1. “Baby Boomers” are aging and needing more care.

2. Explosion of scientific knowledge and capability creates more expensive technologies and medicines.

3. Shortage of caregivers – especially primary care physicians and nurses – just when demand is raising.

4. Current model of healthcare delivery and its costs are not sustainable.

<table>
<thead>
<tr>
<th>Environment Or Environmental Forces</th>
<th>Marketplace Require</th>
<th>Business Imperatives</th>
<th>Organization Imperatives</th>
<th>Cultural Imperatives</th>
<th>Leader/Employee Behavior</th>
<th>Leader/Employee Mindset</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patients need more care and have less insurance to pay for it.</td>
<td>System in place must demonstrate cost savings and consistent care.</td>
<td>Use the enterprise’s integrated IT systems and procedures.</td>
<td>Physicians must work effectively to fulfill the medical demands.</td>
<td>Physicians and nurses must input their treatment notes into records in a timely way.</td>
<td>Think efficiency. Think about what is best for the patient and the whole health system. Put patient safety first in context of timely and compassionate care.</td>
<td>Stop the use of “against” thinking; we are all in this together.</td>
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<tr>
<td>In current climate, we need exceptional financial performance.</td>
<td>We must realize a return on our investment.</td>
<td>Use the enterprise’s integrated financial systems and procedures.</td>
<td>We encourage physician-driven innovation.</td>
<td>Physicians work in teams with other specialist.</td>
<td>Stop the use of “against” thinking; we are all in this together.</td>
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<tr>
<td>Paying expect value for their dollars.</td>
<td>Physicians must work effectively to fulfill the medical demands.</td>
<td>Nursing staff must be more flexible in supporting physician needs.</td>
<td>Physicians and nurses must input their treatment notes into records in a timely way.</td>
<td>Collaboration, decisiveness, and personal accountability are essential.</td>
<td>Think efficiency. Think about what is best for the patient and the whole health system. Put patient safety first in context of timely and compassionate care.</td>
<td>Stop the use of “against” thinking; we are all in this together.</td>
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<tr>
<td>Patients expect more from doctors and hospitals.</td>
<td>Be structured to use 100% of our hospital physicians and 90% of contracted physicians.</td>
<td>Stop the use of “against” thinking; we are all in this together.</td>
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