

FY2024

HBHI Annual Recap



JOHNS HOPKINS
UNIVERSITY

**Hopkins Business
of Health Initiative**

About Us

The Hopkins Business of Health Initiative (HBHI) unites scholars across Johns Hopkins University through a shared vision of a healthier America, supported by an affordable and equitable, high-value health system. Our focus is to advance our understanding of the role of business and incentives in pursuit of this vision.

HBHI incubates and accelerates the development and dissemination of new knowledge through platforms that support an innovative and collaborative ecosystem at Johns Hopkins University and beyond. As we conclude our fourth year, here is a review of our progress from the last 12 months.

Thank you to our sponsors

The Carey Business School, the Bloomberg School of Public Health, the School of Nursing, the School of Medicine, and the President’s Office



Ted DeWeese, Interim Dean of the Medical Faculty and CEO, Johns Hopkins Medicine; Sarah Szanton, Dean, School of Nursing; Dan Polsky, Director, Hopkins Business of Health Initiative and Bloomberg Distinguished Professor; Goker Aydin, Vice Dean for Faculty and Research, Carey Business School; Keshia Pollack Porter, Chair, Department of Health Policy and Management, Bloomberg School of Public Health.

What We Do

Research: Funding and Fostering Collaborative Research and Innovation

FY2024 By the Numbers

2

HBHI/Discovery Awards
Granted (\$200,000)

5

HBHI Pilot Grants
Awarded (\$125,000)

60

Users on Data
Platform HARP

110

Monthly Participants in
Workgroup Meetings

350

Media Mentions

800

Research Publications
by Core Faculty

Pilot Grants

Funding to incubate and accelerate research that advances one or more of HBHI's strategic pillars: Market competition and healthcare policy, health delivery performance, health of populations and health equity, and innovation in health technology and systems. We award pilot grants under our own program and through a partnership with the JHU Discovery Award program.

Workgroups & Data Collaboratives

- AI in Healthcare Workgroup: This workgroup hosts monthly seminars exploring the evolving impact of artificial intelligence on the delivery of healthcare.
- Medicare Advantage Data Lab: A core group of faculty interested in improving the management of the Medicare Advantage program supports new projects and improves data assets of Medicare Advantage beneficiary claims.
- Work-in-progress: This forum where HBHI scholars present ongoing work serves as an incubator for bold new interdisciplinary HBHI scholarship
- HARP provides data services to affiliated researchers to facilitate cross-university research collaborations.



HBHI affiliates collaborating at the fall retreat in Washington, D.C.

What We Do

Collaboration: Strengthening the University's Research Network

FY2024 By the Numbers

13

HBHI Graduate Institute Students

60

Faculty Attendance at Biannual Retreats

126

Core Faculty from Across Johns Hopkins University

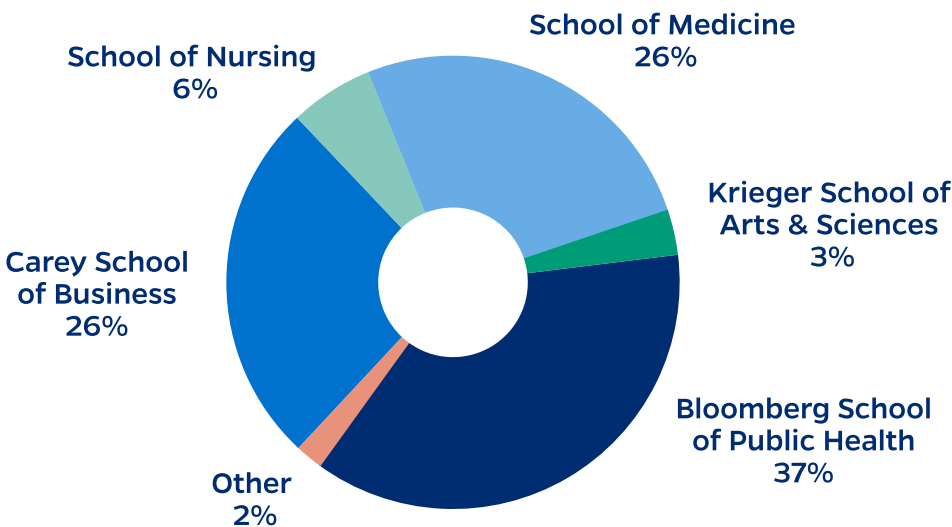
158

Total HBHI Affiliates, Including Core Faculty, Trainees (17), and Scholars (15)

