

The Innovator's Prescription: An Examination of the Future of Healthcare through the Lens of Disruptive Innovation

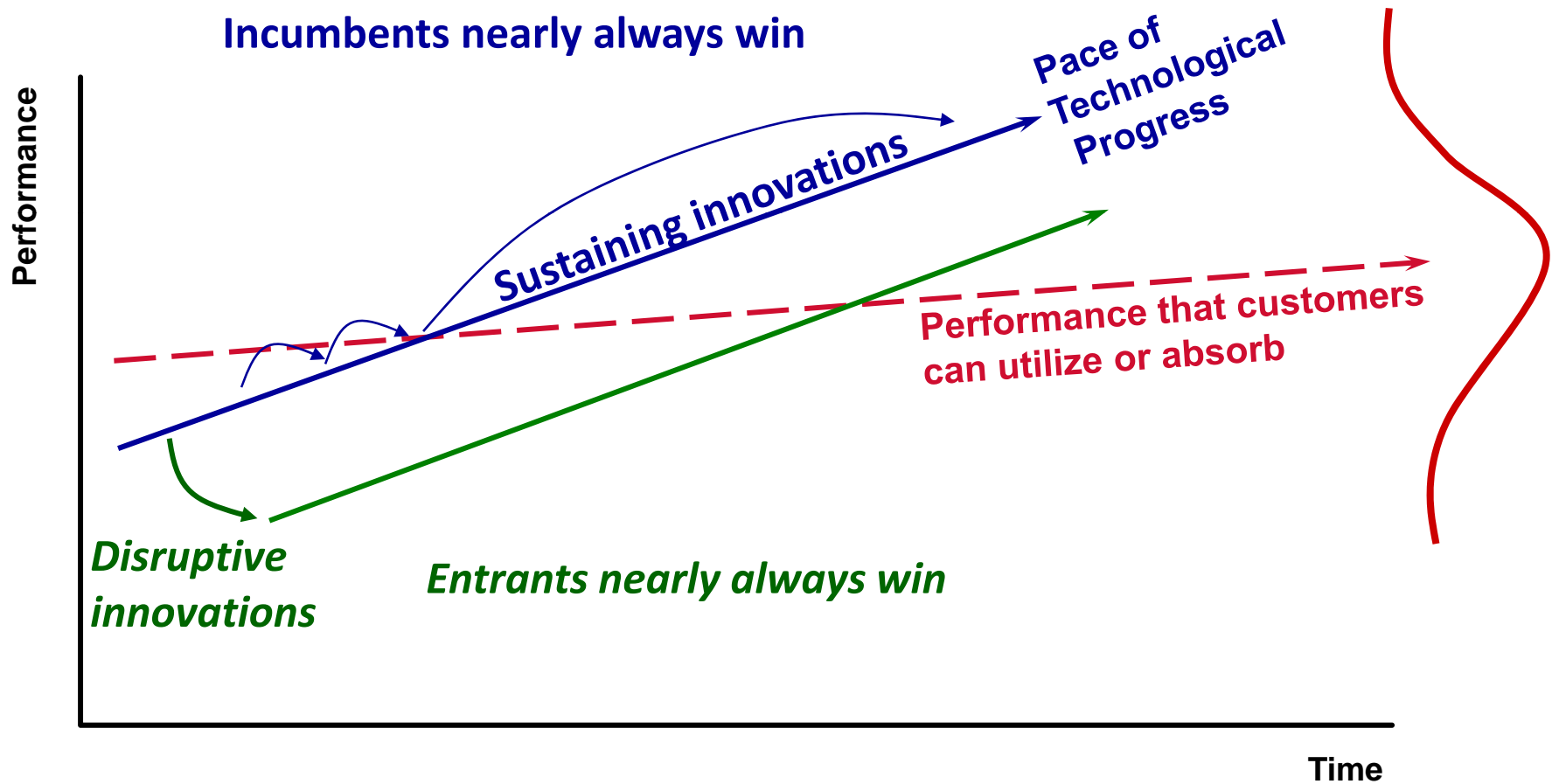


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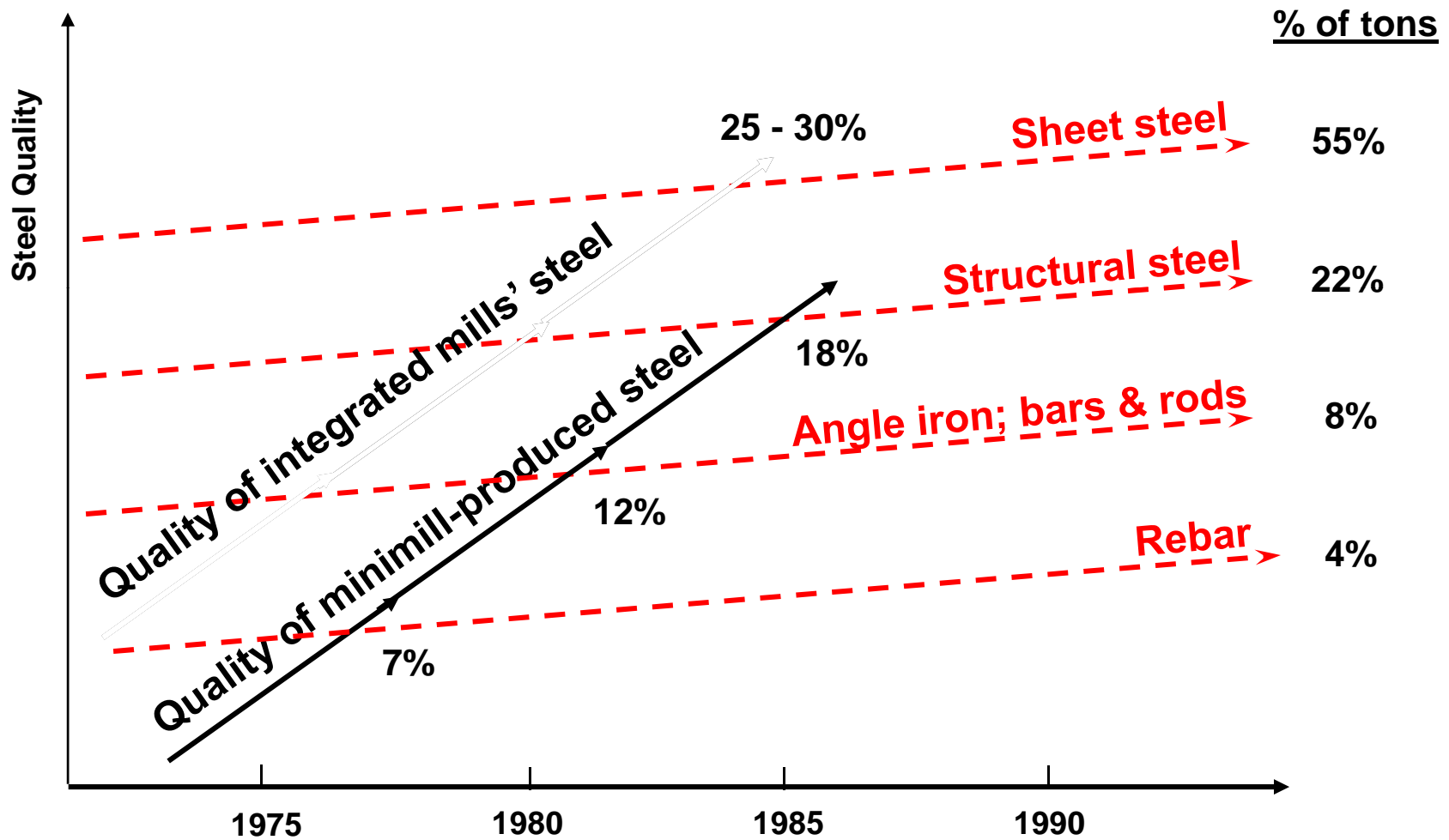
