



Advancing Healthcare Entrepreneurship in the Classroom

Healthcare entrepreneurship is poised to drive improvement in global health outcomes, economic development, and societal well-being. COVID-19 has further increased urgency around global health disparities and needs. A lack of healthcare entrepreneurs and investment could impede progress and achievement of the UN Sustainable Development Goals.

It is critical that entrepreneurship educators provide the right tools and information, so students can advance healthcare through strategic, innovative, and sustainable ventures. Educators should familiarize students with the domain of healthcare entrepreneurship by emphasizing three key lines of inquiry:



Healthcare entrepreneurship is the innovative, evidence-based and ethical value creation process by specialized venture teams that leverages unique business models to achieve multiple stakeholder outcomes simultaneously, ultimately benefiting patient populations.

Defining Healthcare Entrepreneurship

While it is central to improving health outcomes, economic development, and societal well-being, healthcare entrepreneurship has not been clearly established as a domain of research or instruction. Yet, we need a clearer understanding of the gaps and opportunities within the current knowledge, and the ways in which that current knowledge is defined, organized, and shared across areas.

Cultural Differences

When teaching about culture and healthcare entrepreneurship, educators should emphasize the importance of both organizational culture and the culture of the community impacted by an entrepreneurial venture.

Measuring Outcomes

The potential to enhance the startup and impact of entrepreneurial ventures using data has never been greater due to increased access to electronic health records, health-related platforms, and open-sourced application development. There also is a need to define how such data will be used equitably across all patient demographics.

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Educational Tool: Literature Reviews

Literature reviews are a powerful tool that can be used to help students see where their research and discipline fill a gap, allowing them to clarify how healthcare entrepreneurship is its own and distinct subdomain of entrepreneurship.

» Learn More:

[\(Glover & Jabari, 2018\), Innovation and Entrepreneurship in Healthcare: A Systematic Review and Research Agenda >>](#)

Educational Tool: Cultural Frameworks

Organizational Culture:

When a hospital decides to try a new business model or approach to operations, how does it align or not align with the culture of the organization? What are the human implications? Are people excited, do they feel empowered, or do they feel limited?

Community Culture:

Healthcare entrepreneurs should familiarize themselves with local customs, traditions, and rites to ensure that their ventures aim to maintain the dignity of the people they serve.

» Learn More:

[\(Babson Magazine, 2018\), Small Talk with Wiljeana Glover >>](#)

Educational Tool: Delphi Study

A Delphi Study is used to explore a topic on which little information exists. In the case of healthcare entrepreneurship, it can help students gather definitions, theories, boundaries, and outcomes from scholars across both healthcare and entrepreneurship.

» Learn More:

[\(Glover, Crocker & Brush, 2021\), Defining Healthcare Entrepreneurship: A Delphi Study >>](#)