



# The Promise of Health

Cost Containment, Business Models & Innovation



'Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity'.

*World Health Organization, 1948*

*Source: Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946; signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.*

'The awareness that health is dependent upon habits that we control makes us the first generation in history that to a large extent determines its own destiny'.

*Jimmy Carter*

*(former US President, Nobel Peace Prize Winner)*

Source: Jimmy Carter. BrainyQuote.com, Xplore Inc, 2014. <http://www.brainyquote.com/quotes/quotes/jjimmycarte403566.html>. Accessed on September 11, 2014.

'America's health care system is neither healthy, caring, nor a system'.

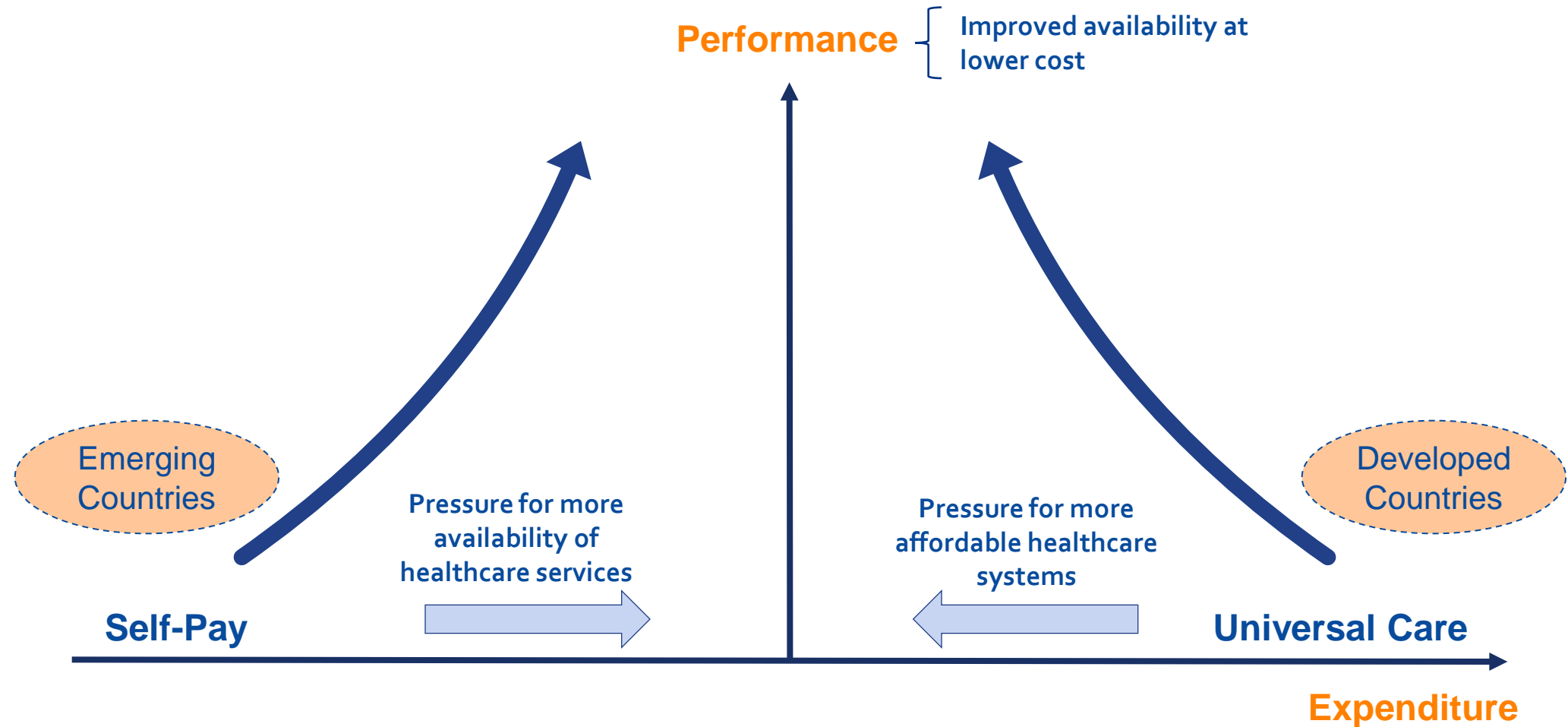
*Walter Cronkite*  
(*American journalist*)

Source: Clinton Foundation Website. 'Healthcare is local' by Susan E. Siegel, 2014. <https://www.clintonfoundation.org/main/clinton-foundation-blog.html/2013/07/17/healthcare-is-local>. Accessed on September 11, 2014.