Affiliates

Exceptional Johns Hopkins University faculty whose research interests focus on HBHI-related strategic pillars. Core Faculty participate in HBHI retreats, pilot grant opportunities, and a variety of other seminars and events, and represent HBHI scholarship through their research, writing, and external engagement.

Core Faculty by School



Collective Retreats

Two daylong retreats, in spring and fall, for HBHI affiliates to share work, identify new collaborative projects, and welcome new members. One retreat at the Hopkins Bloomberg Center and one retreat in Baltimore.

HBHI Graduate Institute

A highly selective academy for Masters-level Johns Hopkins students interested in becoming future practitioners in the business of health. Students receive mentoring, networking opportunities, research experience, and a stipend.

Knowledge to Action & the Business of Health

A priority initiative to recruit four new Bloomberg Distinguished Professors (BDP) and four junior faculty members to collaborate with HBHI core faculty and existing Bloomberg Distinguished Professors to address the pressing social need of achieving better health outcomes in light of ever-rising health spending.

What We Do

Impact: Activating Diverse Stakeholders

FY2024 By the Numbers

6

Conversations on the Business of Health with 1,704 Attendees

350

In-Person Attendees

1,400

Newsletter Subscribers

4,325

Video Plays on YouTube

57,000

Website Views

Conversations on the Business of Health

HBHI's webinars bring together practitioners, policymakers, and academics to translate research into action. For instance, several Maryland state legislators attended the HBHI webinar on noncompete agreements, and soon after, a bipartisan bill (HB 1388) was enacted, banning noncompete agreements for health-care professionals in the state with annual compensation of \$350,000 or less, and limiting noncompetes for those with higher incomes.

Hopkins Bloomberg Center and HBHI

By centering HBHI's convenings at the Bloomberg Center at 555 Pennsylvania Avenue in Washington, D.C, HBHI advances the national dialogue on health policy by bringing together a variety of perspectives from leading experts across academia, government, practice, and industry. In FY24, HBHI hosted multiple in-person convenings, in addition to a symposium on Caregivers in the Workplace.



Cybele Bjorklund, VP Federal Strategy and Executive Director of the Bloomberg Center at Johns Hopkins University; Department of Health and Human Services Secretary, Xavier Becerra; Melinda Buntin, PhD, Bloomberg Distinguished Professor and Director of the Center for Health Systems and Policy Modeling at Johns Hopkins University. Becerra took part in an HBHI discussion about environmental sustainability in health care at the Hopkins Bloomberg Center in Washington, D.C.

Center for Health Systems and Policy Modeling

The Health System model will provide policymakers, health care providers, and businesses with insights into the ways in which incentives and institutional structures shape care delivery and outcomes—and how policy and business decisions can alter them. Through this model, the Center aims to become a definitive source of information on the U.S. health sector and the policy levers that could bring better outcomes at lower costs in the future.

Achievements & Outcomes

FY2024 Awards

Nexus Awards

This is a universitywide initiative launched in 2023 to support convening, research, and teaching anchored at the new Johns Hopkins University Bloomberg Center in Washington, D.C. In 2024, HBHI faculty received seven Nexus Awards for their research.

Discovery Awards

HBHI's partnership with the Discovery Award program enhances the support for up to two awards related to HBHI's work. HBHI grants these awardees free access to the robust inventory of data on the Health Analytics Research Platform (HARP).

