



The Forum: *An annual event presented by Women's Health Leadership TRUST*

Monday, April 26, 2010

5PM to 8PM

Metropolitan Ballroom

5418 Wayzata Blvd, Golden Valley, MN 55416

Presents:

Regina E. Herzlinger



The Coming Consumer-Driven Revolution

Key insights into a consumer-driven cure for the health care system which is dangerously eroding patient welfare and pushing costs out of the reach of millions and its implications for all stakeholders.

How a consumer-driven system will deliver affordable, universal, high-quality care that would include: convenient, affordable retail medicine facilities that are disease-focused factories for integrated medical care, personalized medicine, transparency of quality and price outcomes, and health insurance with subsidies for those who cannot afford it

About our speaker:

Regina E. Herzlinger is the Nancy R. McPherson Professor of Business Administration Chair at the Harvard Business School. She was the first woman to be tenured and chaired at Harvard Business School and the first to serve on a number of corporate boards. She is widely recognized for her innovative research in health care, including her early predictions of the unraveling of managed care and the rise of consumer-driven health care and health care focused factories, two terms that she coined. *Money* has dubbed her the "Godmother" of consumer-driven health care. She was profiled most recently by *BusinessWeek* in "If Health Care Were Run like Retail" and by *Roll Call* in "Obama, Congress: Take a Look at the Swiss Answer to Health Care."

All her health care books have been best sellers in their categories. Her newest book, *Who Killed Health Care?* (NY: McGraw-Hill, 2007), was selected by the U.S. Chamber of Commerce as one of the ten books that changed the debate in 2008.

She has won the Consumers' for Health Care Choices Pioneer in Health Economics award, the American College of Healthcare Executives' Hamilton Book of the Year award twice, the Healthcare Financial Management Association's Board of Directors award, and Management College of Physician Executive. *Modern Healthcare's* readers regularly selected her among the "100 Most Powerful People in Healthcare" and *Managed Healthcare* named her one of health care's top ten thinkers. In recognition of her work in nonprofit accounting and control, she was named the first Chartered Institute of Management Accountants Visiting Professor at the University of Edinburgh. In addition, she has delivered many keynote addresses at annual meetings of large health care and business groups and been selected as one of the outstanding instructors of the Harvard Business School MBA Program.

Professor Herzlinger has served on the Scientific Advisory Group to the U.S. Secretary of the Air Force and as a board member of many private and publicly-traded firms, mostly in the consumer-driven health care space, often as chair of the Governance and Audit subcommittees.

Regina Herzlinger received her Bachelor's Degree from MIT and her Doctorate from the Harvard Business School. She has been married to Dr. George Herzlinger, her MIT classmate, for 43 years. Both of their children graduated from Harvard College. Her daughter is a Fellow in Endocrinology; her son, an Infantry Captain in the U.S. Army who served two tours in Iraq, has safely returned to the U.S.

Registration:

\$50 members, \$60 non members
\$600 reserved table of 10 (company name listed in program)

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About Women's Health Leadership TRUST

The TRUST is a group of over 250 diverse and dynamic women in health care leadership positions throughout the Minneapolis and St. Paul area. Our purpose is to support, educate and promote our members.

The TRUST makes a positive difference in the lives of women leaders in healthcare by providing:

- Opportunities to meet and develop professional relationships through networking and social functions
- Resources to help link our members to each other and to other organizations for professional opportunities
- Leadership opportunities to learn and apply skills through committee membership, presentations, and small group interaction
- Access to publicity that highlights members' achievements and enhances their leadership standing
- Educational opportunities such as forums, special topic events, and industry updates.

www.womenshealthleadershiptrust.org

Mission: "To Advance Women Leaders in Healthcare"