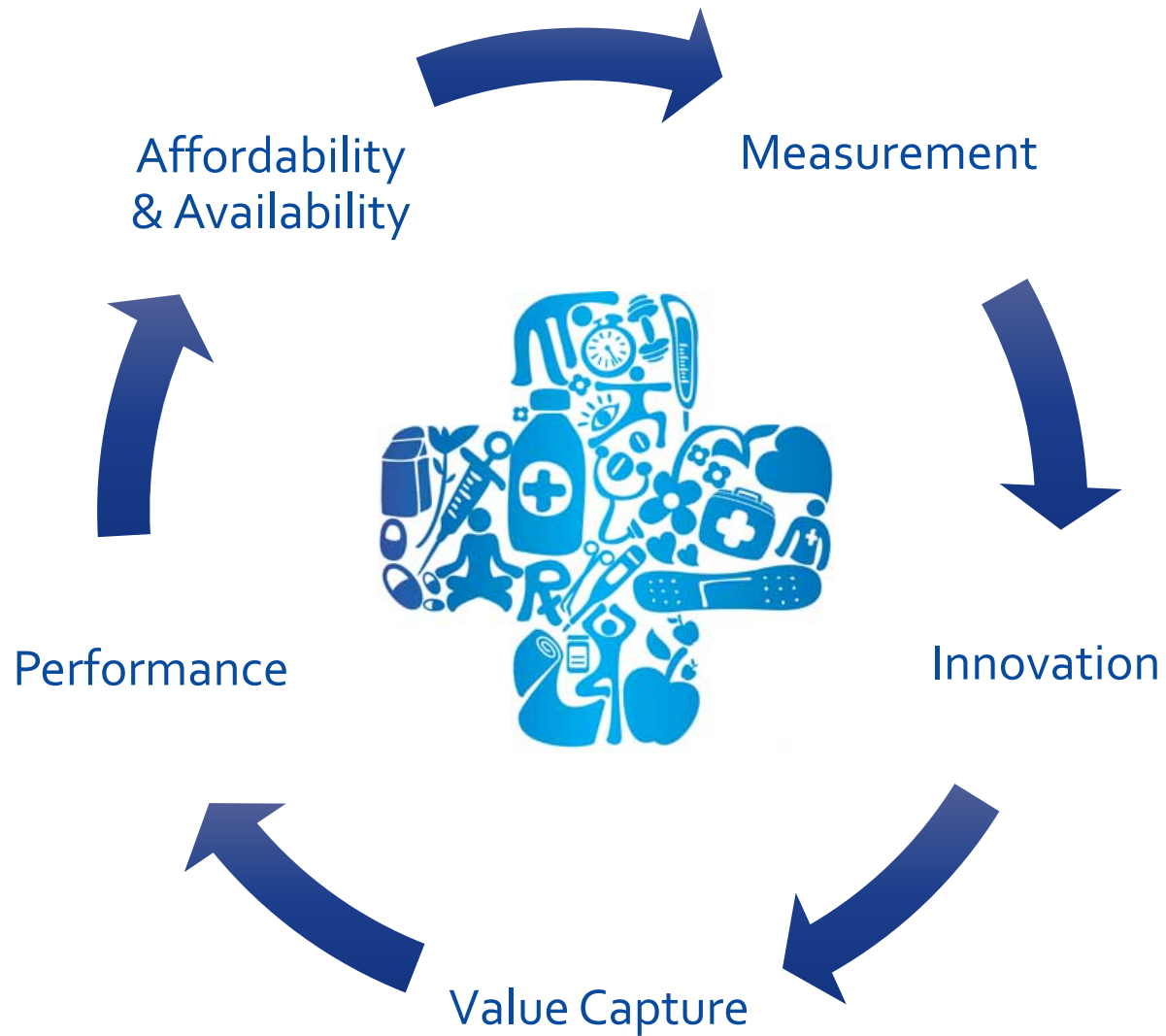
# The chaos in global trends allows for multiple interpretations of “The Promise of Health” and its challenges