Funded Projects

- The HBHI Pilot Awards have helped faculty undertake new research projects, and several have already obtained follow on-funding.
- HBHI Faculty Michael Darden, Mario Macis, Kathy McDonald ,and Christina Yuan's winning [2023 Pilot Grant](#) on trust in U.S. health care led to research that was published by the [National Bureau for Economic Research](#) and to a 2024 Discovery Award from JHU. That will enable the researchers to develop survey instruments to measure various aspects of trust, and disentangle how expectations of competence, perceptions of benevolence, and the disutility associated with interacting with the health care system affect public trust.
- Kate Miller's [2024 Pilot Grant](#) supported a a day-long convening on Caregivers in the Workplace in April. It brought together a consortium of partners and supporters including the Milken Institute's Center for the Future of Aging, U.S. News & World Report, and Edward Jones. The convening addressed the economic consequences of caregiving for individuals and to businesses, and panelists discussed a variety of challenges and potential solutions for employers and their employees balancing work and family caregiving. Attendees also included representatives from national companies participating in a consensus development of best practices for employers to support working family caregivers.

Conversations on the Business of Health

- Topics of this year's six webinars included the equity equation of GLP-1s, the future of psychedelic treatment, why American healthcare hasn't already become meaningfully better or cheaper, the impact of non-competes on healthcare, business' responsibility for health equity, and the transformative potential for AI in healthcare.
- Notable guests in this year's series of conversations include: **Gregory Daniel**, Vice President & Head of Global Public Policy, Eli Lilly and Company; **Danielle Drory**, Attorney Advisor in the Competition Policy & Advocacy Section of the U.S. Department of Justice, Antitrust Division; **Stephanie Quinn**, Senior Vice President for External Affairs at the American Academy of Family Physicians; and **Ebony A. Thomas**, President of the Bank of America Charitable Foundation.

Achievements & Outcomes

Activating the new Bloomberg Center in Washington, D.C.

Grand Opening

HBHI made its D.C. debut at an open house event for the community of national leaders working specifically on health policy in the nation's capital.

Earth Day with Sec. Becerra:

HBHI hosted a first-of-its-kind conversation with HHS Secretary Xavier Becerra addressing healthcare's climate footprint in the context of environmental justice.

Launch of the Center for Health Systems and Policy Modeling:

Distinguished health economist and health policy researcher Melinda Buntin, PhD, was announced as Johns Hopkins' newest Bloomberg Distinguished Professor in November 2023, and subsequently has launched her new center, which is working to develop the first comprehensive "supply-side" model of the U.S. health care system. The Health System model will provide policymakers, health care providers, and businesses with insights into the ways in which incentives and institutional structures shape care delivery and outcomes—and how policy and business decisions can alter them.

“ The thing I love about HBHI is it brings together clinicians like myself with business people, health economists, ethicists, people from different domains, and puts them in a room to have these conversations. And I feel that's super exciting, because there are the big problems that all of us see in our silos but until we can break down the silos, it's hard to envision a solution.”

— Amit Jain, MD, HBHI Leadership

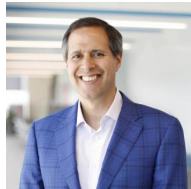
What's Next?

- Expanding the HBHI Community into New Schools & Departments
- Leveraging Award Funding to Grow Programs
- Policy Impact in D.C. (New Policy School, AI & Data Science)

Acknowledgments

HBHI Leadership

We thank you for your continued support of this initiative.



Daniel Polsky
PhD



Melinda Buntin
PhD



Michael Darden
PhD



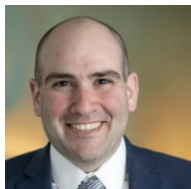
Kathy McDonald
PhD, MM



Tinglong Dai
PhD



Emilia Simeonova
PhD



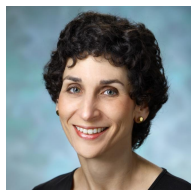
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Jodi Segal
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Andrew Ching
PhD



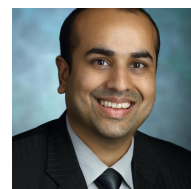
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