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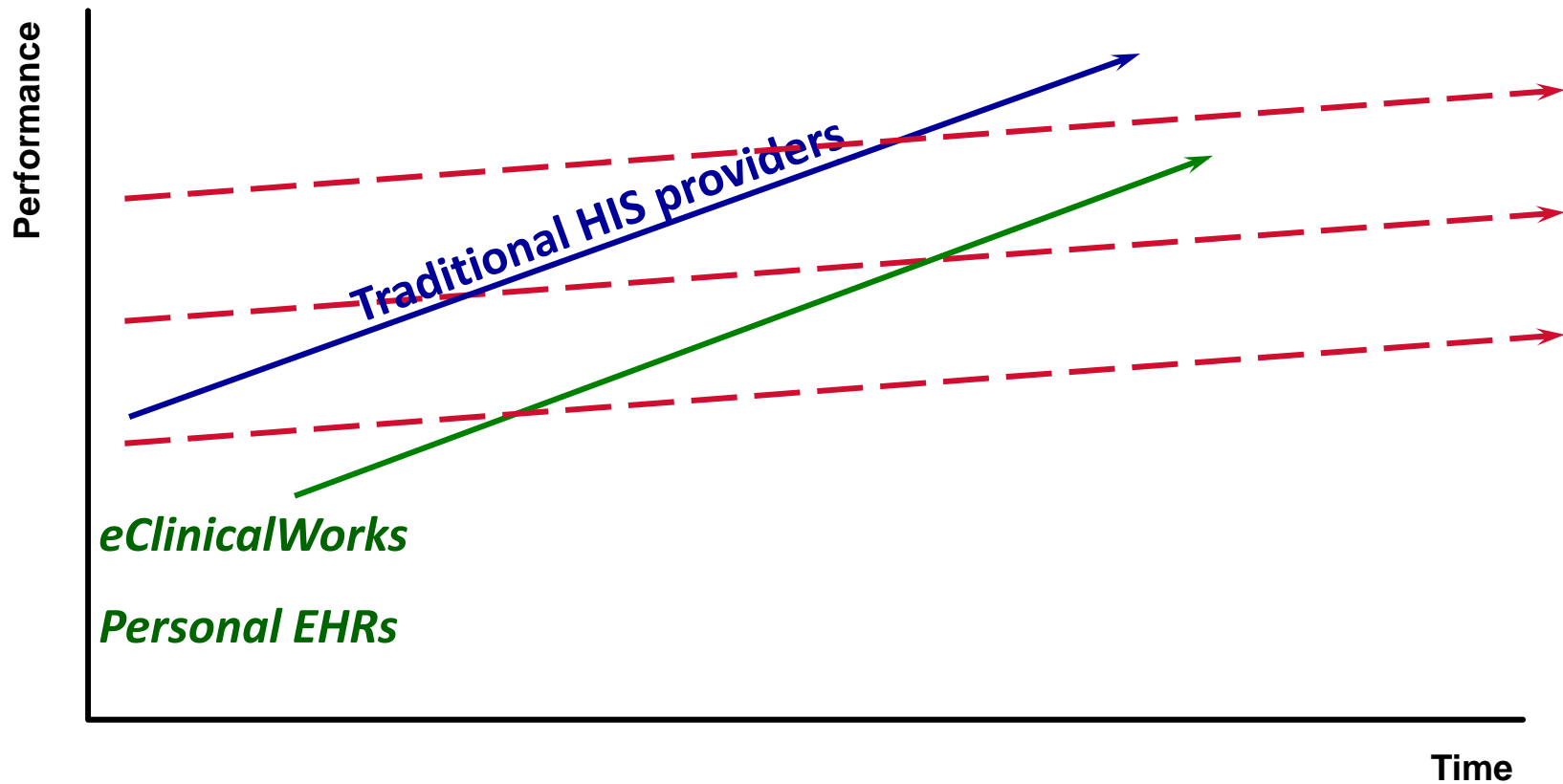
The Disruptive Innovation Model



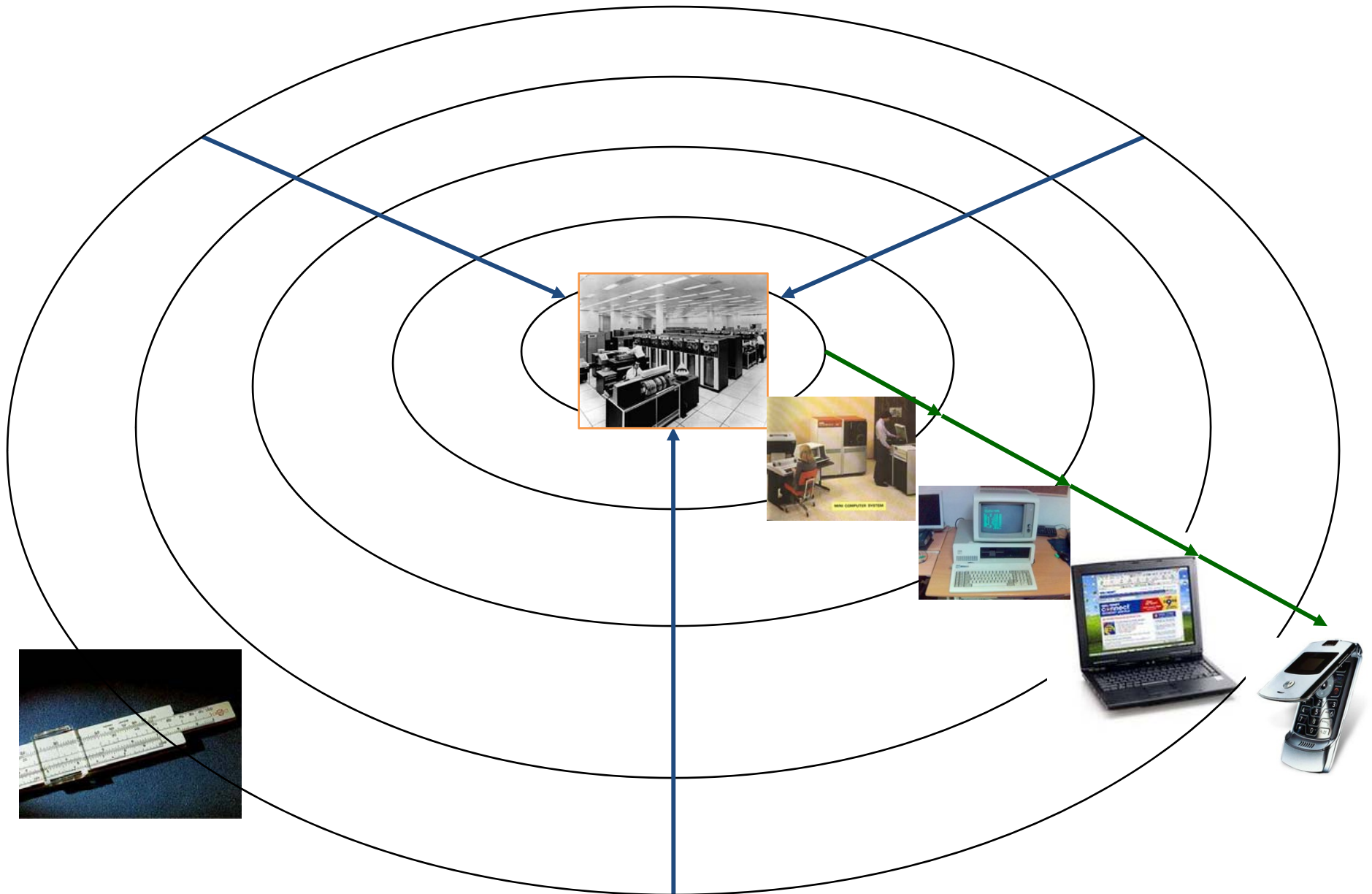
Disruption is driven by an asymmetry of motivation



