

Opportunity Awaits: Are We Ready to be Disruptive Innovators in Healthcare?

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Purpose and Goal of this Presentation

Are you prepared to lead disruptive innovations in healthcare? The goal of the presentation is to discuss ways that DNP prepared nursing professionals can lead efforts to influence improvements to the quadruple aim¹ via public policy.

1. Bodenheimer, T., & Sinsky, C. (2014). From triple to quadruple aim: Care of the patient requires care of the provider. *Annals of Family Medicine*, 12(6), 573-576. doi:10.1370/afm.1713 [doi]

Disruptive Innovation

A disruptive innovation is a technology that brings a more affordable product or service that is simpler to use into a market. And so it allows a whole new population of consumers to afford to own and have the skill to use a product or service, whereas historically, the ability to access was limited to people who have a lot of money or a lot of skill.

Clayton M. Christensen

Christensen, C. M. (2007). Disruptive innovation: Can health care learn from other industries? A conversation with Clayton M. Christensen. interview by Mark D. Smith. *Health Affairs*, 26(3), 288.

What is a Disruption?

“Disruption” describes a process whereby a smaller company with fewer resources is able to successfully challenge established incumbent businesses.

Christensen, Clayton; Raynor, Michael; McDonald, Rory (2015). What is Disruptive Innovation. Harvard Business Review. Dec2015, Vol. 93 Issue 12, p44-53.



"We've got the disruptive part down,
now we just need to innovate."

Towards a multidisciplinary definition of innovation

Anahita Baregheh

Bangor University, Bangor, UK

Jennifer Rowley

Manchester Metropolitan University, Manchester, UK, and

Sally Sambrook

Bangor University, Bangor, UK

Innovation is the multi-stage process whereby organizations transform ideas into new/improved products, service or processes, in order to advance, compete and differentiate themselves successfully in their marketplace.

Baregheh, A., Sambrook, S., & Rowley, J. (2009). Towards a multidisciplinary definition of innovation. *Management Decision*, 47(8), 1323-1339.

Health care may be the most entrenched, change-averse industry in the United States. The innovations that will eventually turn it around are ready, in some cases—but they can't find backers.

Will Disruptive Innovations Cure Health Care?



by Clayton M. Christensen,
Richard Bohmer, and John Kenagy

Christensen, C. M., Bohmer, R., & Kenagy, J. (2000). Will disruptive innovations cure health care? Harvard Business Review, 78(5), 12, 199.

Disruptive Innovators





Policy

“Policy” is defined as a law, regulation, procedure, administrative action, incentive, or voluntary practice of governments and other institutions.

Centers for Disease Control and Prevention. Overview of CDC's Policy Process. Atlanta, GA: Centers for Disease Control and Prevention, US Department of Health and Human Services; 2012.

