

## HBR, NEJM and Medtronic Launch New Initiative Driving Discussion on Value-Based Healthcare

October 12, 2015 10:00 AM CT



*Collaboration Between Harvard Business Review and The New England Journal of Medicine Sponsored by Medtronic*

**DUBLIN - October 12, 2015** - As communities around the world increasingly adopt programs based on value-based healthcare principles, thought-leading perspectives on how to improve patient outcomes while addressing cost in the healthcare systems will be the focus of the new Harvard Business Review (HBR) Insight Center (<https://hbr.org/insight-center/measuring-costs-and-outcomes-in-health-care>), exclusively sponsored by Medtronic plc (NYSE: MDT). The Insight Center is a collaboration between HBR and the New England Journal of Medicine (NEJM) to provide an online forum for commentary from leaders in policy, medicine and academia around this year's theme, "Measuring Costs and Outcomes in Healthcare."

"The topic of how to improve quality and outcomes in healthcare while lowering costs is vitally important," said Adi Ignatius, editor in chief of HBR. "We're pleased to offer a forum that will advance this discussion and highlight best practices."

"We are proud to support this collaboration with HBR and NEJM to drive meaningful dialogue from thought-leaders across healthcare about how we can transform the incentives in healthcare today to focus on outcomes," said Omar Ishrak, chairman and chief executive officer at Medtronic. "Today in our service-based systems, we pay for each step in patient care regardless of outcome; however, it's becoming increasingly clear that we must collaborate to shift this to a model that focuses on and rewards improved patient outcomes."

Conversations about the move to value-based care involve stakeholders across healthcare, from physicians, to hospital administrators, payers, and manufacturers, to consider how the healthcare system can transition to one that aligns cost to the improved outcome - two components that define value-based healthcare. Medtronic will share perspectives on related topics through content published on [www.medtronic.com/collaborate](http://www.medtronic.com/collaborate).

As part of the launch of the Insight Center, two webinars on value-based healthcare will be hosted over the next few weeks. The first, taking place on Friday, October 23, 2015 and titled "Measuring Outcomes: The Key to Value-Based Health Care," will feature Caleb Stowell, VP of Research and Development at the International Consortium for Health Outcomes Measurement (ICHOM), and Christina Akerman, President of ICHOM. For more information and to register for the webinar, please visit, [www.krm.com/hbr/ValueHealthCL](http://www.krm.com/hbr/ValueHealthCL).

The second, taking place on Friday, November 13, 2015 and titled "Value-Based Health Care: Reconciling Mission and Margin," will feature Harvard Business School Professor Robert S. Kaplan, co-author of the *HBR* article, "How Not to Cut Health Care Costs." For more information and to register for the webinar, please visit, [www.krm.com/hbr/HealthCostsCL](http://www.krm.com/hbr/HealthCostsCL).

### **About Medtronic**

Medtronic plc ([www.medtronic.com](http://www.medtronic.com)), headquartered in Dublin, Ireland, is among the world's largest medical technology, services and solutions companies - alleviating pain, restoring health and extending life for millions of people around the world. Medtronic employs more than 85,000 people worldwide, serving physicians, hospitals and patients in more than 160 countries. The company is focused on collaborating with stakeholders around the world to take healthcare Further, Together.

**Any forward-looking statements are subject to risks and uncertainties such as those described in Medtronic's periodic reports on file with the Securities and Exchange Commission. Actual results may differ materially from**

**anticipated results.**

-end-

Contacts:

Fernando Vivanco

Public Relations

+1-763-505-3780

Ryan Weispfenning

Investor Relations

+1-763-505-4626

*HUG#1958135*