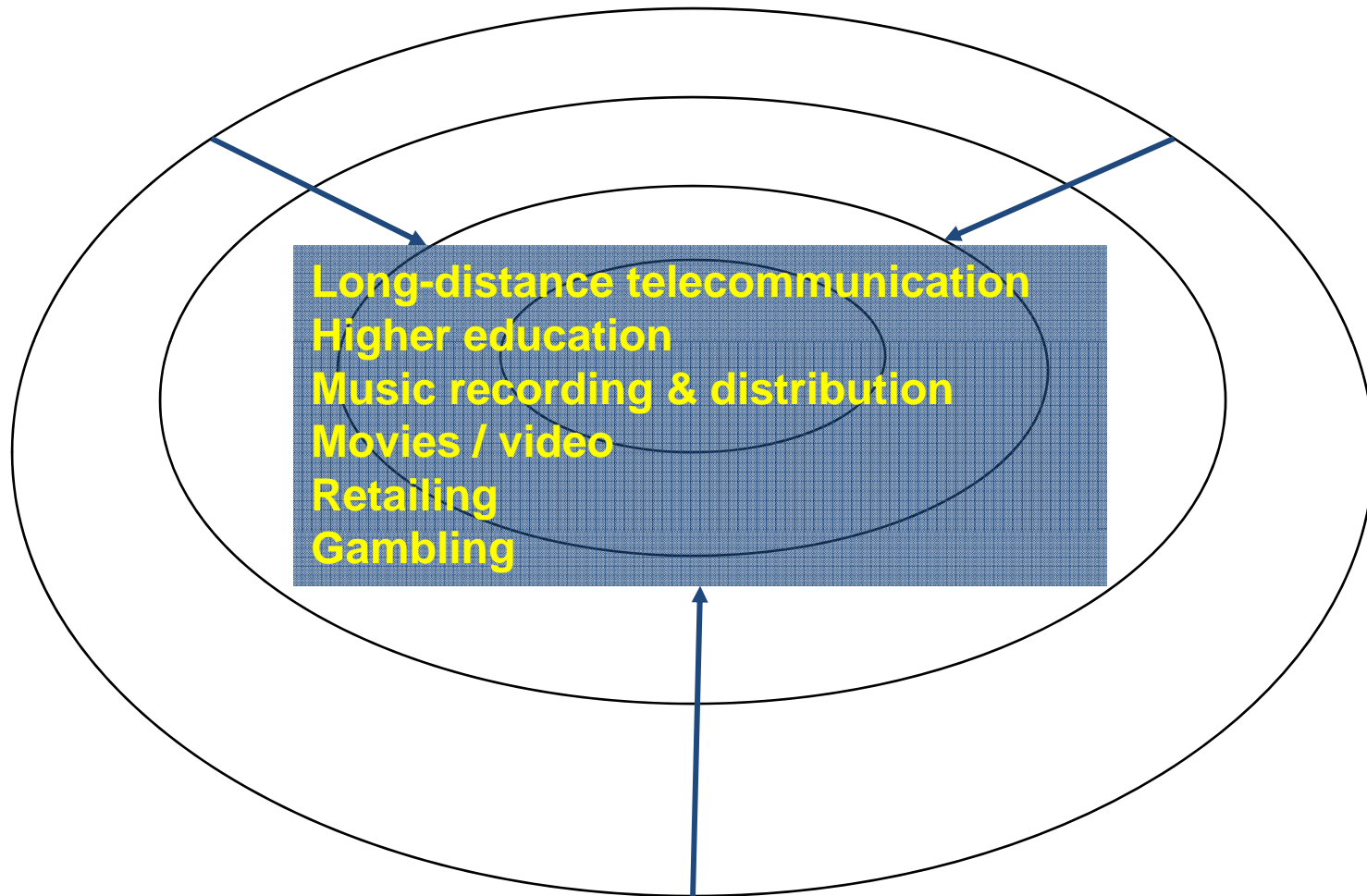
Large markets of HIS non-consumption are sources of growth for disruptive products



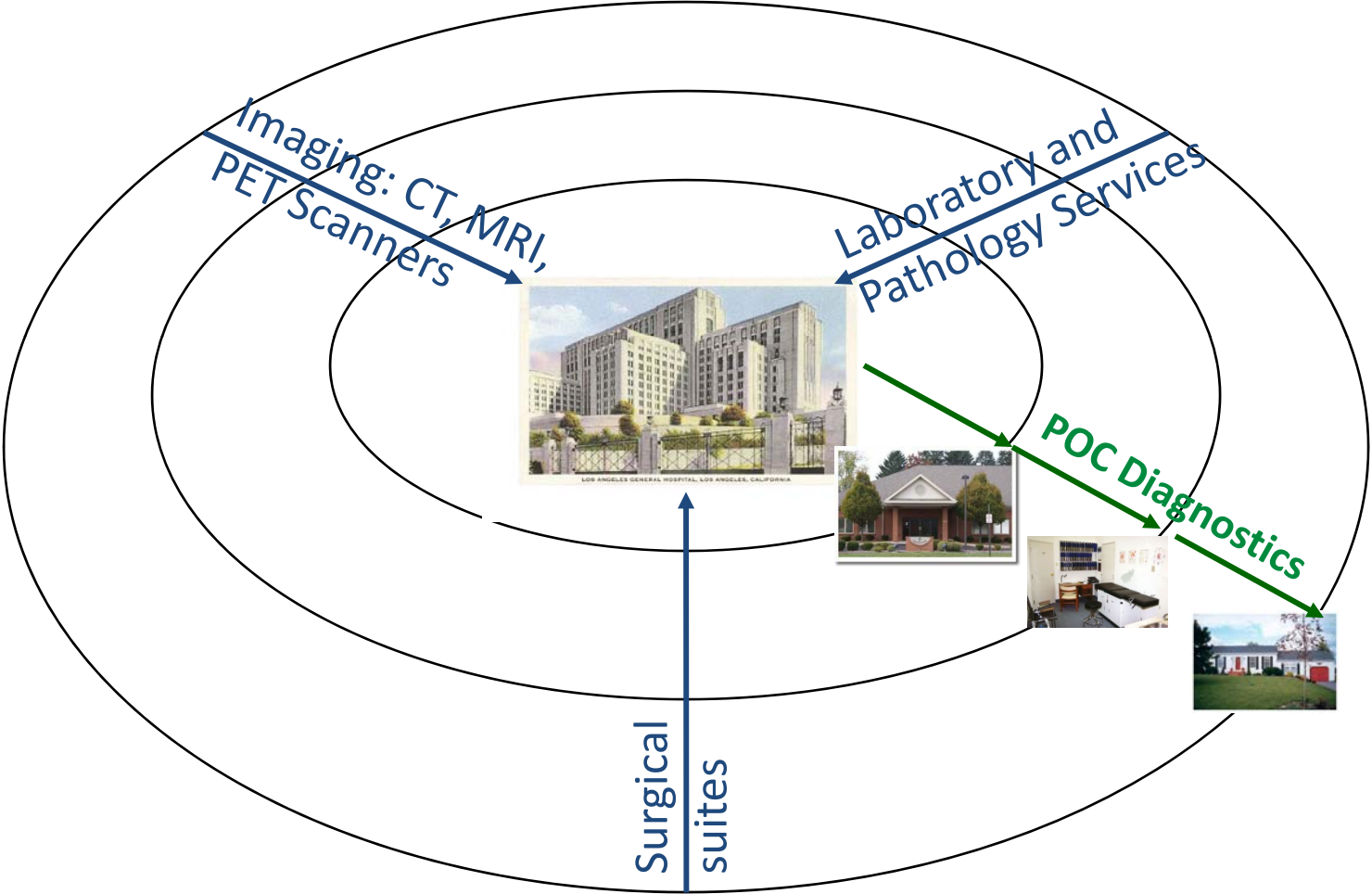
Centralization followed by decentralization: Computing



