



## Healthcare Pricing, Technology, Access and Quality Featured in Latest Issue of HMPI

**Contact:** Kirsten Gallagher  
[kirsten@bahm-alliance.org](mailto:kirsten@bahm-alliance.org)  
(210) 489-0442  
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**Palo Alto, Calif., October 18, 2022** – The continued escalation of U.S. healthcare prices, along with underlying factors tied to both the pandemic and market forces, are having major implications for consumers, providers and care delivery. Scholars and analysts examine these issues, and propose solutions, in nine articles published today in [Health Management, Policy and Innovation \(HMPI\)](#).

HMPI features original research and essays and is published by the [Business School Alliance for Health Management \(BAHM\)](#), a consortium of 21 leading business school health management programs in North America, Europe, Latin America, Asia and Africa.

“While telehealth, accelerated by COVID-19, has increased access to care, higher overall healthcare costs fueled by myriad economic and market factors, including hospital consolidation, are having a ripple effect on everything from consumer choice to hospital staffing. We need to meet these challenges through new business strategies that innovate how health systems operate,” said Kevin Schulman, HMPI's editor and professor of medicine and business at Stanford University.

“This issue of HMPI spotlights proactive proposals and new frameworks, including better ways to solicit meaningful feedback on performance, strategically integrating technology into operations, and, from our winning 2022 BAHM student case competition presentation, creating a new model to improve care and lower the cost of care in underserved communities,” added Schulman, also president of BAHM, HMPI's publisher.

The issue's lead article, “Ignorance is Not Bliss: Discordant Beliefs and Preferences for Prices Among Healthcare Consumers in the United States,” from a Vanderbilt University medical and business school team in collaboration with The Laffer Center, reveals a discrepancy between consumers' desire for lower healthcare costs and their awareness and willingness to shop for savings. That gap highlights an opportunity to educate patients about differences in pricing and ways they can save.

In addition, scholars and practitioners affiliated with the University of Miami, New York University, Stanford University, the University of California San Diego, McDermott+ Consulting, American University, Baruch College, Baylor University Hankamer School of Business, the American Nurses Association, the University of Washington, the University of Nevada, and Idaho State University, have contributed articles examining:

- Improved patient satisfaction through social media monitoring of hospital service quality
- Software-driven innovation focused on integrating both medical records and workflow improvements
- Telehealth as a means to improve and preserve access to care for Medicare patients
- Pay parity in telehealth reimbursement models as a continued focus of policy and operational impact discussions
- Proposed solutions to the nursing shortage, with critical input from nurses, by addressing issues from compensation to work environments
- A new rural health alliance among Oklahoma providers designed to improve care and cut costs, while respecting Native American cultural mores
- The impact of state incentives designed to drive COVID-19 vaccine uptake in the U.S.
- A virtual arts program for pediatric cancer patients that grew in participation and scope during the pandemic

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#### ***About the Business School Alliance for Health Management***

Formed in 2010, the [Business School Alliance for Health Management \(BAHM\)](#) is an international consortium of 21 leading business school health management programs that supports faculty, students, and graduates in advancing education and thought leadership in the field. BAHM initiatives include an annual global case competition, educational webinars, and the publication of *Health Management, Policy and Innovation (HMPI)*, a quarterly journal that examines the challenges of the health sector from a business perspective.

BAHM member schools are Baruch College Zicklin School of Business; Baylor University Hankamer School of Business; Boston University Questrom School of Business; Emory University Goizueta Business School; Georgia State University J. Mack Robinson College of Business; Harvard Business School; HEC – Paris; IESE Business School, University of Navarra; INCAE Business School; Indian School of Business; Johns Hopkins Carey Business School; Strathmore University Business School; University of Colorado – Denver; University of Miami Herbert Business School; University of Michigan Ross School of Business; University of Minnesota Carlson School of Management; University of Toronto Rotman School of Management; University of Pennsylvania Wharton School of Business; Vanderbilt University Owen School of Business; and Yale School of Management.