

## **September 14, 2005 UCSD Extension's 11th Annual "Re-Shaping Healthcare Conference" to Forecast New Innovations in Medical Technologies, Science, and Delivery Systems Sept. 30 Keynote Speaker, Dr. John Kenagy, Named by Forbes Magazine as the "Man Who Would Save Healthcare"**

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Jackie Carr

UCSD Extension, as part of its ongoing mission to support growth of the ever-changing regional economy, will host its 11th Annual Re-Shaping Healthcare Conference on Friday, September 30.

The conference will be from 7:30 am to 1:30 pm at the San Diego Marriot Hotel and Marina. Keynote speaker is John Kenagy MD, MPA, president of Kenagy & Associates and co-author of "Will Disruptive Innovations Cure Health Care?" Also presenting will be Steve Valentine, president of the Camden Group, one of the country's leading firms in developing adaptive business strategies for hospitals.

Kenagy will discuss emerging trends in policy, financial impacts, and the idea of how disruptive innovations are essential to the evolution of the U.S. healthcare system. "Innovations that fundamentally change entire industries and lead to tremendous wealth and growth are rarely developed by leading institutions. They come from unexpected sources," says Kenagy. "These innovations start simple and represent new ways to meet unmet needs."

Kenagy said recent examples of recent innovations pulling business away from hospitals can be found in the rapid emergence of outpatient angioplasty and a variety of free-standing diagnostic and treatment units offering care formerly available only in centralized, less accessible, traditional medical facilities.

"Loss of business does not have to be the final result," says Kenagy. "It can be seen as a signal of opportunity. Think of disruption as a new lens to see what's happening in healthcare--a more clear way to see how we can better respond to patients while keeping costs down."

UCSD Extension's collaborators in this year's event include the SD Regional Chamber of Commerce, the Hospital Association of San Diego and Imperial Counties, and the San Diego County Medical Society. Event sponsors include Barney and Barney, Great-West Healthcare, County of San Diego Health and Human Services, The California Endowment, Blue Shield, PacificCare, Health Net, Pfizer, and Foley.

The program typically attracts business and health care executives, physicians, boards of trustees, and nurses interested in gaining early insight into emerging technologies, new research, and alternative approaches for delivering healthcare.

"We consider it highly unlikely that fundamental change in the current health care system will occur from within," says Greg Zinser, conference chair, and chief financial officer for Team Health Anesthesia Management Services. "Innovation from outside the healthcare field will transform the business of medicine. This conference focuses on the long-term strategic implications of innovations in areas such as radiology, regenerative medicine, and elective surgeries."

The final segment of the conference will be a current case study offered by Kathy Wilde, senior vice president for operations and chief nursing officer of two hospitals within the Allina system. Allina used innovation to improve patient satisfaction, employee engagement, and hospital finances.

More than 500 attendees are anticipated to attend the Re-Shaping Healthcare Conference.

Licensed nurses are eligible to receive 5 hours of continuing education credits. Also, members of American College of Healthcare Executives (ACHE) will receive 5 hours of Category II credit. Tickets are \$135 per seat or \$1200 per table. Registration for this event is open at [extension.ucsd.edu](http://extension.ucsd.edu) or by calling (858) 964-1010.

Media Contact: Jackie Carr (858) 822-2029.