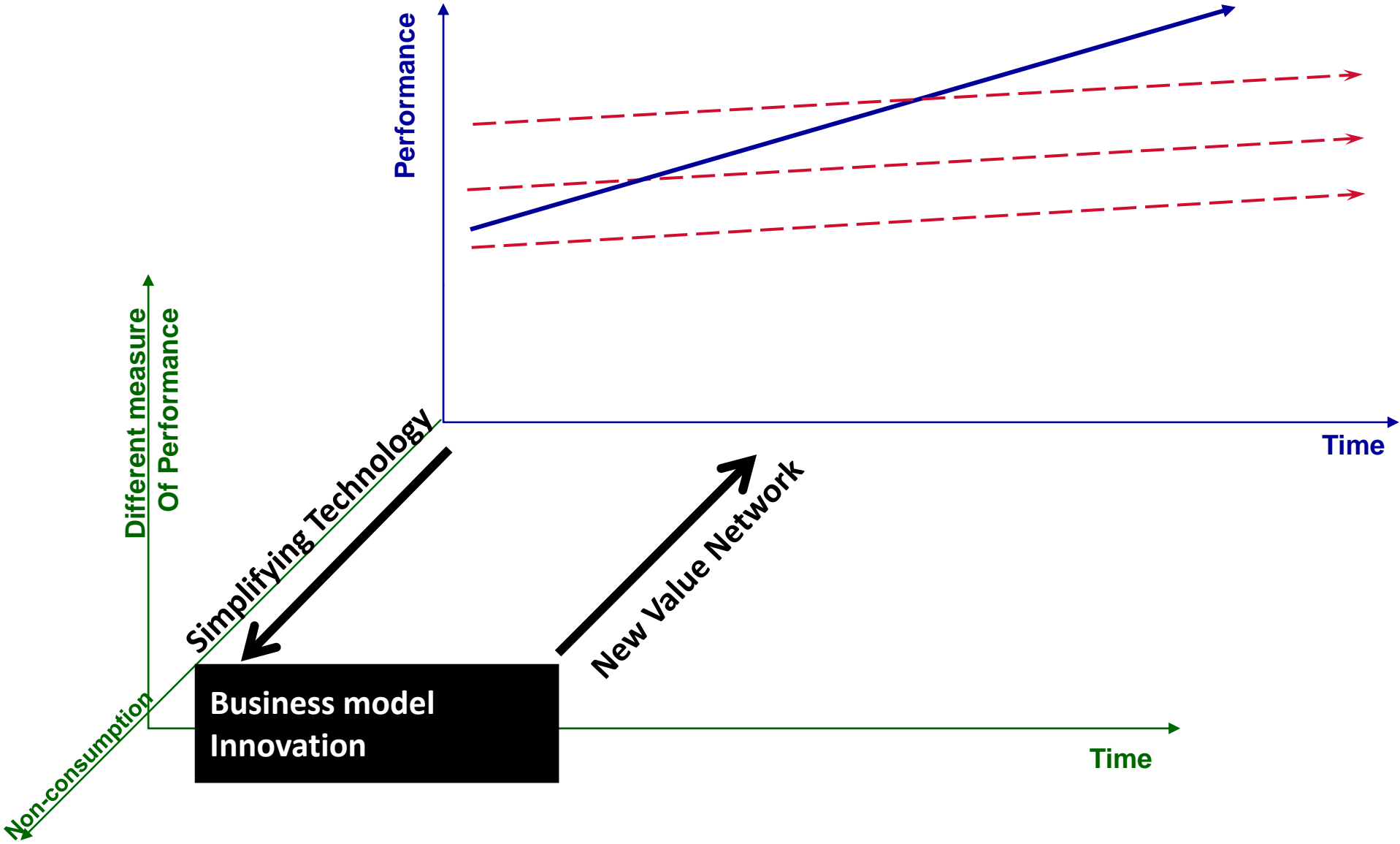
Centralization followed by decentralization is common



