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## Deadlines:

Submission: **May 15<sup>th</sup>**  
Acceptance: **May 20<sup>th</sup>**  
Final version: **May 22<sup>nd</sup>**  
Early Registration: **May 10<sup>th</sup>**

## Organizer



## Co-Sponsored by



# 1st International ISoLA Symposium on Structural Changes and Market Dynamics in the Healthcare Sector

*In Search of Value Creating Service Landscapes and High-Performance Organizations*

**4-5 June 2009 - Potsdam**

<http://www.cs.uni-potsdam.de/isola-med-2009>

Structural changes and market dynamics will evolve as all-pervading forces in the still highly regulated healthcare sector. The competitiveness of the healthcare industry increasingly hinges on the strategic competence to create value for patients, insurance companies, employees and investors, alike under conditions of hyper-turbulence. While in the past, public healthcare institutions took advantage of strong national regulation regimes, free-wheeling market forces in European service sectors will take on added significance and endanger entrenched business models. To make things worse, the demographic changes towards geriatric societies and ensuing chronic diseases may cause a financial collapse of national healthcare institutions, which are anything, but stable and robust. Thus innovative and sophisticated paradigms, concepts and strategies are needed to overcome existing legacies, path dependencies and core rigidities hampering value creation, innovation and cost efficiency. Compared to fully competitive industries, the healthcare sector, parenthetically, shows classic signs of over-administration, but under-management.

The symposium on structural changes and market dynamics in the healthcare sector invites creative multi-perspective papers challenging conventional wisdom. We want to provide an interdisciplinary platform for strategic agenda setting and prospective healthcare scenarios – bridging 'best practices' with 'best theories'. Bearing in mind that the healthcare sector is anything, but a sharply delineated industry, merely resembling a loosely coupled multi-institutional portfolio of (opportunistic) value creators, value takers, payers and political bodies, we aim at provoking critical insight from multiple agents and stakeholders. In general, is our dedicated interest to foster communication flows between management, economics, and healthcare administration on the one hand and medicine, care and assisted ambient living on the other.

In this context we pose the overarching question, if the healthcare sector can and should be benchmarked against high-performance (service and industrial) organizations under conditions of intense competition to capitalize on management and leadership principles of the commercial sector.

## Special track themes

- Strategic and operative clinic management
- Value creation through hospital information systems
- Value creation through lightweight process innovations
- Inter-sectoral networking and healthcare alliances
- Mergers and acquisitions in the healthcare and hospital sector
- Healthcare service engineering in a dawning era of Web 3.0 and 4.0
- Adjusting conventional management logic to the healthcare sector: risks and opportunities
- Assisted ambient living: Business blueprints and service concepts
- Clinic restructuring through public and private financial investors
- End-to-End processes in the integrated healthcare
- Quality assurance: criteria, measurements, standards, best practices
- Regulation and deregulation: prescriptions and challenges
- Interoperability (HW/SW, ...) and Integration (legacy systems, ...)

We welcome **Regular contributions, Survey papers, Student Papers** and **Tool demonstrations**.

All accepted papers will be invited for a full-length contribution to the Symposiums' Proceedings (post-conference). Selected papers will appear in **STTT** (Springer Verlag, Heidelberg).

*Contributions may be made in German or English.*