

Healthcare IT Time Machine – What's Next  
aka  
Hot Tub Time Machine (HIT Edition)

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# Who is This Dude?

- Career: USAF Retired (Med Ctr, Regional, AF-SG Staff); Scripps Health (Multi-Hospital IDN); Seattle Children's (Academic Med Center, multi-state, Top NIH Research Institute); Steward Healthcare (For-Profit, V/C-backed, Multi-Hospital IDN)
- Education: BS (Maryland), MPA (Oklahoma), MS Health Informatics (UAB)
- Other Activities: HIMSS National Board of Directors, Virginia HIMSS Board, Washington HIMSS Board, Annual Conference Reviewer, Daviess Award Committee, Membership Committee; CHIME Fall Forum Conference Chair; Chair, CHIME Board of Trustees; Dell Life Sciences Advisory Board
- Board Cert: FACHE, FCHIME, FHIMSS

What's Healthcare Information  
Technology going to look like in the  
future, especially given that we're going  
to be focused on *health*?

Success



what people think  
it looks like

Success



what it really  
looks like

# ...In the Beginning



# Fee-For-Service vs Fee-For-Value



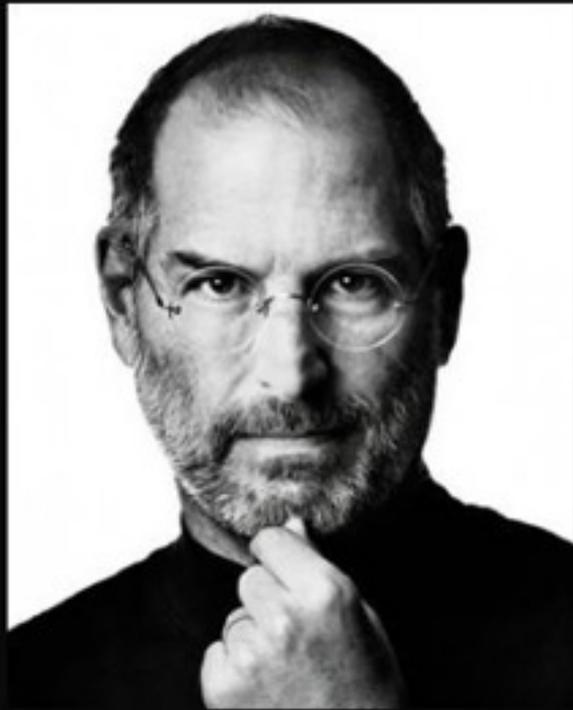
# The Provider is Not the Customer

There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else.

## NOTED MARKETERS

"A brand is no longer what we tell the consumer it is. It's what consumers tell each other it is."

**SCOTT COOK**  
**Intuit**



You've got to start with the customer experience and work back toward the technology - not the other way around.