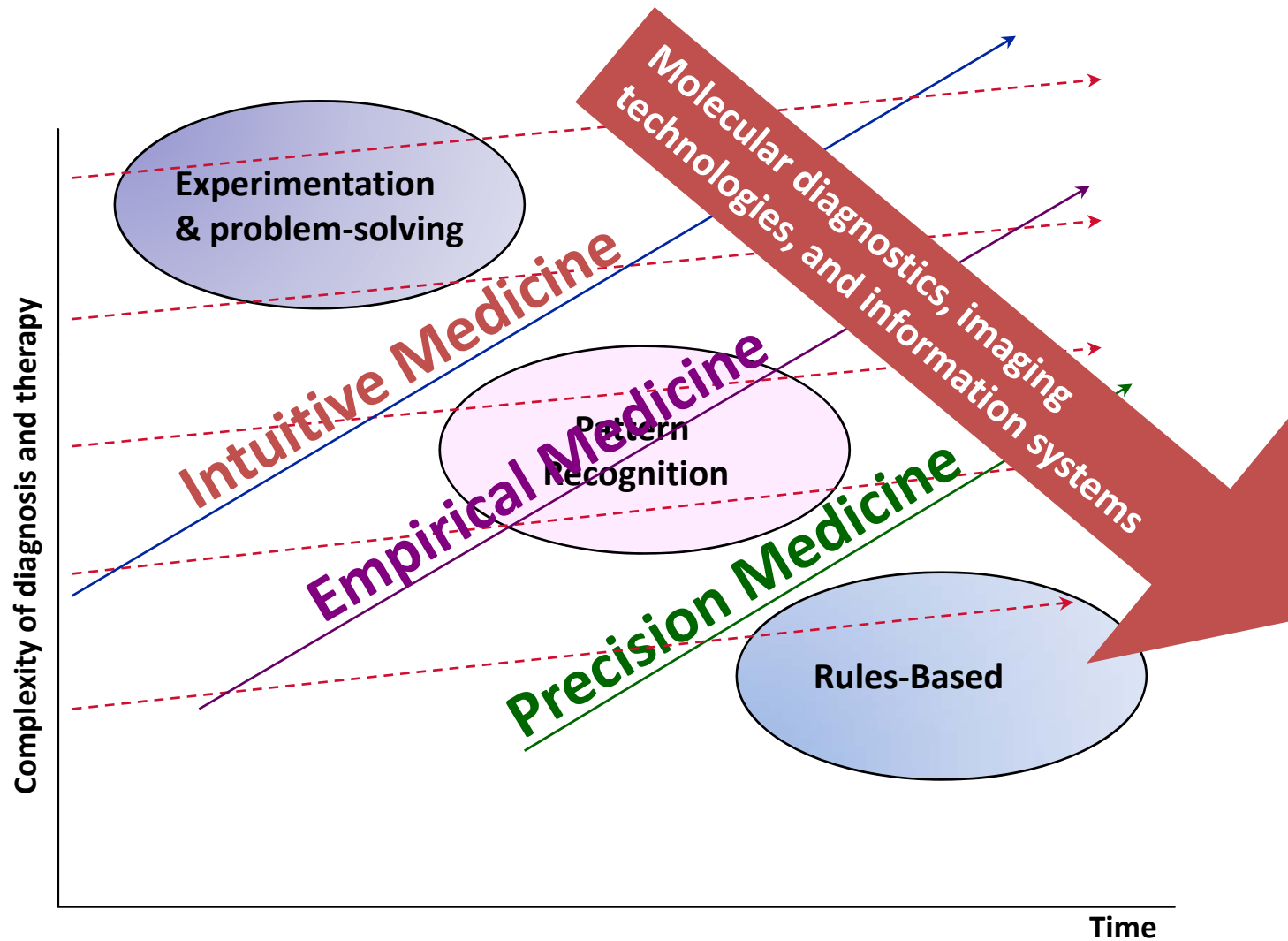
The decentralization that follows centralization is only beginning in healthcare



