

Examples of Case Studies from Harvard Business School that Fulfill Innovating in Health Care Competencies

Competency. Description. Examples. Building the ability to recognize opportunity.

Case studies of opportunities within health care that require students to select and prioritize among them.

Battle of the Bulge – Innovations in Obesity Treatment¹ *

Phreesia: The Patient Check-In Company² *, **

Odontoprev³ *, **

Amil and the Health Care System in Brazil⁴

Hospital for Special Surgery (A)⁵ *

Cardinal Health (A): The Medicine Shoppe Acquisition⁶

Reinventing Brainlab (A)⁷ *

Vitalia Franchise⁸ *, **

Ability to Convey a Compelling Vision.

Case studies of health care innovations that succeeded or failed because of a compelling vision.

Odontoprev³ *

Reinventing Brainlab (A) *

Philips-Visicu⁹ *

Consumer-Driven Health Care: Medtronic's Health Insurance Options¹⁰ *, **

Ability to maintain focus yet adapt; Resilience, Case studies of entrepreneurs who repeatedly demonstrated resilience, PAREXEL International Corp.¹¹ *, **

Interdisciplinary team work and collaboration.

Case studies of failed and successful efforts to build teams that implement innovation.

Hospital for Special Surgery⁵

The ability to assess the feasibility of an opportunity.

Case studies of failed and successful business models for innovative health care ventures.

Health Stop Retail Medical Centers (A): Strategy¹²

The Global Sight Network Initiative¹³

Cancer Treatment Centers of America (A)¹⁴

Building and using networks.

Case studies of innovations that succeeded or failed because of their networks.

MedCath Corporation (A)¹⁵

Health Stop Retail Medical Centers (A): Strategy¹²

THG Management Services¹⁶

Self Efficacy/Confidence, Case Studies that demonstrate success or failure due to self-confidence, Vitalia Franchise^{8*}, **

* Video Available

**The selected cases are also discussed in the Harvard University edX course, *Innovating in Health Care*

https://www.edx.org/course/harvardx/harvardx-bus5-1x-innovating-health-care-1405#.UzrUO_m9md8

¹ Herzlinger RE. Battle of the Bulge – Innovations in Obesity Treatment, HBS Case No. 9-304-009, Rev 2014. Boston: Harvard Business School Publishing; 2005.

² Herzlinger RE. Phreesia: The Patient Check-In Company, HBS Case No. 9-310-066, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

³ Herzlinger RE. Odontoprev, HBS Case No. 9-314-028, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

⁴ Herzlinger RE. Amil and the Health Care System in Brazil, HBS Case No. 9-312-029, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

⁵ Herzlinger RE. Hospital for Special Surgery (A), HBS Case No. 9-305-076, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

⁶ Herzlinger RE. Cardinal Health (A): The Medicine Shoppe Acquisition, HBS Case No. 9-303-043, Rev. 2012. Boston: Harvard Business School Publishing; 2005.

⁷ Herzlinger RE. Reinventing Brainlab (A), HBS Case No. 9-313-069, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

⁸ Herzlinger RE. Vitalia Franchise, HBS Case No. 9-311-035, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

⁹ Herzlinger RE. Philips-Visicu, HBS Case No. 9-313-015, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

¹⁰ Herzlinger RE. Consumer-Driven Health Care: Medtronic's Health Insurance Options, HBS Case No. 9-302-006, Rev. 2013. Boston: Harvard Business School Publishing; 2005.

¹¹ Herzlinger RE. PAREXEL International Corp. HBS Case No. 9-314-056, Rev. 2013. Boston: Harvard Business School Publishing; 2005.

¹² Herzlinger RE. Health Stop Retail Medical Centers (A): Strategy, HBS Case No. 9-185-084, Rev. 2012. Boston: Harvard Business School Publishing; 2005.

¹³ Herzlinger RE. The Global Sight Network Initiative, HBS Case No. 9-311-034, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

¹⁴ Herzlinger RE. Cancer Treatment Centers of America (A), HBS Case No. 9-313-012, Rev. 2014. Boston: Harvard Business School Publishing; 2005.

¹⁵ Herzlinger RE. MedCath Corporation (A), HBS Case No. 9-303-041, Rev. 2013. Boston: Harvard Business School Publishing; 2005.

¹⁶ Herzlinger RE. THG Management Services, HBS Case No. 9-197-011, Rev. 2012. Boston: Harvard Business School Publishing; 2005.