

# PATIENT CAPITAL

## Rethinking the Value of Care

**> The 3rd Annual Cathy Shine Lecture**  
**Speaker: BOB MASSIE, MDiv, DBA**

What counts as value in value-based payment for health care? Patient experience ratings measure value for both payment and accreditation purposes. Bob Massie, MDiv, DBA, uses his expertise in socially responsible corporate organizations and his experiences as a patient to explore how hospitals can operate to yield real value.

Thurs / Feb 28 / Noon – 1pm  
Free and open to the public  
Reception will follow

[sph.bu.edu/Shine2013](http://sph.bu.edu/Shine2013)

Boston University Medical Campus  
Instructional Building  
72 East Concord Street  
Hiebert Lounge