

**Prof. Dr. Katharina Janus (@katharinajanus)**

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### **Summary**

Katharina Janus, a professor of healthcare management in Germany and at Columbia University New York, is the founder and managing director of the Center for Healthcare Management and the president and CEO of the consulting network ENJOY STRATEGY. She has twenty years of global healthcare management experience in science and corporate practice. Starting her career in managed care at one of the largest hospital chains in the United States, she has learned about challenges on the shop floor before turning to academia where she continued to pursue applied research. She then left her tenured position in Germany to lead the Center for Healthcare Management and reinvent research and education that is in constant dialogue with practice. Her global consulting network ENJOY STRATEGY supports many of the Center's projects on the implementation side.

She has been invited frequently as a speaker and moderator to contribute her global domain expertise and in-depth knowledge of healthcare markets and trends. In this respect, she has helped major multinational companies with market access strategy and business development to facilitate on-site implementation in various cultural environments.

She has been a ballet dancer before she started her career in healthcare management which inspired her to create sculptures whenever her busy schedule permits. Her creative approaches to strategy consulting frequently are influenced by her artistic upbringing and education.

## Recognition

Dr. Janus was a 2006-07 Harkness Fellow in Health Care Policy at The Commonwealth Fund, a Rockefeller Foundation academic fellow in 2012 and a Brocher Foundation resident in 2014. She was also one of the youngest tenured professors and female board members of a DAX company appointed in Germany.

## Experience

Dr. Janus earned her Master's Degree in Business Administration at the Universities of Hamburg and the Université Panthéon-Sorbonne Paris in 2000. She holds a PhD in Business and Social Sciences from Helmut-Schmidt-University in Hamburg (2003) and the German qualification as a full professor (2009).

### Entrepreneurial

- Founded and build the Center for Healthcare Management from the scratch
- Chaired and moderated six global forums and many satellite events at leading multinational companies on various topics, ranging from innovation adoption to market access and strategic partnerships
- Organized and moderated strategy retreats for large multinational companies

### Scientific

- Conducted large-scale study on physician motivation and satisfaction in the United States and Germany
- Analyzed medical errors and redesigned the process of medical decision-making at a major US teaching hospital which led to enhanced patient safety
- Evaluated the status of antibiotic resistant infections in Chinese hospitals and created behavioral change concept based on recommendations for providers
- Analyzed effectiveness of online psychological treatments in major markets in a comparative approach
- Consulted with UC Berkeley on the performance of hospitals facing a challenging reimbursement and payer mix

### Strategic

- Consulted for the People's Republic of China on physician payment reform and incentive redesign
- Redesigned treatment pathways for back pain management in collaboration with one of the largest health funds in Germany
- Developed strategy for pay-for-performance and implemented modern leadership among physicians
- Consulted with C-suite executives on strategy and supported adoption among middle management through tailor-made executive education
- Evaluated determinants of professional culture and implemented behavioral change strategy among physicians
- Created interoperability strategy for technology platform in the US and set up a collaborating provider network

### Market access/ business development

- Supported large and small-scale companies (pharma, device, e-health) with entering European and US markets through market and product analytics as well as value proposition (re-)design
- Designed value proposition and market entry strategy for largest US medical review company in Europe
- Optimized healthcare value chain through integration of providers (communication and incentive strategy) for a large global insurer in the United Arab Emirates

### Current activities

- Evaluating loyalty among professionals and their clients/patients as well as professionals and their respective organizational frameworks
- Developing strategies to tackle the impact of social media use on organizational performance and change

### Languages

German, English, French, Italian

### Other professional roles

- Member of the Steering Committee of the Swiss National Fund, Berne, Switzerland
- Member of the non-clinical advisory board of Zimmer Biomet, Winterthur, Switzerland

### Media appearances

- Various interviews on healthcare market expertise and strategy
- For example at the Bloomberg Forum on cross-national healthcare system learnings and innovative diagnostics, in the Handelsblatt, the Swiss medical Tribune and also as a Columbia University role model: <https://www.mailman.columbia.edu/public-health-now/news/new-directions-healthcare-management>