

# Zodiak Healthcare Solution Overview

Healthcare organizations today seek clinicians and administrators comfortable with finance/business concepts. They see the big picture and can lead healthcare change, identify efficiencies, and balance financial health with quality patient care and excellent outcomes.

Zodiak®: The Game of Business Finance and Strategy for Healthcare is a fast-paced, classroom-based simulation designed to improve the financial literacy and strategic acumen of healthcare providers and administrators.

Designed by physicians, healthcare CEOs and CFOs, and learning and development experts for healthcare providers and administrators, Zodiak allows learners to experience the financial and strategic determinants of organizational success in healthcare.

## The Experience

Learners are immersed in a storyline that introduces business acumen concepts in a hands-on, visual setting (tailored to multiple learning styles). As small teams of learners become the new leadership team of Zodiak Hospital, they finance investments, decide on a new patient service to offer, purchase

equipment and materials, invest in efficiencies, and prioritize quality metrics and excellent patient outcomes. They track payments and adjustments, visually see the difference between charges and collections, and answer to an advisory board with a quality metrics scorecard.

By understanding the big picture of how a hospital stays financially healthy and achieves strategic growth in a crowded marketplace, participants begin to see how their actions and decisions in their own healthcare organization affect the bottom line.

“ The Zodiak program provided me with a better understanding of the financial goals and strategies that our organization has set and helped identify an opportunity for improvement, set [goals]... and develop action plans to help contribute to the financial success of [our organization]. ”

Manager, Interventional Services

## Cross-Industry Experience

We help organizations create a thriving, results-driven culture with personal ownership and alignment from the c-suite to the front line.



## Learning Objectives

After completing the Zodiak program, participants will know how to:

- Interpret basic financial statements used by hospitals
- Track financial metrics in a hospital and speak knowledgeably about financial terminology
- Keep a hospital financially healthy through day-to-day decisions (“No margin, no mission.”)
- Empower a purchasing request with financial data and projected ROI
- Navigate the challenge of balancing regulations, accreditations, market share, and quality care
- Plan for future growth and continued success

For over 30 years, Culture Partners has empowered clients across the world to harness the power of culture. Using human industrial-organizational psychological methods, we help organizations achieve record breaking results by connecting experiences, beliefs, and actions to those results through culture. Our culture management frameworks and tools help thousands of top organizations realize their potential by owning their growth.