# Improved performance is the most viable solution to overcome global healthcare challenges



# What are the key takeaways from Beatriz' story?



# An increased focus on this performance improvement model is already driving innovation across the healthcare value chain

Producer

Provider

Insurer

Government

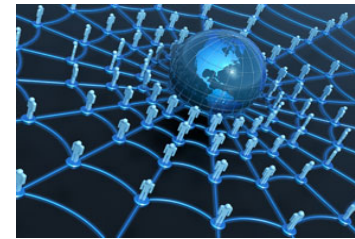
Patient

 Precision  
Medicine

 Medical  
Tourism

 Game  
Therapy

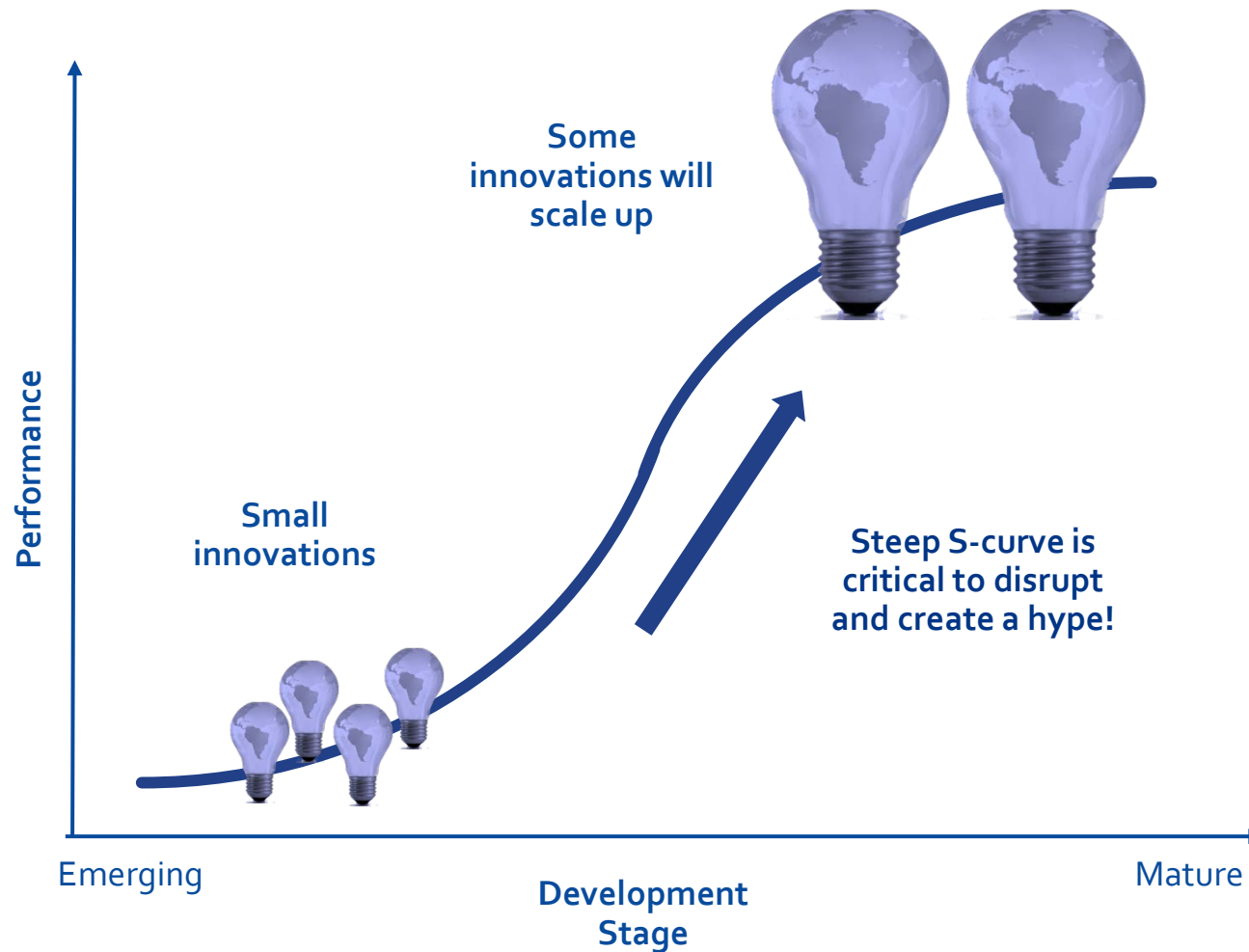
 Global Data  
Standards

 Wearable  
Devices





Source: (i) Sustainable Health Systems – Visions, Strategies, Critical Uncertainties and Scenarios. World Economic Forum Report. <http://www.weforum.org/reports/sustainable-health-systems-visions-strategies-critical-uncertainties-and-scenarios> (accessed on August 21, 2014). (ii) The Future of Health. PSFK Trend Report. <http://www.psfk.com/report/future-of-health/#!bF3z2H> (accessed on August 21, 2014). (iii) Top 10 Emerging Technologies. World Economic Forum Report. <http://forumblog.org/2014/02/top-ten-emerging-technologies-2014/> (accessed on August 21, 2014).



# But how can small scale innovations gain traction and scale up?



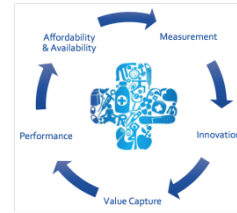
# Disruptive innovations can emerge from different areas

Improved Performance		
Operations	Systems	Society
<p><b>LifeSpring Hospitals (India):</b></p> <ul style="list-style-type: none"> <li><b>Objective:</b> Provide maternity healthcare services in the most remote areas of India</li> <li><b>Opportunity:</b> New business model based on medical hubs, maximization of resources utilization and community empowerment</li> </ul> 	<p><b>Kaiser Permanente (USA):</b></p> <ul style="list-style-type: none"> <li><b>Objective:</b> Improve diagnosis, treatment decisions and patient welfare</li> <li><b>Opportunity:</b> algorithms and integrated systems that will use vast amounts of statistical data from patients</li> </ul> 	<p><b>Apple – iHealth (USA):</b></p> <ul style="list-style-type: none"> <li><b>Objective:</b> Empower and give responsibility back to patients to alleviate the burden on healthcare systems</li> <li><b>Opportunity:</b> Optimal utilization of technology, community and knowledge resources</li> </ul> 