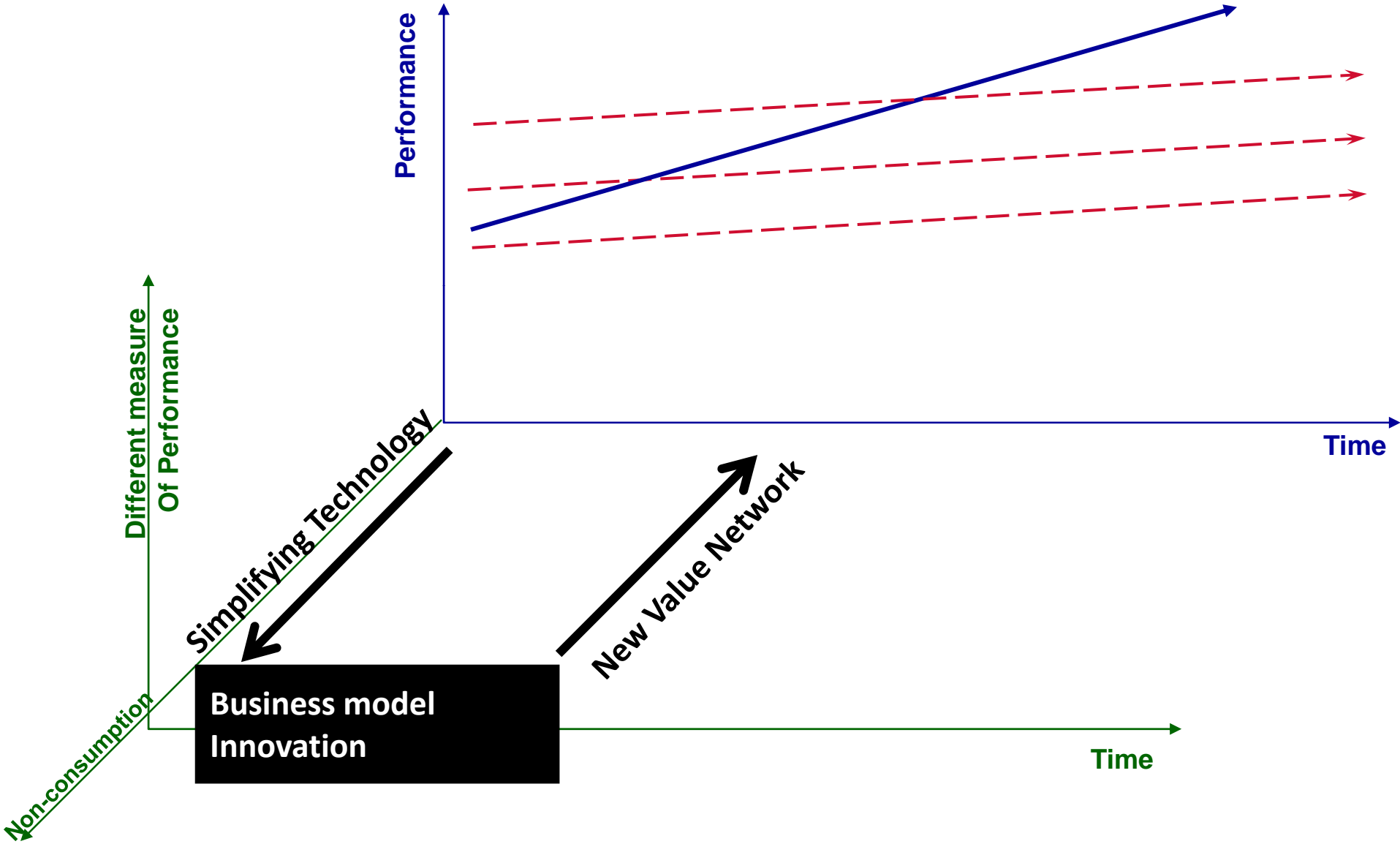
The Three Enablers of Disruption



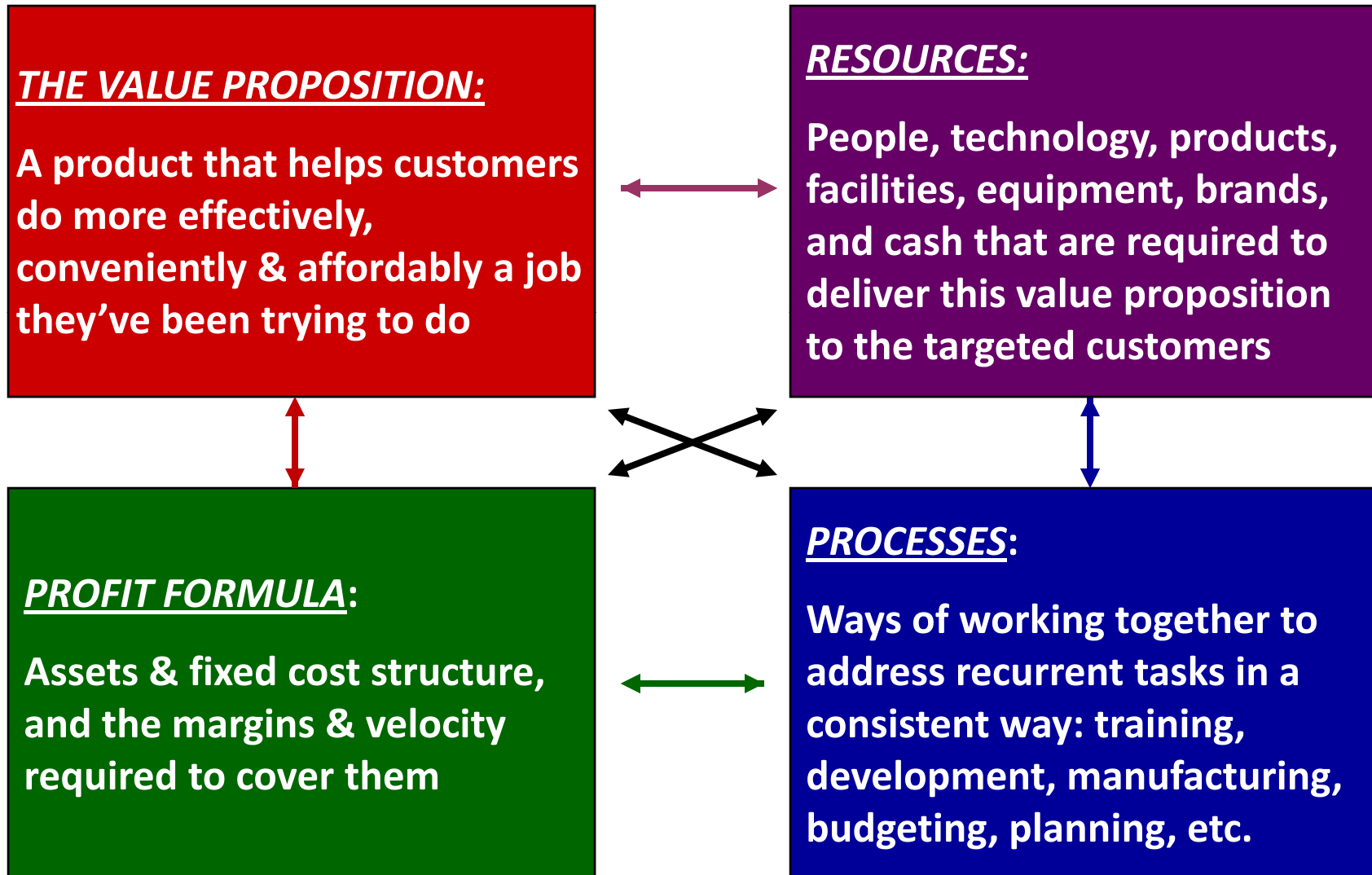
Technology is moving diagnosis and treatment from unstructured problem solving to a rules-basis



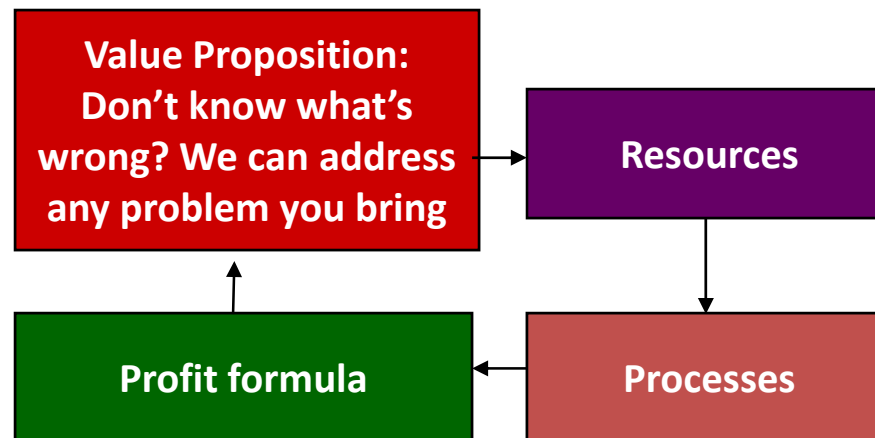
The Three Enablers of Disruption

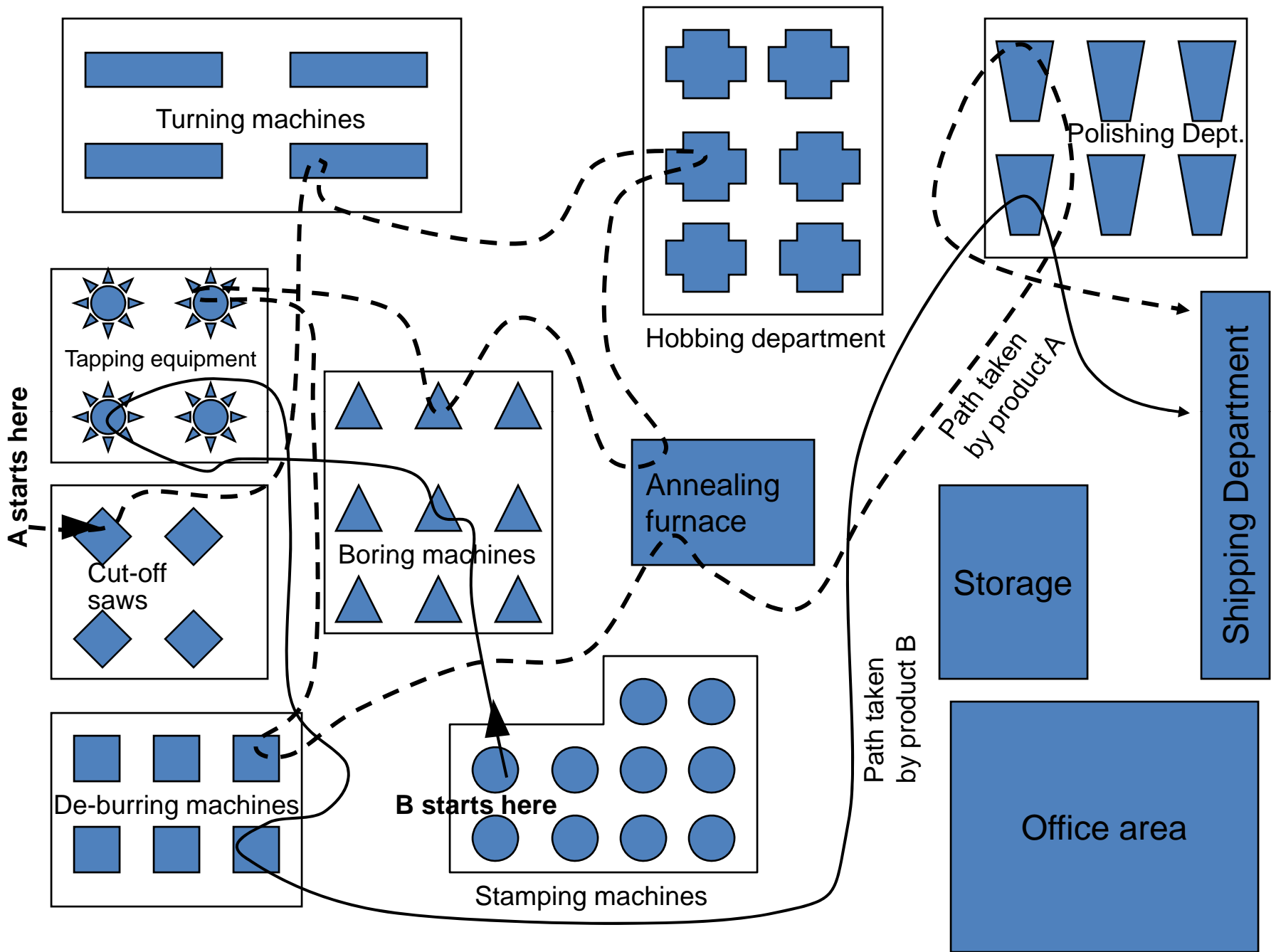


What is a business model, and how is it built?