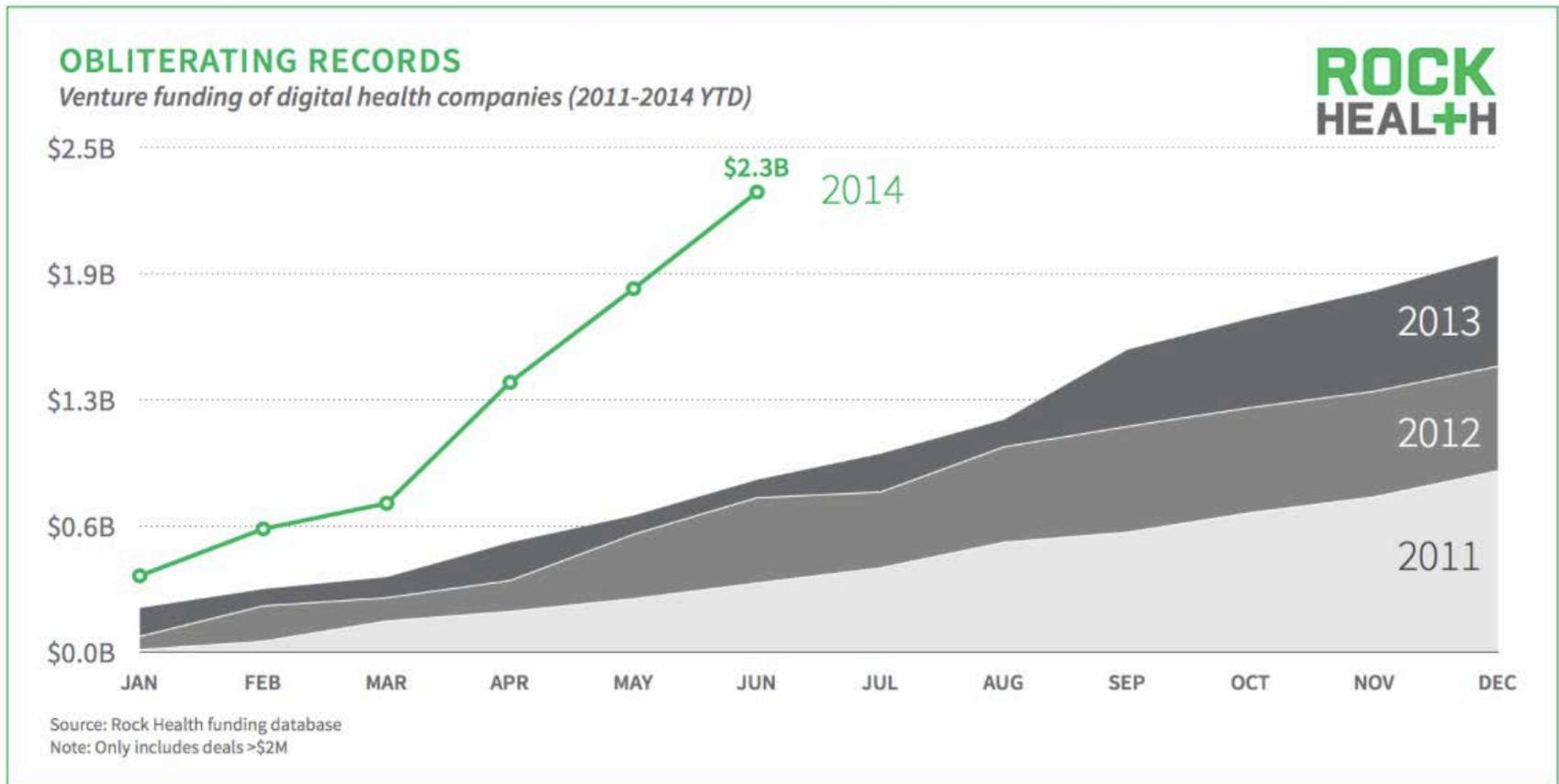
(Steve Jobs)

