



The Tipping Point

A Workshop In Thought and Innovation

Our Number: 952-475-6322

www.collaborationhealthcare.com



The Tipping Point Workshop for Health Care

The Tipping Point workshop was created to help organizations understand the brutal realities of the changing health care marketplace today. It provides a deep insight into the changes taking place in health care and the changes in the roles providers, employers, health plans, and consumers will play in the health care system of tomorrow. The workshop is based on Malcomb Gladwell's work, but also integrates the work of others to provide an intriguing view of the changes taking place- that will result in a "tipping point" for change in the health care system that is unfolding.

Primary Features

***The workshop provides a deep look at the realities of the changing health care market today- from the viewpoint of the patient/consumer- who will have a much more integral role in the health care system of tomorrow**

***The workshop challenges participants to identify the three main components of creating a "tipping point" for their own organization: The Law of the Few, The Stickiness Factor, The Power of Context**

***The workshop introduces participants to a different perspective of viewing health care - using Clayton Christenson's (The Innovator's Prescription) and Jim Collins' (Good to Great) work as a foundation**

Value

***Exceptional resource to facilitate creativity and innovation within an organization, department, or association**

***Provides participants with a clear understanding of how health care creates value- from a consumer perspective**

***Provides a clear and unbiased viewpoint of the realities of the health care marketplace- and predictions of what is on the horizon**

***Challenges participants to think in a new paradigm because the paradigm we have today will not be the one we have tomorrow.**

Several Delivery Options

The Tipping Point Workshop is a great tool to facilitate strategic planning efforts or to simply provide an unbiased reality-check of what is happening in the health care market today. The Tipping Point presentation can be delivered independently (simply for "something to think about" at meetings or events) or used in combination with our workbooks and materials as part of an innovation, collaboration, or strategic planning exercise.

To Hear More

For more information on the Tipping Point Workshop- give us a call at 952-475-6322 or e-mail us at info@collaborationhealthcare.com