

## CASIM CONFERENCE 2014



*“Next generation sequencing, functional brain imaging, wearable artificial heart support are three examples of current technological developments holding a great promise for the improvement of medical care. Necessary prerequisites for effective and efficient global health care are however mass availability of high quality medical and medicinal products at affordable prices.”*

**Prof. Dr. Alexander Schachtrupp**  
(Director, B. Braun Foundation)



*“While we have entered the new era of personalized medicine, science is still progressing rapidly. New breakthroughs in diagnostics, targeted therapies, and therapeutic vaccines are examples of innovative approaches with the potential to significantly improve patient outcomes and lives in the near future.”*

**Dr. Andreas Penk**  
(Head Pfizer Oncology Europe / AfME,  
Chairman of the Board of Pfizer Germany)



*“The hospital of the future is focused on patient-centeredness, ensures patient safety, performs evidence-based medical procedures and is guided by the healing environment approach. Simultaneously, financial sustainability is requested. Efficiency and quality management contributes to providing medical services on a superior level even under the restriction of limited financial resources.”*

**Prof. Dr. Wilfried von Eiff**  
(HHL Leipzig Graduate School of Management)

## CONFERENCE SPEAKERS

- \_ **Prof. Dr. Horst Albach** (HHL Leipzig Graduate School of Management)
- \_ **Wolfgang Bayer** (Siemens AG)
- \_ **Prof. John Bessant, PhD** (University of Exeter Business School, UK)
- \_ **Jozsef Bugovics** (Surgical Process Institute)
- \_ **Prof. Dr. Manfred Dietel** (Charité – Universitätsmedizin Berlin)
- \_ **Dr. Sören Eichhorst** (McKinsey & Company, Inc.)
- \_ **Prof. Dr. Christian Elger** (Universitätsklinikum Bonn)
- \_ **Prof. Dr. Frank Emmrich** (Universitätsmedizin Leipzig)
- \_ **Prof. Dr. Matthias Endres** (Charité – Universitätsmedizin Berlin)
- \_ **Prof. Dr. Wolfgang E. Fleig** (Universitätsklinikum Leipzig)
- \_ **Prof. Dr. Michael Hallek** (Universitätsklinikum Köln)
- \_ **Dr. Steffen Hehner** (McKinsey & Company, Inc.)
- \_ **Dr. Nicolaus Henke** (McKinsey & Company, Inc.)
- \_ **Prof. Dr. Heribert Meffert** (HHL Leipzig Graduate School of Management)
- \_ **Dr. Michael Meyer** (Siemens AG)
- \_ **Prof. Dr. Friedrich-Wilhelm Mohr** (Herzzentrum Leipzig)
- \_ **Dr. Andreas Penk** (Pfizer Germany)
- \_ **Prof. Dr. Andreas Pinkwart** (HHL Leipzig Graduate School of Management)
- \_ **Prof. Dr. Ralf Reichwald** (HHL Leipzig Graduate School of Management)
- \_ **Prof. Dr. Alexander Schachtrupp** (B. Braun Foundation)
- \_ **Dr. Ulf M. Schneider** (Fresenius Group)
- \_ **Prof. Dr. Wilfried von Eiff** (HHL Leipzig Graduate School of Management)

## CENTER FOR ADVANCED STUDIES IN MANAGEMENT (CASiM)

The Center for Advanced Studies in Management (CASiM) is an interdisciplinary research center for business administration in the 21st century established at HHL Leipzig Graduate School of Management in 2012. CASiM brings together the expertise of all departments of HHL to conduct fundamental research in four areas: “The role of trust in firms and with their stakeholders”, “Change management in firms and markets”, “Health care economics” and “Urban dynamics: cities and firms in global competition”. CASiM provides a transdisciplinary and international platform for the development of business administration with regard to the great challenges implied by globalization, technological and socio-economic developments. With this platform facilitated by annual conferences the center also provides a forum for an interdisciplinary dialog with other academic disciplines and practitioners.