Sources: (i) International Partnership for Innovative Healthcare Delivery. *LifeSpring Case Study*. <http://www.ipihd.org/case-study-2-lifespring>. Accessed on September 11, 2014. (ii) The Commonwealth Fund. *Organized Health Care Delivery System, Kaiser Permanente Case Study, 2009*. [http://www.commonwealthfund.org/-/media/Files/Publications/Case%20Study/2009/Jun/1278\\_McCarthy\\_Kaiser\\_case\\_study\\_624\\_update.pdf](http://www.commonwealthfund.org/-/media/Files/Publications/Case%20Study/2009/Jun/1278_McCarthy_Kaiser_case_study_624_update.pdf). Accessed on September 11, 2014. (iii) iHealth website. <http://www.ihealthlabs.com/>. Accessed on September 11, 2014.

# Our imagination sees unlimited potential for these initiatives

## Scenario 1: Mumbai Medical



Improved Performance through Operations (Indian case)



Cities in emerging countries become **reference** in medical treatments

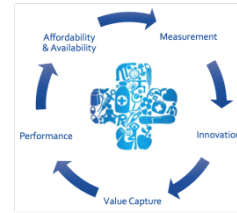
Medical tourism from developed to emerging countries

Developed countries implement business model created in emerging countries through **reverse innovation**



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## Scenario 2: Digital Me



Improved Performance through Society (iHealth case)



More **holistic and affordable** wearable tracking devices

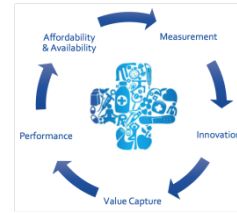
**New financial and fiscal incentives** from insurers, governments and employers towards personal monitoring

Deeper level of **health knowledge on a global scale**



# Our imagination sees unlimited potential for these initiatives

## Scenario 3: Cloud Clinic



Improved Performance through Systems (US case)



Digitalization of vast amount of **healthcare-related data**

**Localized** data-driven improvements

**Universal** database and integrated global healthcare business system



# What can your organization learn from these scenarios? How disruptions in healthcare can translate to your industry?

## Mumbai Medical



**Reverse Innovation**

## Cloud Clinic



**Big Data**

## Digital Me



**Mass Customization**

Come to our  
workshop!

Bignami building room B2  
Today at 10:10 and 11:20



**We promise you a healthy discussion!**