izquotes.com

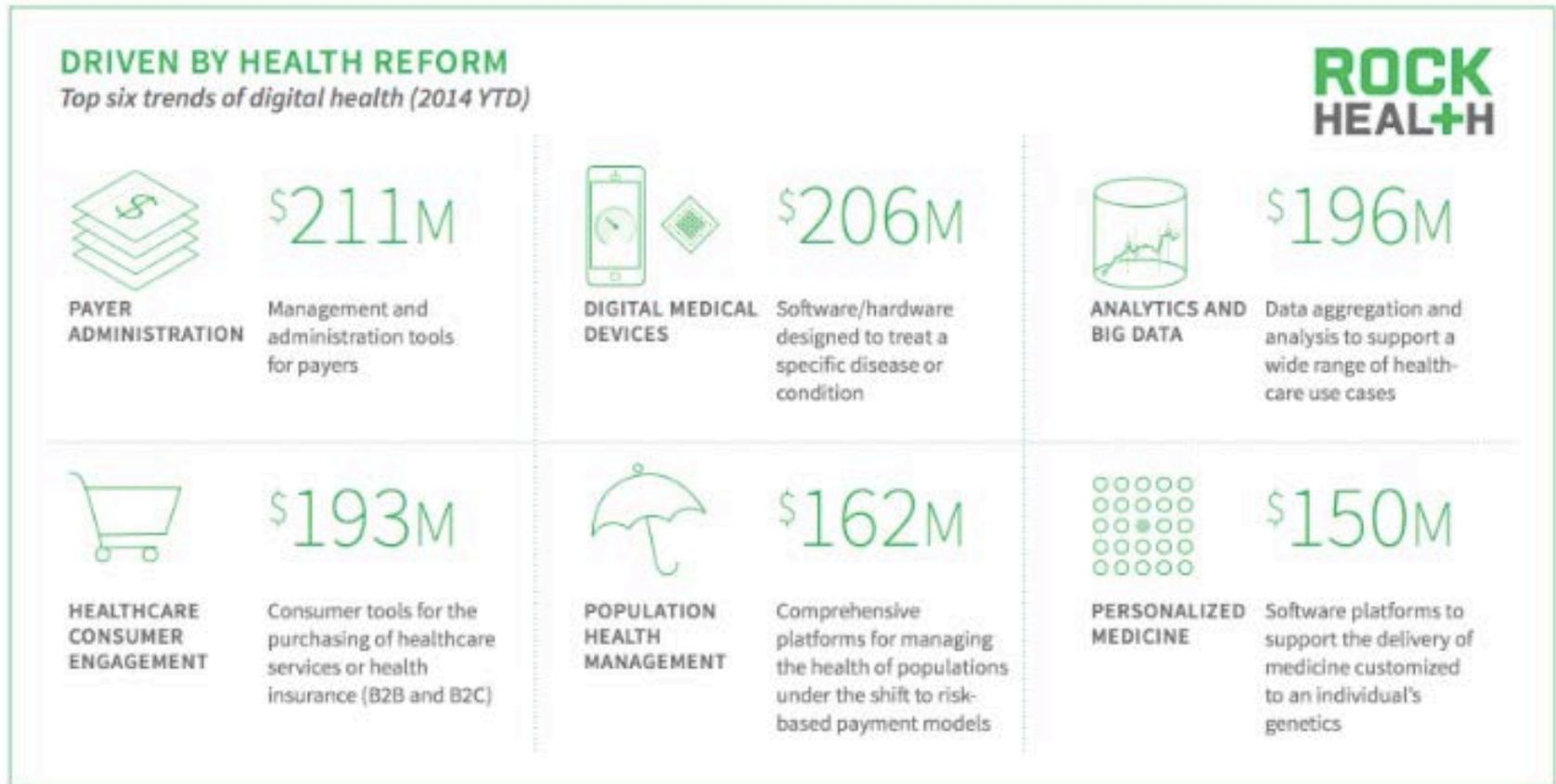
The future is already here, it's just not evenly distributed...

William Ford Gibson

# Follow the Venture Capital Bucks...



# Follow the Venture Capital Bucks...



<http://rockhealth.com/2014/06/2014-midyear-digital-health-funding-update/>

- Activity Trackers
- Smart Watch
- Smart Clothing
- Patches/Tattoos
- Ingestibles
- Implantables



"If you want to see which fitness tracking device will go mainstream in a sustained way, look no further than the phone you already have in your pocket." – Jason Jacobs, CEO of RunKeeper

"Fitness tracking is just not a compelling use case. It doesn't even come close." – Sonny Vu, CEO of Misfit



# Apple, Google, Samsung unveil connected health platforms

Fitness and wellness

Summer 2014



**HealthKit** will accept data from a variety of third-party providers.

Health app will act as the dashboard, tracking blood pressure, heart rate and more, alerting the user if the data trends outside the normal range.

Partnership with Mayo Clinic will allow users to receive guidance on their health.

Integration with Epic allows tracked data to merge into their electronic health record.



**Google Fit** will integrate fitness and biometric data from disparate sources with strong user ownership rights.

A user can track diet with one app, steps with another while the platform analyzes both.

Partners include LG, RunKeeper, Basis, Noom, Withings, Adidas, Nike.

No partnerships with hospitals.

**SAMSUNG**

**SAMI** will analyze continuous health data.

Simband is a hardware development kit that incorporates various sensors that Samsung hopes partners will innovate around.

Already in the market with Gearfit, Gear 2 and Gear2 Neo wrist wearables.

Popular Galaxy S5 smartphone has built-in heart rate sensor, pedometer, more.

Leads the industry in breadth of offerings.

*Editorial:* Microsoft is also poised to enter the fray with a smartwatch and their steadily-improving HealthVault platform. Business models may be formed around data analysis, but whether that data will be exportable or stuck in each platform's ecosystem remains to be seen.



