

The business of academic plastic surgery

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What was once enough is not anymore

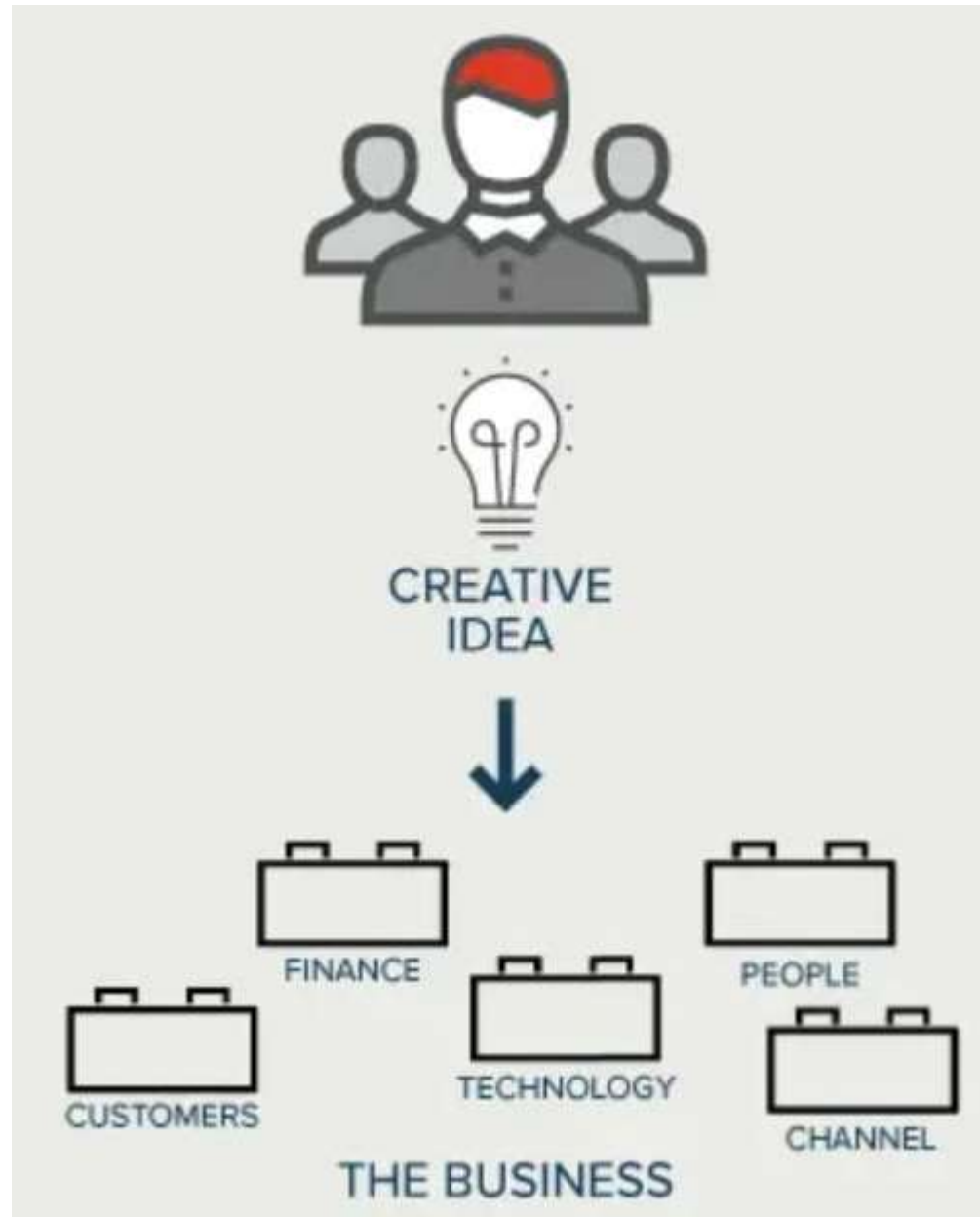
**Disconnection between academia and
business is no longer feasible**

Fast and dramatic changes in health care

Provider's decisions determine health care cost

Financial risk shift from payer to provider

Health insurance



Education

Research

Clinical Care

**Reconstructive
Aesthetic**

Role of academic leaders

ACADEMIC

Curricula, programs, assessments

Manage daily operations

Analyze and evaluate policies

Get data and feedback on performance

STRATEGY

Satisfy and convince higher bodies of strategic direction

Key partners

RECRUITMENT

WORK FLOW

FINANCIAL MANAGEMENT

FUND RAISING

RECRUITMENT

Clinical care providers

Managers

Nursing

Workers

Medical secretaries

IT department

Autonomy
Work flow
Governmental laws
Governmental financial cycles

Fund raising

Clinical care

Wages

Research

Fund raising

Governmental funds

International Grants

Autonomous units

Academic & training programs

Research projects

Sponsors

Donations

Non-governmental

Failing to plan

Is

Planning to fail

Thank you