

WORLD CONGRESS PRESENTS AN EXCLUSIVE SEMINAR

# FORCES OF CHANGE

## Market Dynamics and Strategies for a Shifting Healthcare Market Place

A Program  
Provided by:



HARVARD  
SCHOOL OF  
PUBLIC HEALTH

AUGUST 9, 2006 • THE CONFERENCE CENTER  
AT HARVARD MEDICAL SCHOOL • BOSTON, MA

The Forces of Change model and supporting curriculum examine current healthcare market dynamics and reveal strategies to succeed for new and emerging leaders. Employing real world examples, the Forces program introduces the compelling steps that a healthcare organization can take to create a sustainable competitive advantage.

### Schedule-at-a-Glance

7:30 am	Breakfast and Registration
8:30 - 10:00 am	Framing the Forces of Change
10:00 - 10:30 am	Refreshment Break
10:30 - 12:00 pm	Stakeholder Conflicts and the Tragedy of the Commons: Moving Beyond Winners and Losers (Includes Reactor Panel)
12:00 - 1:00 pm	Lunch
1:00 - 2:30 pm	Rethinking Consumer and Clinician Engagement: Moving Beyond Penny-Wise and Pound-Worried (Includes Reactor Panel)
2:30 - 2:45 pm	Refreshment Break
2:45 - 4:30 pm	Good Medicine. Good Business. Great Leadership: The Trust Prescription for Healthcare
4:30 - 5:00 pm	Ending Well Exercise
6:00 pm	Tour of Harvard Yard: An Insider's Guide
6:45 pm	Reception at the Harvard Faculty Club

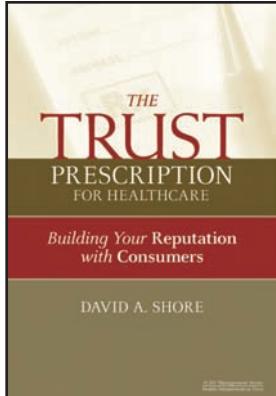


**David A. Shore, PhD**  
Director, Forces of Change Program  
and Founding Director, Trust Initiative  
Harvard School of Public Health

David A. Shore teaches the popular Harvard graduate courses "Strategic Marketing: Gaining Competitive Advantage Through Positioning, Branding, and Building Trust" and "Forces of Change: Market Dynamics and Strategies for a Shifting Health Care Marketplace." He is the author of The Current State of Trust in the American Healthcare Enterprise: Physicians and Managed Care in Changing Times (2004), The Trust Prescription for Healthcare: Building Your Reputation with Consumers (Health Administration Press, 2005), and editor of the upcoming volume The Trust Crisis in Healthcare: Causes, Consequences, and Cures (Oxford University Press, 2006).

### VALUE ADDED!

Complimentary copy  
of this popular book  
will be provided to  
all participants.



### Who Should Attend:

New and emerging healthcare leaders seeking to improve the quality of patient care, reduce the cost of providing that care, and in the process create a unique and sustainable competitive advantage from:

- Hospitals and health systems
- Group practices
- Health plans
- Federal and state government agencies
- Large self-insured employers
- Disease management and consulting firms

### Venue:

The Conference Center at  
Harvard Medical School  
77 Avenue Louis Pasteur  
Boston, MA 02115

### To Register:

Phone: 800-817-8601  
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Seminar Fee: \$495

For Sponsorship Opportunities, Please Contact: Chris Ayotte at 781-939-2619 • email: [chris.ayotte@worldcongress.com](mailto:chris.ayotte@worldcongress.com)