[www.hhl.de/casim](http://www.hhl.de/casim)

## CENTER FOR HEALTH CARE MANAGEMENT AND REGULATION (CHCMR)

The Center for Health Care Management and Regulation (CHCMR), founded with support of COGNOS AG education group in 2013, is focused on research, teaching and consulting in the fields of Health Services Research, Clinical Quality and Risk Management, Health Technology Assessment, Business Ethics in Medicine and Human Resource Management. One of the major areas of activities is the international benchmarking initiative, which aims at providing a platform for international health care experts to identify clinical and managerial excellence and to share best practice experiences. The center offers an outstanding part-time MBA Track “Hospital Management and Health Services” guided by the idea of patient-centeredness and targets a symbiosis of ethical conduct and economic thinking, far away from shareholder value mentality and the classic market competition approach.

[www.hhl.de/chcmr](http://www.hhl.de/chcmr)

## HHL FACTS & FIGURES

**Established:** 1898

**Status:** Private, state-approved institution with university status, able to grant doctoral and habilitation degrees

**Accreditation:** AACSB, ACQUIN

**Students:** Approx. 550 (30% international students)

**Alumni:** Approx. 1,500 graduates

**Start-ups founded by HHL alumni:**  
Over 130, more than 2,500 jobs created

**Partner universities:** Over 110

### Faculty:

Accounting and Auditing, Corporate Responsibility and Governance, Economic and Business Ethics, Economics and Information Systems, Entrepreneurship and Technology Transfer, Financial Management, Innovation Management and Entrepreneurship, International Management, IT-based Logistics, M&A of Small- and Midsized Entities, Macroeconomics, Marketing Management, Microeconomics, Strategic Management and Family Business

More information about HHL's faculty:

[www.hhl.de/faculty](http://www.hhl.de/faculty)



As of June 2014 HHL will offer the new Part-time MBA Program with special focus on

**“Hospital Management & Health Services”.**

For more information visit [www.hhl.de/hospitalmanagement](http://www.hhl.de/hospitalmanagement) or get in contact with Petra Spanka [petra.spanka@hhl.de](mailto:petra.spanka@hhl.de).

## CASiM Conference 2014

*“Boundaryless Hospital – Rethink and Redefine Health Care Management”*

June 11 & 12, 2014 in Leipzig





## WELCOME TO THE CASiM CONFERENCE 2014

Provision of effective health care for a growing and aging global population represents a major challenge for economies all over the world. New research breakthroughs in medical technology and pharmaceuticals are promising undreamed-of possibilities of well-directed early diagnostics and treatment of diseases at the same time. Additionally, rapid digitalization provides room for more efficiency and effectiveness across all branches of health care.

In order to use the potential of these advances in the interest of patients and stakeholders in a more effective manner, it is worth rethinking existing structures and processes in health care and defining new improved ones. With its conceptual approach of a *Boundaryless Hospital in Health Care Networks*, this year's CASiM Conference will focus on an expansive draft solution and discuss it with distinguished researchers from the fields of economics and medicine. Core topics include innovative chains of value creation, efficiency and quality management as well as smart technologies. The dialog with prominent representatives from the health care sector at the beginning and conclusion of this international conference aims at examining the relevance of the latest scientific findings as well as exploring new forms and possibilities of network cooperation.

The members of the CASiM Executive Board are looking forward to your participation and input and wish for an exciting conference with many new insights and encounters.

Horst Albach  
Heribert Meffert  
Andreas Pinkwart  
Ralf Reichwald

## CONFERENCE PROGRAM DAY 1

June 11, 2014

### WELCOME AND OPENING 5.00-5.15 p.m.

Prof. Dr. Andreas Pinkwart  
(Dean of HHL Leipzig Graduate School of Management)

### I. KEYNOTE SPEECHES 5.15-7.30 p.m.

#### Great Challenges of Health Care in the 21st Century

#### Global Trends and Challenges in the Health Care Sector

Dr. Nicolaus Henke (Director Healthcare Systems & Services, McKinsey & Company, Inc.)

#### Innovative Health Care Strategies

Dr. Ulf M. Schneider (Chairman of the Management Board, Fresenius Group)

#### New Developments in Medical Technology

\_ Wolfgang Bayer (CEO, Healthcare Deutschland, Siemens AG)  
\_ Jozsef Bugovics (Co-founder, Surgical Process Institute GmbH)

### DISCUSSION AND RECEPTION 7.30-9.00 p.m.



*„One challenge in health care is to embrace innovative delivery models moving from component delivery to population health management. Second, a more proactive use of technology, incentives, and marketing to accelerate self care. Third, a more effective use of data to automate and improve care services.“*

**Dr. Nicolaus Henke** (Director Healthcare Systems & Services, McKinsey & Company, Inc.)

## CONFERENCE PROGRAM DAY 2

June 12, 2014

### II. PLENARY PANEL 9.00-10.30 a.m.

#### Contributions of Economics to the Realignment of the Hospital

**Chair:** Prof. John Bessant, PhD  
(University of Exeter Business School, UK)

#### New Chains of Value Creation

PD Dr. Sören Eichhorst (McKinsey & Company, Inc.)