The Journey to Quality Care

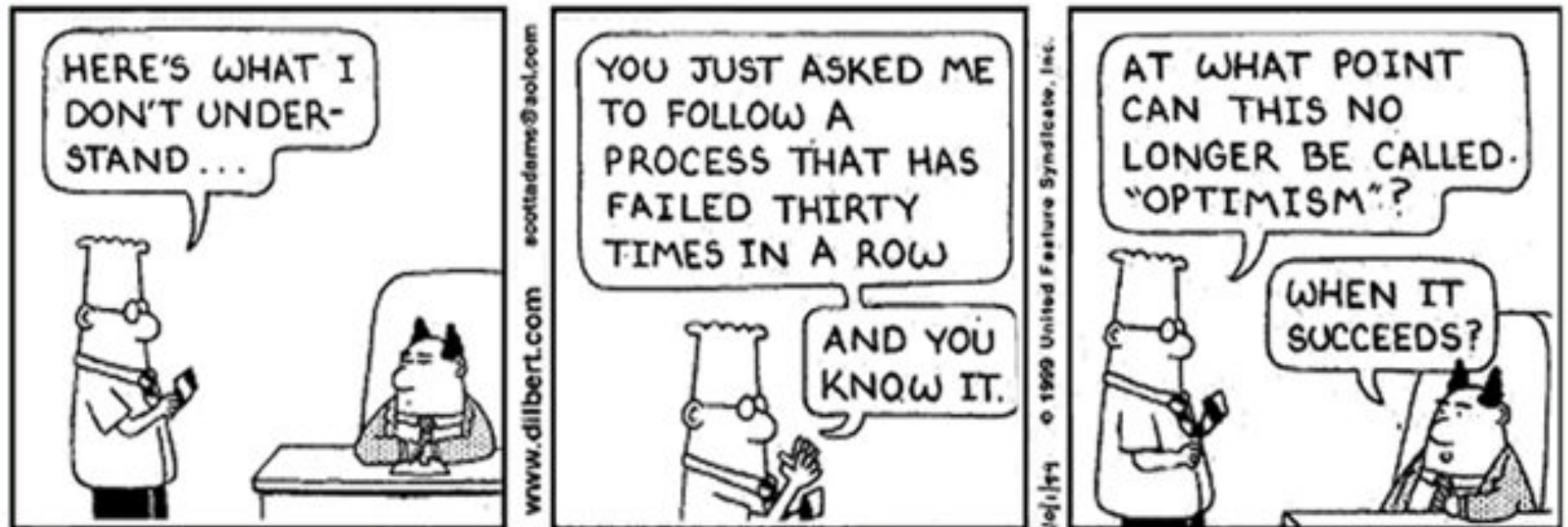


Care to Me

Care with Me

Care by Me

DILBERT by Scott Adams





What is on the Horizon?

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Disruptors – Remaking the Healthcare System

Vertical integrators: CVS and Aetna partnership

Employer activists: Amazon-Berkshire Hathaway–JP Morgan Chase Alliance

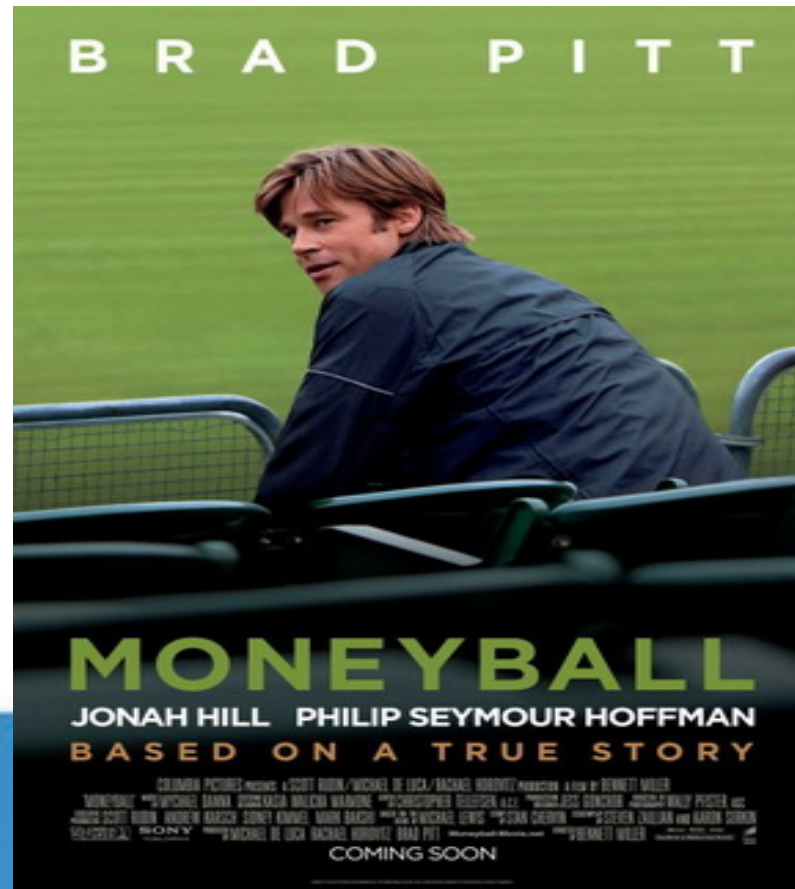
Technology invaders: Apple, Google, Uber, and Lyft

Health retailers: Walmart, CVS Health, Albertson Companies/Rite Aid

The New Health Economy in the age of disruption, PwC Health Research Institute (2018).

<https://www.pwc.com/us/en/health-industries/health-research-institute/pdf/pwc-hri-the-new-health-economy-in-the-age-of-disruption.pdf>

Integrating Data Analytics and Decision Support Into the Workflow



Data Analytic Tools

Generate new knowledge about prevention, treatment and delivery models

Timely determination of the relevance of new improvement evidence to your patient and provider population

Apply evidence consistently and systematically

Evaluate variation in how knowledge is applied to patients and providers in your health system



Harper, F. (2016). Operationalizing and Embedding Analytics for Action. White Paper. TDWI.

