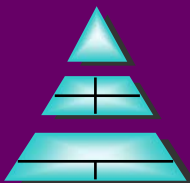




HealthCare Reality™

Peak Performance Associates, Inc.

For More information call



**Peak
Performance
Associates, Inc**

PO Box 193
5305 Lincoln Road
Oregon, WI 53575

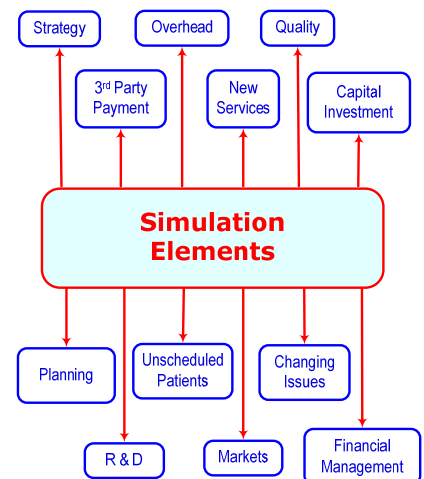
Phone: 608-835-9288
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Healthcare Reality™ is an intensive business simulation which challenges participants to manage their own Medical Center over a simulated 8 year period.

It emphasizes principles of Service Excellence and Lean Healthcare, such as Service Line Flexibility, Operational Efficiency, Quality, and Research & Planning. Each team (Medical Center) competes for patients, markets and profit.

Teams must make decisions regarding the medical center's strategy, operations, market development, finance, and research & planning. Teams experience the *effects* of their strategic, financial and tactical decisions.

The simulation improves knowledge of Medical Center strategy, economic and financial planning and dramatically improves participants' understanding of how their decisions impact all parts of the organization.



Healthcare Reality™ is specifically designed for participants to understand the value and benefit of:

- **The Medical Center strategy**
 - Developing a competitive advantage
 - Researching and Planning for new service lines
 - Developing Quality improvement plans
 - Developing service line Flexibility and Efficiency plans
 - Balancing planning with the Medical Center's financial realities
- **Developing a sound marketing plan**
 - Understanding marketplace demand
 - Balancing Medical Center service lines with market demand, capacity, and revenue constraints
 - Planning marketing investments to generate greater demand
 - Analyzing competitor strengths and weaknesses and identifying opportunities
- **Improving Service Operations**
 - How cash flows through the Center
 - How cash flow impacts the Center's ability to finance operations, update service, and meet market demand
 - The impact of debt on maintaining and improving operations
- **The financial realities of a Medical Center**
 - Quality, Efficiency, and Flexibility
 - How well capacity is being utilized
 - Investing in new technology

Why a Simulation?

People learn by doing. They quickly see how decisions in one area impact other parts of the organization.

Healthcare Reality™ is designed to get to the heart of the critical business processes. Participants develop, implement and manage change. They have opportunities to balance the daily tough decisions required in today's operations.

People are better able to drive value, and see how they as individuals can make their Medical Center successful.

The ability to customize the simulation to organization specific situations helps people make decisions that translate directly to their "real world".

Quick Facts:

Methodology:

Board-based facilitated simulation.

Simulation Size:

Ideal simulation size is 12-24 people.

Time:

6-8 Simulated years over 2 days

Facilitation:

Certified facilitators run the simulation.

Performance Measures:

- Patient Satisfaction
- Profit and Loss
- Market Share
- Return on Assets
- Gross Profit
- Return on Investment

Competencies Impacted

- Decisive Judgment
- Championing Change
- Business Acumen
- Innovation
- Planning & Organizing
- Driving for Results
- Continuous Improvement
- Teamwork & Collaboration
- Influencing & Persuading
- Interpersonal Communication
- Utilizing Resources

Healthcare Reality™ was developed in collaboration with the Medical University of South Carolina.