# OMG, Please Don't Say the Words (Big Data)



2014 *Most WIRED* Hospitals  
*are big on data*

## 375 Hospitals:

**43%** *integrate clinical & claims data  
for consolidated reporting*

**69%** *analyze data for quality care  
improvement*

**71%** *manage care transitions with their  
data*

*Source: 16th Annual 'Most Wired' Hospitals Survey*

- Finding food-borne illness origins
- “Sick,” “Vomit,” & “Diarrhea”
- Multiple outbreaks discovered
- Adding additional review sites



# Patients search for health info in the waiting room

Health search

Summer 2014

20% of patients in a doctor's waiting room are searching for health info where the average wait time is 20 minutes.

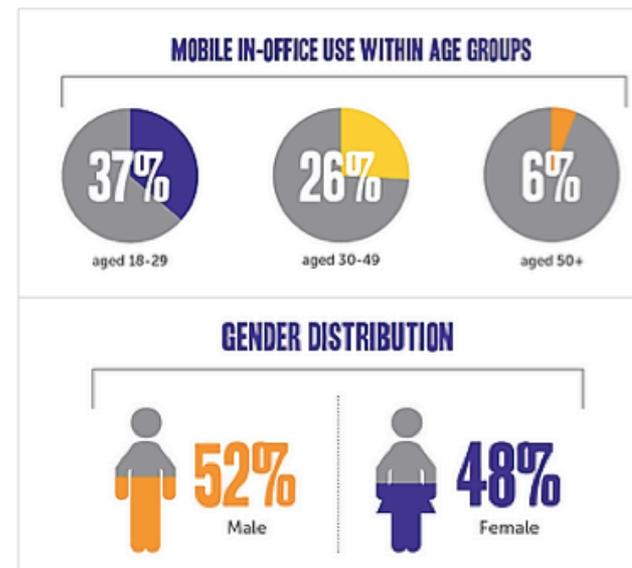
Average time with the doctor is 6 minutes with 60% feeling as if the doctor is rushing through.

Majority are searching for info dealing with their appointment.

Patients who searched felt better prepared (82%) and more confident (78%) during their visit.

In-office mobile users were twice as likely to post about a condition on social media and three times as likely to create a Facebook page, website or blog about a health condition.

Researchers think healthcare marketers could take better advantage of this by providing relevant content patients could present during a visit.



*Editorial:* The survey was conducted by CDMiConnect among 3,000 patients aged 18 and older across more than 200 disease states, as well as caregivers and in-depth follow-up interviews.



# Verizon launches virtual visits

Care online

Summer 2014

Technology connects patients with a cold, flu, sore throat or other simple, acute conditions, to a provider via a laptop, tablet or smartphone in hopes of reducing non-emergency ER visits.

Clinician can prescribe medication and send it to a pharmacy for pickup as well as provide referrals for additional care when necessary.

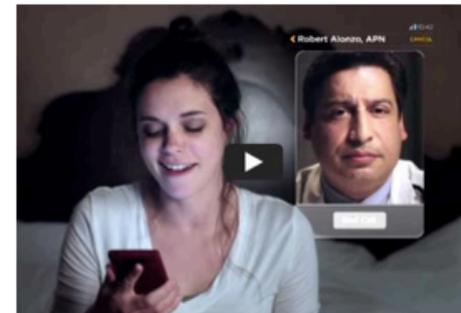
Shared data is encrypted and stored afterwards in Verizon's HIPAA-enabled cloud. Data can be integrated into a patient's primary care record.

Service is carrier agnostic and will be made available to healthcare providers, health plans and employers, who can build apps around it. Retail pharmacy clinics are another possible partner.

Pricing will be up to each provider with the intention of keeping it lower than the average office visit.

Typical wait time for new patients scheduling an appointment is 27 days.

*Editorial:* There are a number of companies in the space already, namely Teladoc, American Well, MDLIVE and Sherpa Health, but Verizon is the first large company to enter the market. As well, the service works over 3G/4G cellular, while many competitors require a WiFi connection.



Click picture to play video: 1m 24s







# Don't Go It Alone; Healthcare Social Collaboration

- Healthcare is more challenging than ever
- We love to collaborate & discuss challenges
- Best source: Peers with similar problems
- Conferences, meetings, associations...but
- How to collaborate...persistently
- With some of the best experts in the industry
- AND your Peers...
- Find Answers, Share Solutions
- [www.nextwaveconnect.com](http://www.nextwaveconnect.com)!

Success seems to be connected  
with action.  
Successful people keep moving.  
They make mistakes,  
but they don't quit.

WAKE UP.  
KICK ASS.  
BE KIND.  
REPEAT.



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