IMPLEMENTATION OF INNOVATION PROJECT IN HEALTHCARE: THE EXPECTED AND THE UNEXPECTED

Frederic EHRLER, PhD, University Hospitals of Geneva

@ Speaker twitter handle
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INNOVATION IS A DRIVING FORCE IN HEALTHCARE

Health Care Sectors Where Demand for Innovation Is High and Buyers Willing to Pay

Please rank the top three health care sectors where demand for innovative products and services is high and buyers are willing to pay for good solutions.

Net Top 3 Rank (Multiple responses)

| Health care IT | 50% |
| Hospitals/Health systems | 46% |
| Pharmaceuticals | 36% |
| Medical devices | 33% |
| Healthcare IT (consumer-based technologies) | 31% |
| Specialty care | 27% |
| Primary care | 23% |
| Commercial payers | 16% |
| Services (e.g., strategic consulting) | 14% |
| Public payers (Medicare/Medicaid) | 11% |
| Nonacute care | 9% |

1st Rank by Organization Type

Provider organizations
- Hospital/Health systems
- Primary care
- Specialty care
- Nonacute care

Vendors and suppliers
- Health care IT (vendor technologies such as EMRs and clinical decision support)
- Health care IT (consumer-based technologies)
- Services (e.g., strategic consulting)
- Pharmaceuticals
- Medical devices

Payers/Insurers
- Commercial payers
- Public payers (Medicare/Medicaid)

Base = 519

NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society
FROM IDEA TO INNOVATION

Idea
- Theory
- Research
- Science

Invention
- Design
- Engineer
- Prototype

Innovation
- Commercialization
- Delivery
- Acceptance

Experience

Belief

Creativity

Broad Benefit To Society, Markets & Government
BUT NOT ALWAYS SIMPLE

Innovation success rate

4% Global innovation average success rate across all geographies and industries

Source: Dublin, Inc.
SIX FACTORS THAT PROMOTE OR HINDER INNOVATION IN HEALTHCARE

- players
- funding
- policy
- technology
- customers
- accountability
OUR INNOVATION PROJECT

Care & documentation
• 1-click validation
• Vital sign and clinical scales
• PRN management
• Identity monitoring

Preparation
• Multi-patient view
• Simplify care preparation

Adapted to each stage of the workflow

Transmission
• Information access
• Interactive Chat
THE EXPECTED AND THE UNEXPECTED
METHODS

RISK MATRIX

- **Assured**
  - Low Risk
  - Medium Risk
  - High Risk
  - Critical Risk

- **Regular**
  - Low Risk
  - Medium Risk
  - High Risk
  - Critical Risk

- **Possible**
  - Low Risk
  - Medium Risk
  - High Risk

- Impact

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LIKELIHOOD
The Debrief

1. How do you feel?
2. What happened?
3. What did you learn?
4. How does this relate?
5. What if ---?
6. What next?
EXPECTATION
PLAYERS: SUPPORT FROM THE HIERARCHY
**Sustaining Innovation**

- Problem is well understood
- Existing Market
- Innovation improves performance, lower cost, incremental changes
- Customer is believable
- Market is predictable
- Traditional business methods are sufficient

**Disruptive Innovation**

- Problem not well understood
- New Market
- Innovation is dramatic and game changing
- Customer doesn’t know
- Market is unpredictable
- Traditional business methods fail
POLICY: SECURITY
END-USER: REQUESTED FUNCTIONALITIES
TECHNOLOGY: TECHNICAL ARCHITECTURE
MANY OF THESE UNEXPECTED EVENTS ARE DUE TO HUMAN FACTORS.
THE IMPORTANCE OF COMMUNICATION
CONTACT

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