#### Efficiency and Quality Management: How People and Innovative Products Leverage Clinical Processes

Prof. Dr. Dr. Wilfried von Eiff (HHL Leipzig Graduate School of Management)

#### Personalized Medicine realigns the Health Care System

Prof. Dr. Manfred Dietel (Charité – Universitätsmedizin Berlin)

### III. PLENARY PANEL 11.00 a.m.-12.30 p.m.

#### Medical Requirements for the Hospital of the Future

**Chair:** Prof. Dr. Frank Emmrich (Universitätsklinikum Leipzig)

#### Challenges of the Hospital in New Value Chains for Cancer Treatment

Prof. Dr. Michael Hallek (Universitätsklinikum Köln)

#### Rethinking Acute Care Medicine on the Example of Heart Attack

Prof. Dr. Friedrich-Wilhelm Mohr (Herzzentrum Leipzig)

#### Health Networks in the Treatment of Stroke

Prof. Dr. Matthias Endres (Charité – Universitätsmedizin Berlin)

#### Requirements of the Hospital for Effective Treatment of Epilepsy

Prof. Dr. Christian E. Elger (Universitätsklinikum Bonn)



*“Keeping highest-quality healthcare affordable is a key challenge in coming decades. To do this, we need to apply industrial organization thinking to healthcare services without losing our personal touch with patients. Quality focus, scale, scope and specialization will help us to get there.”*

**Dr. Ulf M. Schneider** (Chairman of the Management Board, Fresenius Group)

June 12, 2014 (Continued Conference Program)

### IV. PARALLEL PANELS 1.30-3.15 p.m.

#### Recent Research Findings on the Hospital of the Future

#### New Chains of Value Creation and Health Networks

**Chair:** Prof. Dr. Heribert Meffert  
3-4 speakers\*

#### Efficiency and Quality

**Chair:** Prof. Dr. Horst Albach  
3-4 speakers\*

#### Electronic Health Care

**Chair:** Prof. Dr. Ralf Reichwald  
3-4 speakers\*

### V. DISCUSSION PANEL 3.45-5.15 p.m.

#### Reflections of Decision Makers from the Health Care Sector

#### Chair:

\_ Prof. Dr. Dr. Wilfried von Eiff (HHL Leipzig Graduate School of Management)

\_ Prof. Dr. Wolfgang E. Fleig (Chairman of the Board, Universitätsklinikum Leipzig)

\_ Dr. Steffen Hehner (Director, Healthcare Systems & Services, McKinsey & Company, Inc.)

\_ Dr. Michael Meyer (Vice-president Health Policy / Vice-president National Account Management, Healthcare Deutschland, Siemens AG)

\_ Dr. Andreas Penk (Head Pfizer Oncology Europe / AfME, Chairman of the Board of Pfizer Germany)

\_ Prof. Dr. Alexander Schachtrupp (Director, B. Braun Foundation)

### CONCLUSION 5.15-5.30 p.m.

Prof. Dr. Andreas Pinkwart  
(Dean of HHL Leipzig Graduate School of Management)

\* will depend on the result of the call for papers



*“The trend to sustainable, efficient and patient centric healthcare offers promising opportunities: guided therapies to optimize minimal invasive surgery, integration of therapy and diagnostics in companion diagnostics and increasing data networking across all stakeholders of the healthcare system.”*

**Wolfgang Bayer** (CEO, Healthcare Deutschland, Siemens AG)

## CASiM CONFERENCE 2014

### Contact

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### Venue

HHL Leipzig Graduate School of Management  
Jahnallee 59, 04109 Leipzig  
[www.hhl.de/directions](http://www.hhl.de/directions)

### Registration

Online registration is open until June 1, 2014:  
[www.hhl.de/casim-conference-2014](http://www.hhl.de/casim-conference-2014)



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\* Notice in accordance with FSA code of conduct: Pfizer supports this conference with 5.000 EUR.