

Are there ways to provide services for boomers and older – filling service gaps and sustaining people?

Emphasis on review and evaluation on quality of care for aging.

Imagine quality of care that could result from careful monitoring and emphasis on best practice.

Best Practice needs to be springboard for our own unique solutions for our specific challenges (catalyst) – We've been blessed with lots of input that we haven't always capitalized on or successfully adopted.

Constant monitoring for follow-through.

A leadership group has to be responsible for following through.

How does our leadership group take responsibility for changing behavior?

List this project as a "best practice." Use the success of this project as a marketing tool to attract more research – business, projects.

Simulations in the Admin area of healthcare – process a patient goes through-1<sup>st</sup> call-bill

Further opportunities for PSO One to grow.

Research on hospital-to-hospital interaction?

Is PSO One allowed to share best practices of one hospital with another? (competition)

Despite advances in patient care, insurance is still an issue.

Does PSO One intend to grow?

Help to provide/raise capital for more or better equipment and training.

What about EMT events?

What other high-risk/high-paced careers could benefit?

What if we apply this to social/human service – what are the implications and what are the outcomes?

What is job growth potential- entrepreneurships

Education and training with Math and Science Center, CACC (21<sup>st</sup> Century Health)

Foster effective partnerships in the community, ie foundations, universities, science industries, government, (research-driven) and business.

Take this work and apply to other sectors such as food safety (Kellogg)

Create awareness of access to sharing ideas, pursuing partnerships.

Partnering between health community and other communities, education, business.

Speak as a single voice to legislators and other outside decision makers.

Medicare and Medicaid rules limit innovation.

Improve healthcare system collaboration to attract businesses.

Connecting at-risk youth and families with healthcare services.

Reduce fragmentation and increase integration

Increase the visibility of 21<sup>st</sup> Century Health Careers @ CACC – Bring in graduates working in the medical field to tell their stories)