TODAY’S SHAPING FORCES

What forces are shaping your cross-cutting issue or discipline, today? What leading indicators and changes are evident?
Today we find ...

- Healthcare crowding out non-healthcare, competing for growth
- Engine of new technology and growth
- Engine of employment (thus far)
- Disease management
- Evidence based medicine
- Inefficient system (static): Menu of choices without prices
  - High production cost
  - Allocative inefficiency
- Aging society
- Chronic disease
- A more unequal society
- A more diverse society
  - A mixed population suffering from a lack of health care on one hand and diseases of affluence/excess (such as obesity, diabetes, heart disease, etc.) on the other
- US is losing hegemony
- New world of communications and technology
- Affordable Care Act and uncertainty surrounding it
- ACOs
- Integration
- Privacy /ethical concerns
- Fiscal crisis of the state
- Translation of basic research to drugs/applied medicine progressing more slowly than anticipated, costs rising
- Problems with the profitability of generic drugs and the potential for restricting access to these drugs
- An increase in drug resistant pathogenic strains
- A lack of health care providers/mental health care specialists in developing countries
In 10 years, how will forces shape changes in this cross-cutting issue or discipline? How will work and professional practice be affected?
In ten years we expect...

- A shift to very constrained public payers
- Healthcare spending will become much more scrutinized from public and private payers
  - Increased use of Physician Assistants/Nurse Practitioners for routine medical visits
- Need for more information about value
  - Better accounting
  - Cost-effectiveness analysis
  - Payer decision making
- Growth of insurance exchanges
- Greater need for gerontology
- Greater need for medication therapy management
- Technology savvy entrepreneurship
- Multicultural health services
- More medical tourism
- Value generating technical innovation
  - Biotech/personalized medicine/pharmacogenomics
  - Advances in Synthetic biology, though fairly new
  - Healthcare IT and communications
  - Financing and delivery
  - Medical equipment
IMPLICATIONS FOR HIGHER EDUCATION

What are the implications of these developments for higher education and continuous professional/personal development?
In the future, we expect that higher education will...

- Rising tuition at public schools, less subsidy
- More price sensitive students and parents
- Value proposition
- Need to stay on top of technology
  - Movement of online to classroom
- Shift to more private and private like behavior
- More diverse students
- Older students
- Need to dramatically improve productivity
- Challenge from vocational for-profits
- Society will begin to ask challenging questions:
  - How many or what percent of people should to go to college?
  - How many or what percent of people expect to go to college?
- Need to educate individuals on the basics of biology/genetics in order for them to understand how to make appropriate treatment decisions
- Need to educate students in data analysis, risk assessment, statistics, exercise and nutrition to make sure they can understand more complex data as it will relate to their health risks
- Need to produce more cost-effective health care providers (providers that understand cost-effectiveness analysis and scarcity of resources)
  - increase production of PAs or nurse practitioners
IMPLICATIONS FOR PACIFIC

How should these developments affect University of the Pacific? Our Strategic Planning Process? Decisions over the next five years?
In the future, we expect University of the Pacific will...

- See more international graduate and undergraduate students
- Seek Hispanic and other disadvantaged students and faculty
- Develop part-time programs for the graduate level
- May consider the following programs:
  - an undergraduate and/or graduate public health program
  - doctoral audiology program
  - Interdisciplinary master’s in healthcare IT
  - Physician assistant master’s degree
  - Occupational therapy master’s degree
  - gerontology program
- Develop/expand healthcare MBA, PharmD/MBA and health law
- Market graduate programs, both here and abroad
- Consider Pacific’s placement and seek better placement
- Seek more public visibility in health
- Position pharmacy for more primary care and management
- Develop speech/language pathology, physical therapy
- Continue support for pre-health professional programs and majors/programs that contribute to health care/health education/bioethics directly and indirectly
- Expand bioengineering
- Develop a food sciences program
- Improve quality of our graduate programs with more and better research and more visibility
- Focused accreditation such as with Commission on Accreditation of Health Management Education (CAHME)
- More collaborative programming
- Improve productivity with technology and larger scale
- Develop new curricular or co-curricular programs to effectively educate students on decisions about health and well-being
KEY RESOURCES

What 10-20 key resources have shaped your group’s thinking?
Key Resources (list up to but no more than 20 resources)

16.
17.
18.
19.
20.