The Traditional General Hospital Is Not a Viable Business Model





Hospitals are expensive confluations of three types of business models



Solution Shops

- Consulting firms
- High-end law firms
- R&D organizations
- Diagnostic & intuitive activities of hospitals

Fee for service

Value-adding process businesses

- Manufacturing
- Education
- Food services
- Medical procedures

Fee for outcome

Facilitated Networks

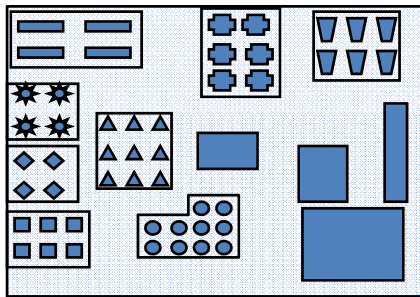
- Telecommunications
- Insurance
- eBay
- PatientsLikeMe.com

Fee for Membership

Disruption of the Hospital Business Model

Today

Disjointed
Solution Shop

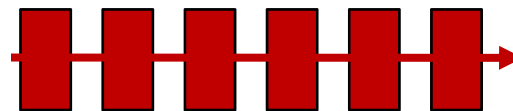
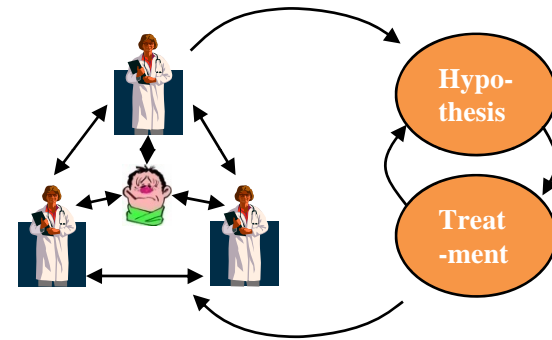


