

## **Jeffrey C. Bauer, PhD**

### **Introduction**

With 35+ years as a professor and consultant, Dr. Jeff Bauer is a nationally recognized expert on key trends that shape the future of health care.

His extensive publications and national speaking engagements demonstrate proven skills for preparing health care leaders to approach the future proactively.

Jeff Bauer consistently receives superb evaluations for insightful, thought-provoking customized presentations in his complementary areas of expertise.

For real value in a top-quality speaker, see how Dr. Bauer's presentation topics can make your meeting successful and memorable.

### **Customized Presentations**

All Jeff Bauer's presentations—from 45-minute keynotes to full-day seminars—can be customized for special audiences or conference themes. Clients are not stuck with a “boilerplate” speech that doesn't meet the needs of a specific program.

Dr. Bauer works directly with conference organizers and planning committees to create presentations that reinforce a meeting's objectives. He thrives on responding to special assignments in his areas of expertise.

### **Areas of Expertise**

- Future of Health Care (realistic 2 to 5 year forecasts)
- Technology Assessment (practical guidelines focused on clinical service)
- Information Technology (foundations for necessary investment)
- Medical Economics (best practices for profitability and quality)
- National Health Policy and Politics (focus on reimbursement and regulation)

### **Real Value**

Clients can get maximum return on their meeting budget, avoiding the expense of another speaker. Dr. Bauer can make more than one presentation (e.g., a keynote speech, a break-out session, participation on a panel) for the same fee.

Dr. Bauer is not a speaker who insists on arriving just before his presentation and leaving immediately afterwards. He enjoys active participation in meetings, spending up to a full day on site at no extra charge.

All speeches are supported with state-of-the-art presentation graphics and full text outlines for handouts. Additional information and representative support materials (e.g., the presentation outline and graphics, copies of publications) are available on a Website dedicated to the conference.

Dr. Bauer is skilled at making presentations on major health care topics to groups from outside the health industry. He makes understandable, informative, and interesting presentations to lay audiences about medical advances and health reform.

## **Presentation Summaries for 2008**

### Forecasting the Future of Health Care: Challenges and Opportunities

One of the country's most respected health futurists, Dr. Bauer presents an informative and entertaining analysis of the forces that define possibilities for medical care. He explains different methods for looking ahead and forecasts the future based on his in-depth analysis of the key trends—medical science, technology, demography and epidemiology, reimbursement, and organization of the delivery system. Implications of key trends and practical responses are presented with respect to the audience's special interests. This presentation is continually updated to reflect the latest changes in forces that shape the future.

### The Reality of Health Reform: What Politicians Aren't Telling Us

Health reform may be the hottest domestic topic in this pivotal election year, but the gap between politicians' rhetoric and reality is enormous. As a well-informed and neutral observer of the ongoing battle over health reform, Dr. Bauer describes the basic aspects of opposing plans and evaluates them from the perspective of key goals of a health care system. By comparing likely outcomes with the goals of public policy, he identifies the steps that would need to be taken to produce true value for health care spending. Participants will have a solid understanding of the fundamental issues of health reform and the ability to help redirect the political dialogue toward realistic outcomes.

### Paradox and Imperatives in Health Care: Efficiency, Effectiveness, and E-Transformation

This presentation summarizes the key points of Dr. Bauer's challenging new (2008) book by the same title. He shows why unprecedented financial circumstances threaten failure for health care providers that pursue "business as usual." Dr. Bauer clearly explains how sound economic principles and proven management tools can prevent inevitable failures if significant changes are not made. The presentation reveals how providers can draw upon internal resources to increase net revenue and provide the quality of care that payers and consumers are demanding at prices they are willing to pay. It shows why waste must be eliminated and how future-focused leaders can put their organizations on a

positive path while redirection is still possible. It is an inspiring speech about how providers can do it right all the time, as inexpensively as possible.