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Companies touching nearly every facet of the U.S. healthcare market are banking on two certainties at a time when consumerism and other market forces are making the challenge of long-range planning increasingly complex.

Healthcare costs are projected to climb steadily now through 2015, when a \$4 trillion healthcare market is projected to account for 20 percent of the U.S. economy and the cost of providing care for Americans will reach \$12,320 per person, according to the Centers for Medicare and Medicaid Services.

Leading companies that recognize both the potential risk and return on their strategic investments are already subjecting their systems, processes and people to a significant dosing of internal change to drive innovation, change the culture of their workforces and redefine the search for exceptional senior-management performance.

This paper explores what three companies – Phillips Healthcare, a global provider of healthcare products, services and solutions; DaVita Inc. (NYSE: DVA), a leading provider of kidney care services in the United States; and Aetna (NYSE: AET), the diversified healthcare benefits company – are doing to position their businesses to serve and lead the healthcare markets of the future. Slayton Search Partners also adds to the perspectives of these three industry leaders as it relates to innovation and macro-level leadership trends in healthcare and life sciences.

To read the full article, please [download the paper here](#).