Clinical Decision Support (CDS)

Process for enhancing health-related decisions and actions with pertinent, organized clinical knowledge and patient information to improve healthcare outcomes and healthcare delivery

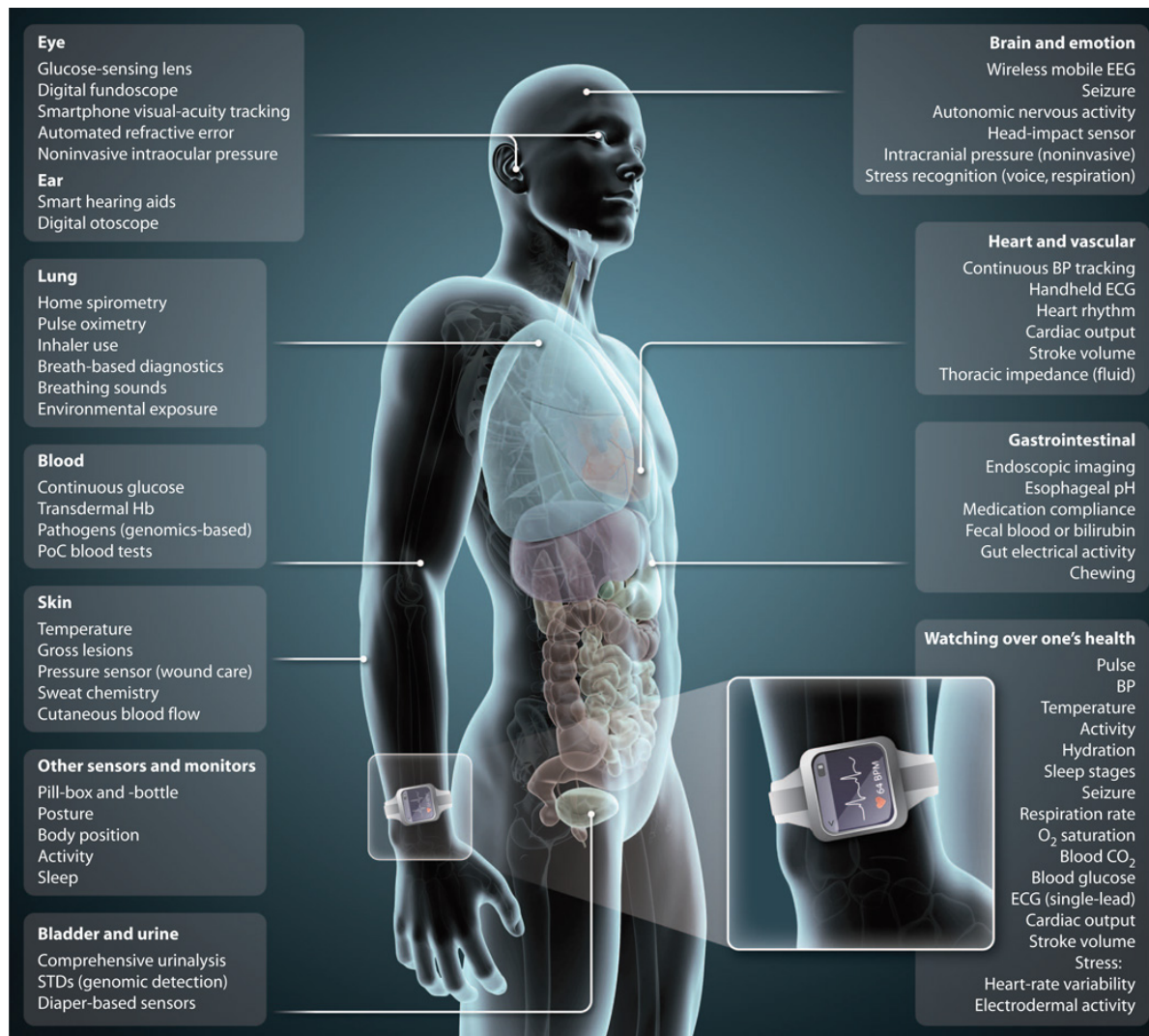


The CDS Five “Rights” Framework

CDS delivers:

