Call for Proposals

Innovation & Entrepreneurship:
Leading Ethical Improvement in Healthcare

A symposium hosted by the Healthcare@McCombs, a McCombs School of Business Healthcare Initiative
April 6-7, 2017
AT&T Executive Education & Conference Center, Austin, Texas
Submit your extended abstract by January 20, 2017 to:
Healthcare@McCombs.utexas.edu

We are seeking research proposals for the 8th Annual Innovation in Healthcare Delivery Systems symposium, an interdisciplinary symposium designed to engage a wide range of diverse research interests aimed at creating positive changes in the healthcare system locally, nationally, and globally. This event is viewed as a critical piece in building a University-wide scholarly initiative on healthcare delivery systems. Annually, this symposium features campus-wide participation, and we are interested in reviewing both quantitative and qualitative research.

"You can be an entrepreneur in any field, if you are driven by the desire to produce new knowledge or to apply new technologies in ways to make the world better. What is entrepreneurship? Making the world better."

Ed Zschau, Ph.D., Princeton University

Entrepreneurship is not just about starting businesses. More than that, it is thinking originally, bringing creativity to your work, and thinking differently about problems and approaches. Transforming an organization or process? Offering new insight to old problems? Congratulations, you are an entrepreneur.

In healthcare, there are far-reaching implications for innovation; what are the ethical implications we should consider when designing new business or reimbursement models, when designing or developing health apps, or when changing treatment processes or policies?

How can innovation and entrepreneurship help us reduce disparities and bias in care, improve access to and quality of care, and change the way we think about healthcare to help more people lead better, healthier lives?

Research domains include, but are not limited to:

- Business Innovation
- Organizational & Operational research, Change Management
- Leadership and Ethics
- Communication, Health Education, Health Literacy
- Digital and Mobile Health, Health Info Technology, Data Analytics, Info Systems
- Integrated Behavioral Health, Healthcare Disparities & Reform, Social Determinants of Health, Population Health
- Interprofessional Healthcare Practice & Education
- Art, Architecture, and Design
All healthcare delivery related research topics are welcome. Topics of interest include, but are not limited to:

**Business Innovation**
- Opportunities and/or barriers to changing the fee-for-service model to value-based
- Innovation in care models
- How can innovation contribute to better care for everyone
- Social entrepreneurship in healthcare
- New finance and risk models
- Transparency of costs and outcome measures
- Costs for the uninsured
- Behavioral economics
- Sizing issues: workforce and resource issues
- Cost accounting challenges in healthcare

**Organizational, Operational Research, and Change Management**
- Evolving, learning health systems
- “Patch vs. Redesign”
- The responsibility of business organizations for maintaining workforce health
- Process improvement in healthcare
- Healthcare team dynamics
- Healthcare supply chain
- Nonlinear interactions in healthcare and improving patient safety
- Enabling the implementation of innovations, helping healthcare organizations adapt to changes resulting from these innovations
- Complex adaptive systems and healthcare organization redesign

**Leadership & Ethics**
- Ethics in innovation
- “First, Do No Harm” in the 21st Century
- Leadership, Ethics, and Change Management

**Communication, Health Education, and Health Literacy**
- Providing accurate and meaningful information regarding lifestyle changes, behavioral changes, and end-of-life care
- Engaging & educating patients in health and care
- Developing effective relationships between care providers, patients, and families
- Training clinicians and families to communicate more effectively
- Teaching healthcare professionals about engaging patients and families
- Ethics of interprofessional communication
- Teaching health and healthcare
- How do medical schools prepare students for the changing realities of physician/hospital relationships?
- How can medical and nursing schools innovate curriculum to help address the workforce shortages?

**Digital & Mobile Health, Health Info Technology, Data, Information Systems**
- Digital health: hype vs. reality
- Tech innovation vs. innovation in care models
- Virtual communities
- Artificial Intelligence
- Health information exchanges
- Electronic medical/health records
- Transmission of healthcare data
- Startups and platform economics
- Big data, predictive health, data security, and confidentiality
- Patient access to medical records, ownership of data
- Social media
- The aging population and digital and mobile health
- Gamification of personal health management
- Usability design
- Solutions for developing effective interdependencies between healthcare professionals and patients/families, or between healthcare professionals
Integrated Behavioral Health, Healthcare Disparities & Reform, Social Determinants of Health, Population Health

- Healthcare and healthcare research disparities, eliminating racial, gender, and other bias in healthcare delivery
- Examining social determinants of health
- Integrating lifestyle and behavioral changes into the healthcare system
- The policies or relationships that could positively impact or encourage patient responsibility and self-care
- The impact of social issues on quality of care and quality of life decision-making
- Community involvement and advocacy for health
- Population health
- Behavioral Health

Interprofessional Healthcare Practice & Education

- New team work approaches
- Clinician and patient and family interaction
- Multiple roles of various health professions in healthcare
- Interactions between health professions to enhance care
- Team teaching: how to teach to engage individuals and teams
- Culturally sensitive healthcare
- Community healthcare delivery
- Primary care

Art, Architecture, and Design

- Design of healthy cities, new community models for healthy communities
- Design new ecosystem for improved health
- Intersection of art, performance, and improved health
- Innovations in urban design, engineering, and architecture that improve access to care and reduce disparities
- Design thinking

Ideally, existing research will be further refined and new research questions will grow out of the interactions between participants at the symposium. The symposium will help identify resources necessary to carry out new programs of research, to provide momentum grant proposals, and to attract doctoral and post-doctoral students to The University of Texas at Austin.

If you are interested in presenting your work, please submit an extended abstract to Healthcare@McCombs.utexas.edu. Staff will begin reviewing proposals on December 16, 2016. The last date to submit a proposal is January 20, 2017. For ease of review, please keep abstracts to 4 pages of text (tables and/or figures unlimited). Be sure to include:

- Full name and credentials (Ph.D., etc.)
- Email address
- Title of Paper
- Relevant background information on your research including methods and analysis, results, and a brief discussion of findings
- Up to 5 keywords related to your topic/question

Please note, we will be sharing all abstracts online unless authors indicate otherwise.

We welcome work in progress. We will also consider research that has been submitted and is under review. Please disclose if your work has been previously presented or published.

If you have additional questions, please contact Roanna Flowers, Program Developer, Story & Strategy for Healthcare@McCombs at roanna.flowers@mccombs.utexas.edu, or Edward Anderson, Ph.D., Director for Healthcare@McCombs, at edward.anderson@mccombs.utexas.edu.