

Report 4

As part of an exchange program at the Indian School of Business (ISB), our healthcare entrepreneurship course included an engaging theater session. We were tasked with developing and performing skits that brought to life one of the concepts we had learned in class. Our team chose to focus on the transition from the traditional fee-for-service healthcare model to the emerging value-based care approach. Preparing for the skit allowed us to creatively explore the contrasting philosophies and implications of these healthcare models. We crafted a storyline with six distinct characters, each representing a different perspective within the healthcare ecosystem.

On the day of the performance, we took to the stage, eager to share our interpretation with our classmates and faculty members. The skit opened with Dr. Ajay, a seasoned physician firmly rooted in the fee-for-service mindset, prioritizing surgical procedures over preventative measures. His patient, Mr. Anand, embodied the traditional patient mindset, seeking immediate relief from symptoms. As the story unfolded, we introduced Sarawathi, a tech-savvy nurse advocating for lifestyle changes and the integration of technology into patient care. However, her suggestions were initially dismissed by Dr. Ajay, highlighting the resistance to change within the established system. The turning point came with the announcement of a new government policy mandating a shift towards value-based healthcare. This pivotal moment forced the characters to reevaluate their approaches and adapt to the changing landscape. In the second act, we showcased the value-based model through the character of Dr. Vijay, a young, forward-thinking doctor who emphasized preventative care, digital health data, and patient empowerment. Mrs. Parvathi, a patient committed to a healthy lifestyle, became a wellness buddy, inspiring and supporting Mr. Anand's journey towards positive lifestyle changes. As the skit progressed, we witnessed Dr. Ajay's transformation, realizing the merits of the value-based approach and its positive impact on patient outcomes. The performance culminated with the characters embracing the new era of healthcare, emphasizing collaboration, prevention, and a holistic approach to patient well-being. Through our skit, we aimed to entertain while educating our audience about the potential benefits of value-based care, such as improved patient outcomes, increased efficiency, and a more sustainable healthcare system. The experience allowed us to apply our learnings in a creative and engaging manner, fostering a deeper understanding of the challenges and opportunities presented by healthcare industry transitions.