1. The right information
2. To the right person
3. In the right format
4. Through the right channel
5. At the right time

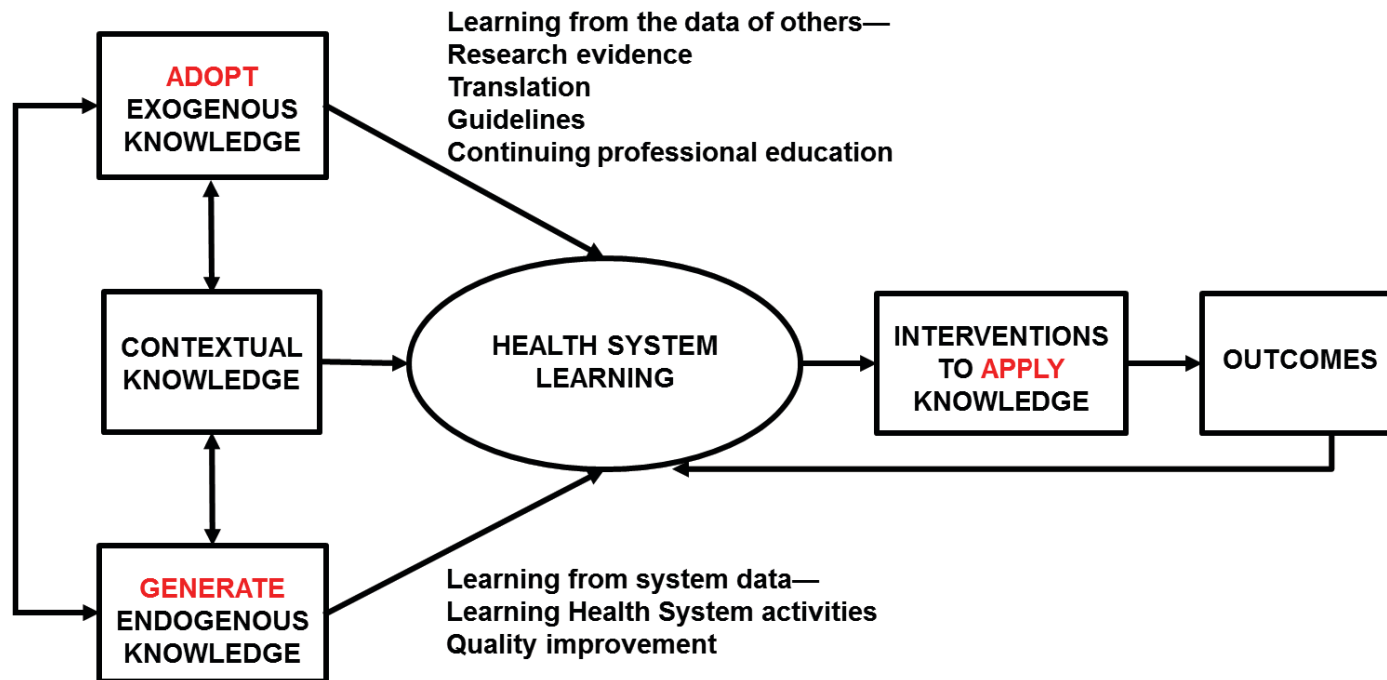
Osheroff J.A., Pifer E.A. Teich J.M. et. al. *Improving Outcomes with Clinical Decision Support: An Implementer's Guide*, 2 Ed. Danvers, MA: HIMSS Publishing, Taylor & Francis Group/CRC Press, 2012.



Mobile Health

Steinhubl, S. R., Muse, E. D., & Topol, E. J. (2015). The emerging field of mobile health. *Science Translational Medicine*, 7(283), 283rv3. doi:10.1126/scitranslmed.aaa3487

Improvement Science





Mitchell, S. A., & Chambers, D. A. (2017). Leveraging Implementation Science to Improve Cancer Care Delivery and Patient Outcomes. *J Oncol Pract*, 13(8), 523-529.