Disjointed
VAP Clinic

LIS, RIS, PACS will merge

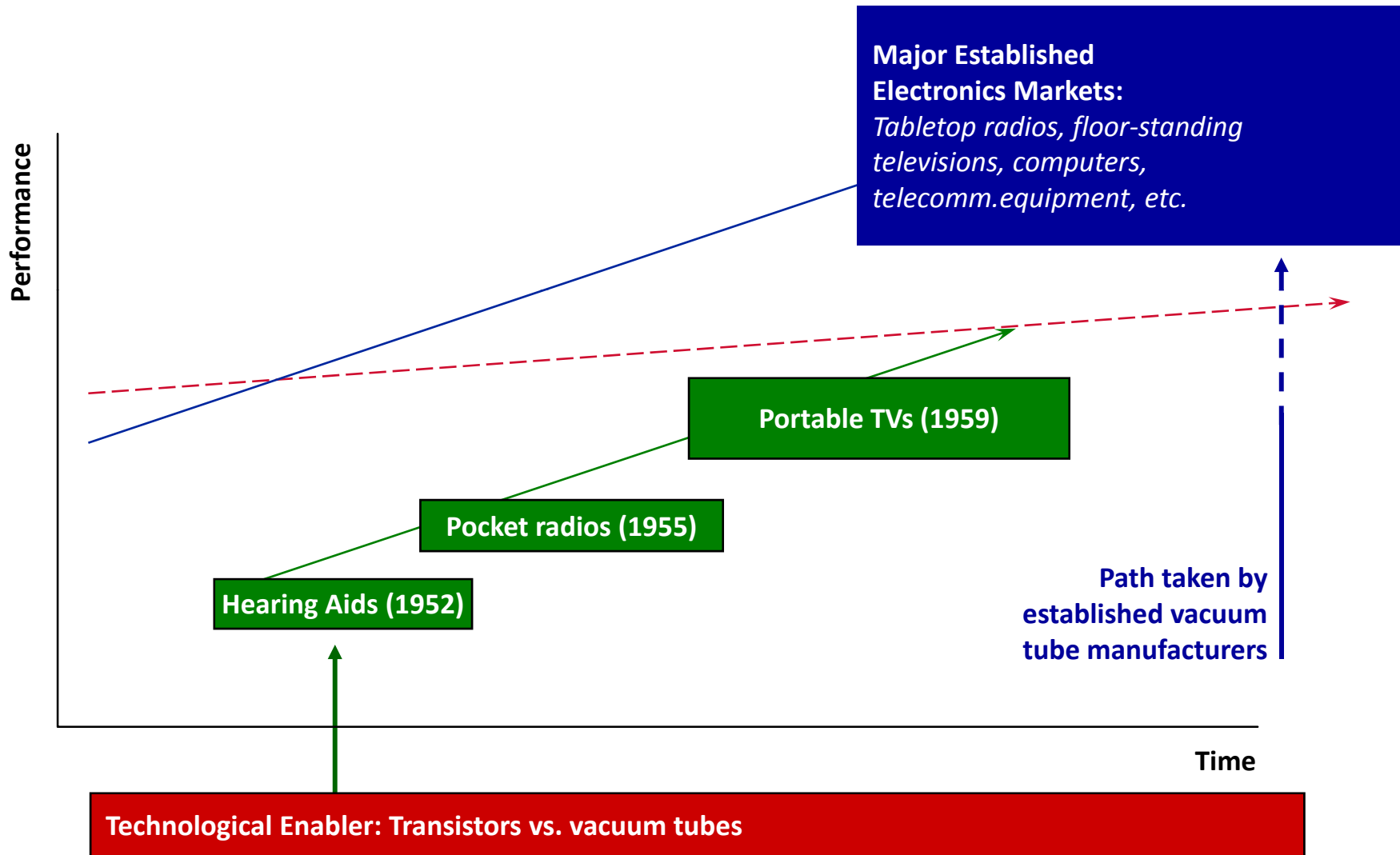
Stage 1

Coherent Solution Shop

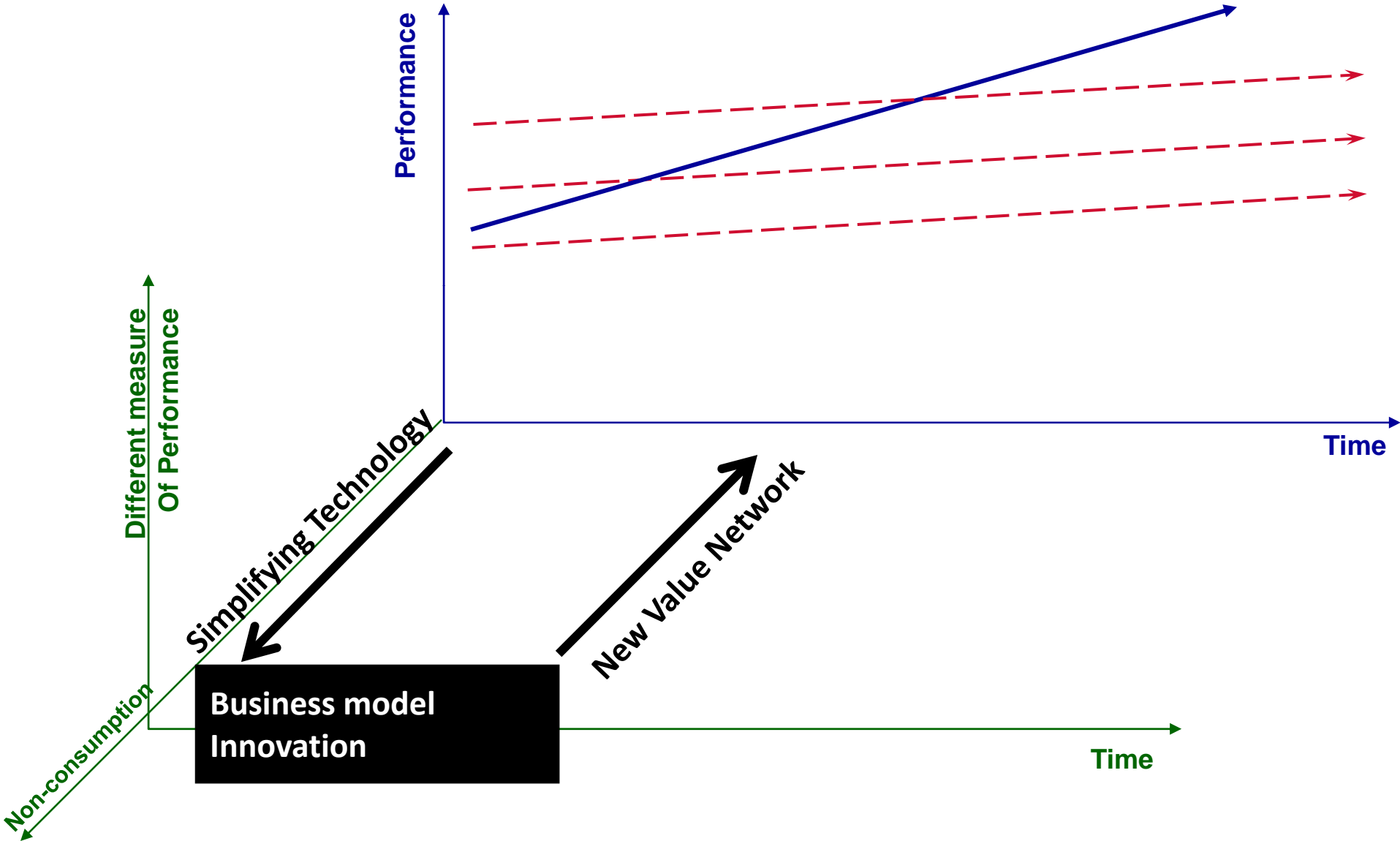


Value-Adding Process Clinics
Orthopedic, hernia, eye, etc.

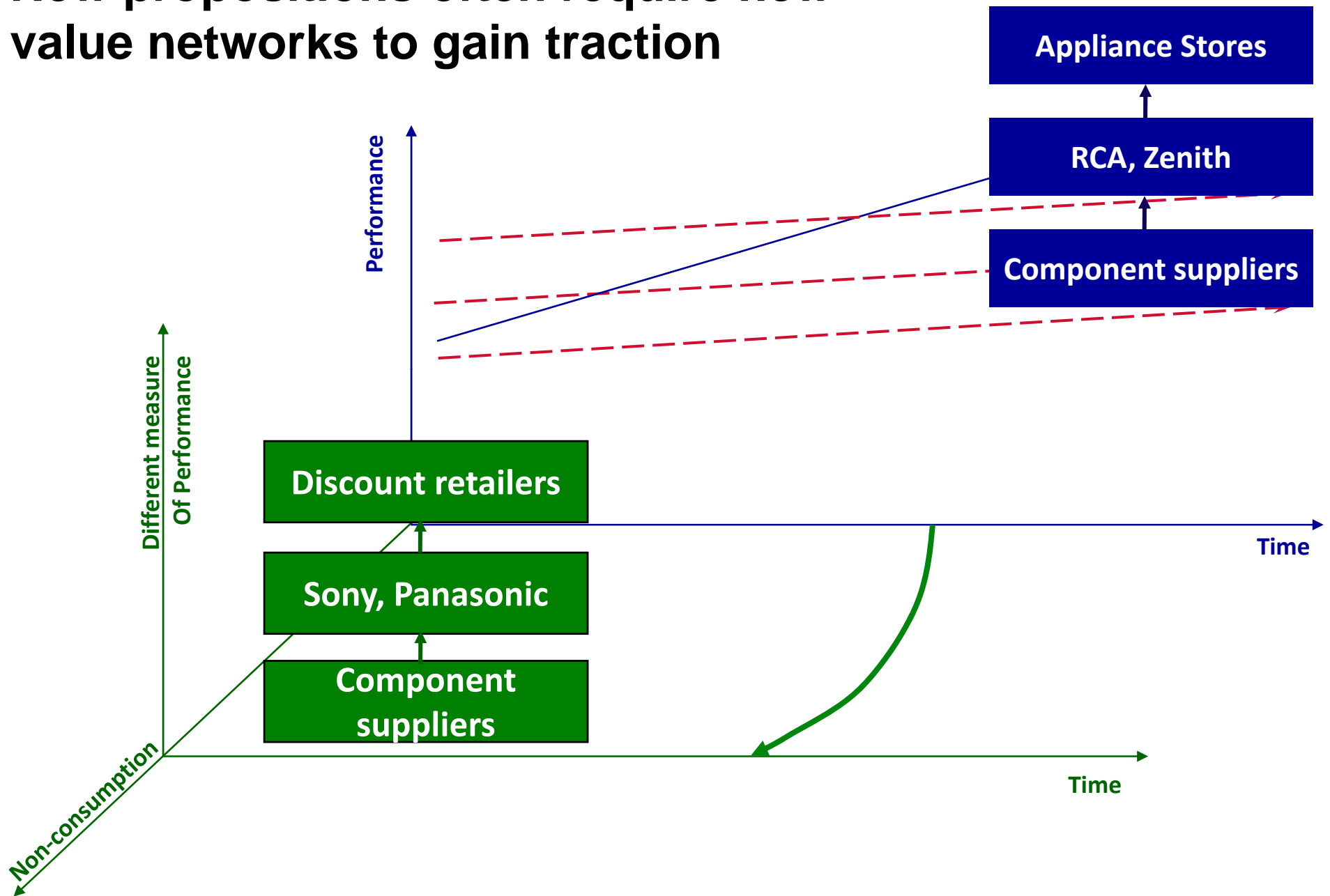
It is often futile to cram new technologies into old business models



The Three Enablers of Disruption



New propositions often require new value networks to gain traction



New value networks are developing in health information systems

