



ENTSCHEIDERFABRIK

Programm Klinik-Besuch



	Adresse	<i>Scripps Memorial Hospital La Jolla 9888 Genesee Ave La Jolla, CA 92037</i>
	Telefon	<i>+1(858) 626-4123</i>
	Anreise-Instruktionen	<i>N.N.</i>
	Vor Ort Zeit in der Klinik	<i>Montag, den 24.07.2017 zw. 14:00 – 17:00 Uhr</i>
	Vor Ort Verantwortung ENTSCHEIDEFFABRIK	<i>Dr. Pierre-Michael Meier</i>
	Vor Ort Verantwortung Klinik	<i>Gary G. Fybel, MBA, Chief Executive Scripps Memorial Hospital La Jolla</i>
12:00	Introduction with lunch	<ul style="list-style-type: none"> • Business Strategy of Scripps and in particular Scripps Memorial Hospital <i>Gary G. Fybel, MBA, Chief Executive, Senior Vice President, Scripps Memorial Hospital</i>
13:00	Business strategy and IT alignment	<ul style="list-style-type: none"> • Mission Control – exemplary points <ul style="list-style-type: none"> ○ Lean Management and MIS (Management Information System) ○ Controlling the different portions negotiated with the insurance companies ○ Inpatient and outpatient partnerships, in particular e. g. the partnership with UCSD “next door” and HIE (Health Information Exchange) ○ Marketing activities and tools to attract patients ○ eHealth or CRM (Customer Relationship Management) solutions to establish our own patient community <p><i>Gary G. Fybel, MBA, Chief Executive, Senior Vice President, Scripps Memorial Hospital</i></p>
14:30	Break	
14:45	Hospital/Campus Tour	<i>Gary G. Fybel, MBA, Chief Executive, Senior Vice President, Scripps Memorial Hospital</i>
16:00	End	