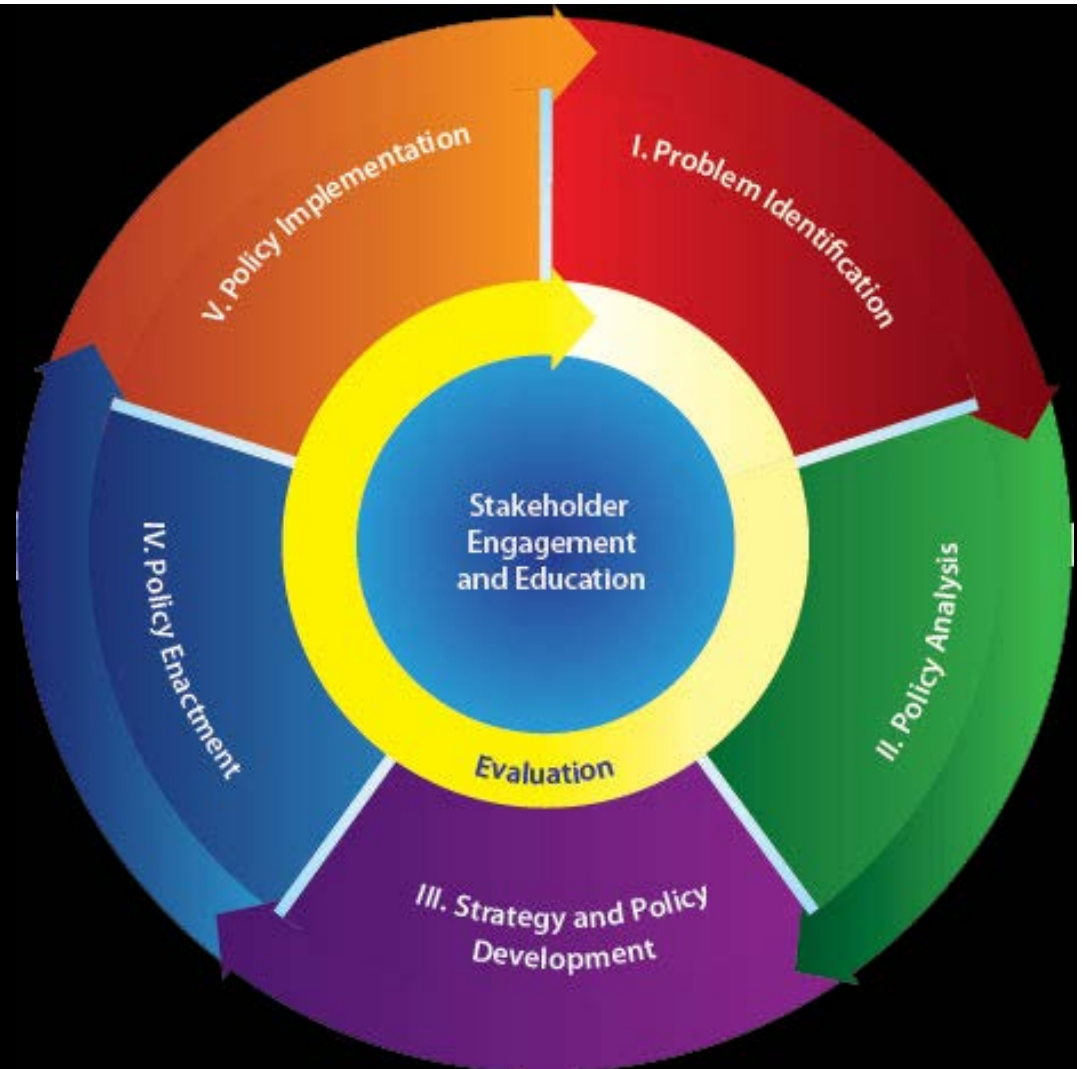
Other Areas Ripe for Disruptive Innovations

Patient Care Coordination
New Models of Primary Care
New Models of Acute Care
New Models of Long-Term Care
Aging in Place
Role of the Registered Nurse
Team-Based Care
Research Methodologies
Robotics

ACOs – Value Based Care
Managed care of MCC
population
Quality and Safety
Implementation Science
System Science
Formative and Summative
Educational Models
Simulation
Telehealth

The Policy Process - Centers for Disease Control and Prevention.

CDC 2012



Tools to be Disruptive Innovators in Advocacy for Public Policy

Hill Visits

Oral Testimony

Written Testimony

One-Pager

Talking Points

Grass Roots

Relationship Building

PAC

Awards and Recognitions

Coalitions

Fly-In



Dream Big

Follow Your

Passion

Thank You

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