

## Thesis assignments and internships

The Decision Group is a small innovative, high end strategy consulting firm. We can offer enthusiastic & entrepreneurial students to do their thesis assignment or internship on a current and cutting edge business theme and have a real impact on business with their research. In addition, students participate in current client projects, providing a perfect opportunity to gain working experience.

The Decision Group has strong academic links with international renowned universities (examples are Harvard, NC State University, George Washington, St Gallen, Nyenrode) and a team of experienced and enthusiastic consultants.

### 1) Outcome measurement in Dutch Healthcare: future changes in the Healthcare system

Situation	Possible assignments
Quality and patient value are of growing importance in Healthcare. A range of organizations in The Netherlands lately took some steps towards quality-based selection of care providers. Examples are the assessment of hospitals by health insurance company CZ in the area of breast cancer treatment and the selection of centers for Transcatheter Heart Valve Interventions by the Dutch Healthcare Inspection and the Ministry of Health, Welfare and Sports (VWS). Outcome measures provide the opportunity to measure quality in Healthcare and make a quality-based selection of providers.	<ol style="list-style-type: none"> <li>1. How can outcome measures be used to improve quality of care?</li> <li>2. What can care providers learn from outcome measures?</li> <li>3. How are outcome measures defined?</li> <li>4. How can outcome measures be used to improve internal quality, registration, and data management at healthcare providers?</li> <li>5. How can care providers/patients/health insurance companies/governments benefit from outcome measures?</li> </ol>

### 2) Burden of disease and product development in the Dutch life sciences & health sector

Situation	Possible assignments
The World Health Organization defined various disease areas. This resulted in a list of priority areas for the near future. The life sciences & health sector anticipates on the changing patterns of disease, the ageing of the population and increased costs by developing new drugs and devices that fit the changing demand.	<ol style="list-style-type: none"> <li>1. What are focus areas of the Dutch life science &amp; health sector?</li> <li>2. How does Dutch product development match the WHO disease priority areas?</li> <li>3. What are opportunities for the Dutch life science &amp; health sector?</li> <li>4. What changes in product development in The Netherlands have taken place in the past few years?</li> </ol>

### 3) Cluster competitiveness: the role of clusters in the Dutch economy

Situation	Possible assignments
The Netherlands is well known for its export of flowers, its transport cluster in Rotterdam and the light bulbs from Eindhoven. Companies in these sectors form clusters and attract investments, employment, more companies delivering value to the chain, et cetera. These clusters therefore contribute to the attractiveness of The Netherlands and to the competitiveness of its parts.	<ol style="list-style-type: none"> <li>1. How do clusters contribute to the Dutch economy?</li> <li>2. What is the contribution of the Dutch life sciences &amp; health cluster?</li> <li>3. What are key drivers of competitiveness of the Dutch life sciences &amp; health cluster?</li> </ol>

### 4) Defining success in Dutch biotech: key success factors

Situation	Possible assignments
<i>The Dutch life sciences cluster</i> is growing and has some major players in the field. One of the Dutch biotech companies has a real success story. On the other hand, anchor companies like Organon (MSD) and Abbott are closing down facilities, which poses a potential threat to the sector and cluster competitiveness of The Dutch life sciences cluster. An opportunity arises to develop a business case (Harvard style) about the subject.	<ol style="list-style-type: none"> <li>1. What are the key drivers of success for (biotech) business in the Netherlands?</li> <li>2. What are the effects of changes within the cluster for cluster competitiveness / investment climate</li> </ol>

### 5) International comparison of cluster performance

Situation	Possible assignments
<i>The Dutch life sciences &amp; health cluster</i> is showing a decent progress on indicators like number of companies, employment, number of products and revenue. In the meantime clusters around the world grow as well and compete with one another. All clusters however measure performance in a different way and with different intervals which makes comparison hard but not impossible.	<ol style="list-style-type: none"> <li>1. How can the Dutch life sciences &amp; health cluster be compared with other clusters around the world?</li> <li>2. How can competitiveness of the Dutch life sciences &amp; health cluster be improved?</li> </ol>

#### 6) Patient needs in a changing environment

Situation	Possible assignments
The Dutch healthcare landscape is changing towards a more demand-driven sector. Quality and transparency are of growing importance and patients and health insurers have an increasing say in how, where and what care is delivered. In the meantime healthcare expenditure is rising and costs are under pressure.	<ol style="list-style-type: none"> <li>1. What are patient needs in the changing environment?</li> <li>2. How would patients define patient value?</li> <li>3. What are key factors in care delivery according to patients?</li> <li>4. How can patients be segmented in patient groups or profiles?</li> </ol>

#### 7) Changing Roles and Configurations of hospitals

Situation	Possible assignments
The introduction of regulated competition in the healthcare system has major impact on all main stakeholders: patients, health insurers, healthcare providers, and the industry. For hospitals a major change is that for part of their treatments they have price negotiation. One of the consequences is that they have to reconsider their hospital portfolio of treatments.	<ol style="list-style-type: none"> <li>1. How can hospitals make successful portfolio decisions?</li> <li>2. How can a hospital strategy be developed that aligns the goals and ambitions of hospitals boards with those of the medical specialists?</li> <li>3. Which hospital activities are suited for cooperation and which can be used to compete among hospitals (e.g. for academic hospitals, general hospitals, focus clinics)?</li> </ol>

#### 8) Creating the strategic dialogue between health insurers

Situation	Possible assignments
The healthcare system has changed and is changing rapidly. Health insurers play a crucial role in the system and their innovations. What is the agenda for health insurers and how do they react on the market?	<ol style="list-style-type: none"> <li>1. What are the current key challenges faced by health insurers?</li> <li>2. What are possible solutions?</li> <li>3. Research into companies that do better, because they decide better, or have better decision making (structures etc) in place?</li> </ol>

### About The Decision Group

In today's highly competitive world the need for the creation of highly profitable, innovative business models and strategies is key. The pivotal moments on which business leaders are faced with "moment-of-truth" decisions are the prime focus of consultants at The Decision Group.

The Decision Group is founded in 1997. The aim is to help clients take better strategic decisions. We combine our expertise in both strategy and decision-making.

Our clients are typically in the top 3 of their markets and/or are highly innovative challengers. Recently we conducted projects for companies in Healthcare, Life Sciences, Consumer industries (consumer products, automotive, entertainment, publishing, retail and finance, and Professional services industries.

The partners and consultants of The Decision Group all have strong academic ties and interests. They share a passion for strategy, innovation and marketing and a drive to contribute to the excellent performance of their clients.

You will work and learn on a project that will have both a theoretical and a practical value. You will work together in a team of experienced and enthusiastic consultants that will give you the necessary support in order to achieve your results.

If the projects described above do not exactly match your interests, you are very welcome to inform on other possible assignments or internships at The Decision Group. At times we also look for research assistants for scientific projects.

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