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 aim[1] 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.

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.
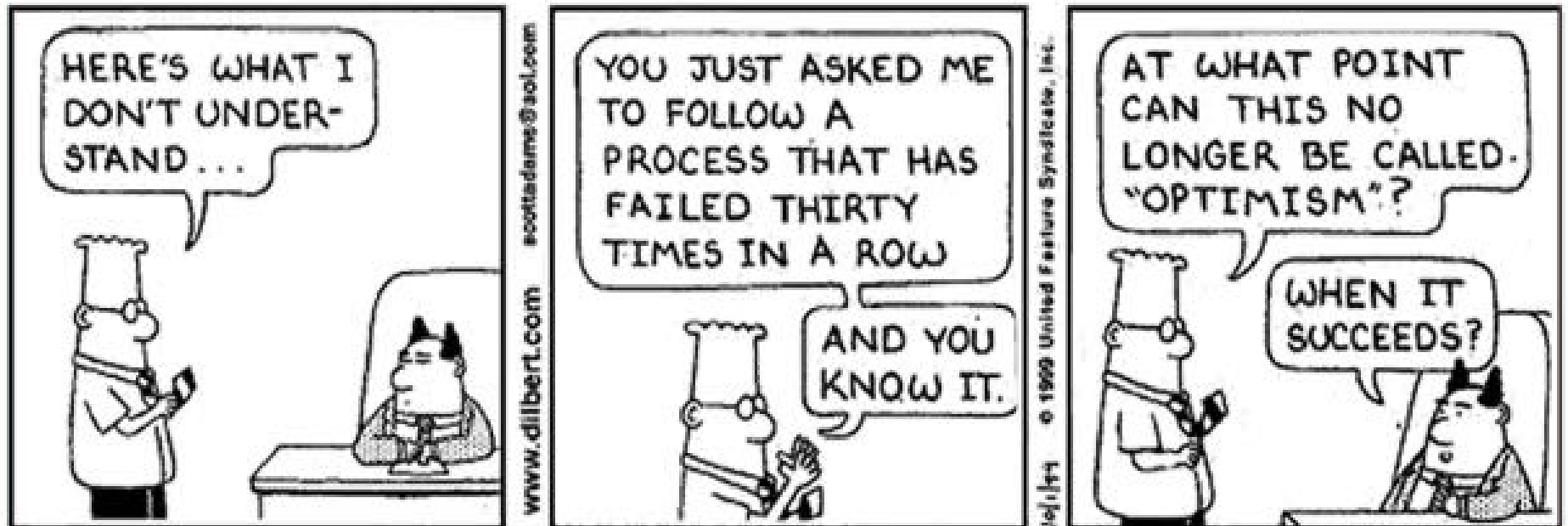
The Journey to Quality Care

Care to Me

Care with Me

Care by Me

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What is on the Horizon?

Disruptors – Remaking the Healthcare System

Vertical integrators: CVS and Aetna partnership

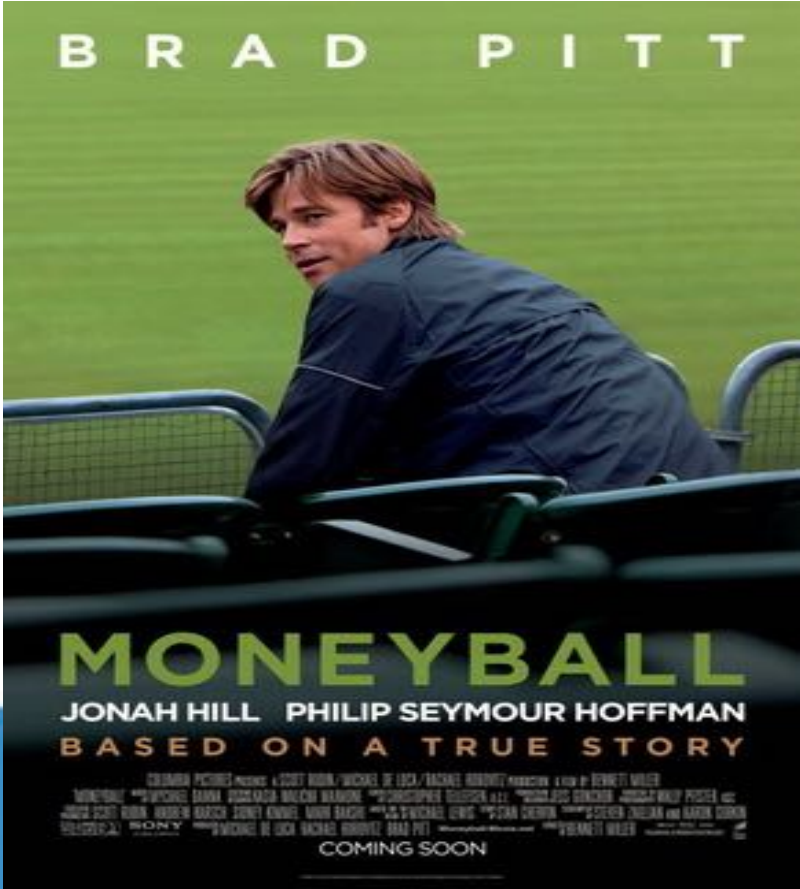Employer activists: Amazon-Berkshire Hathaway–JP Morgan Chase Alliance

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
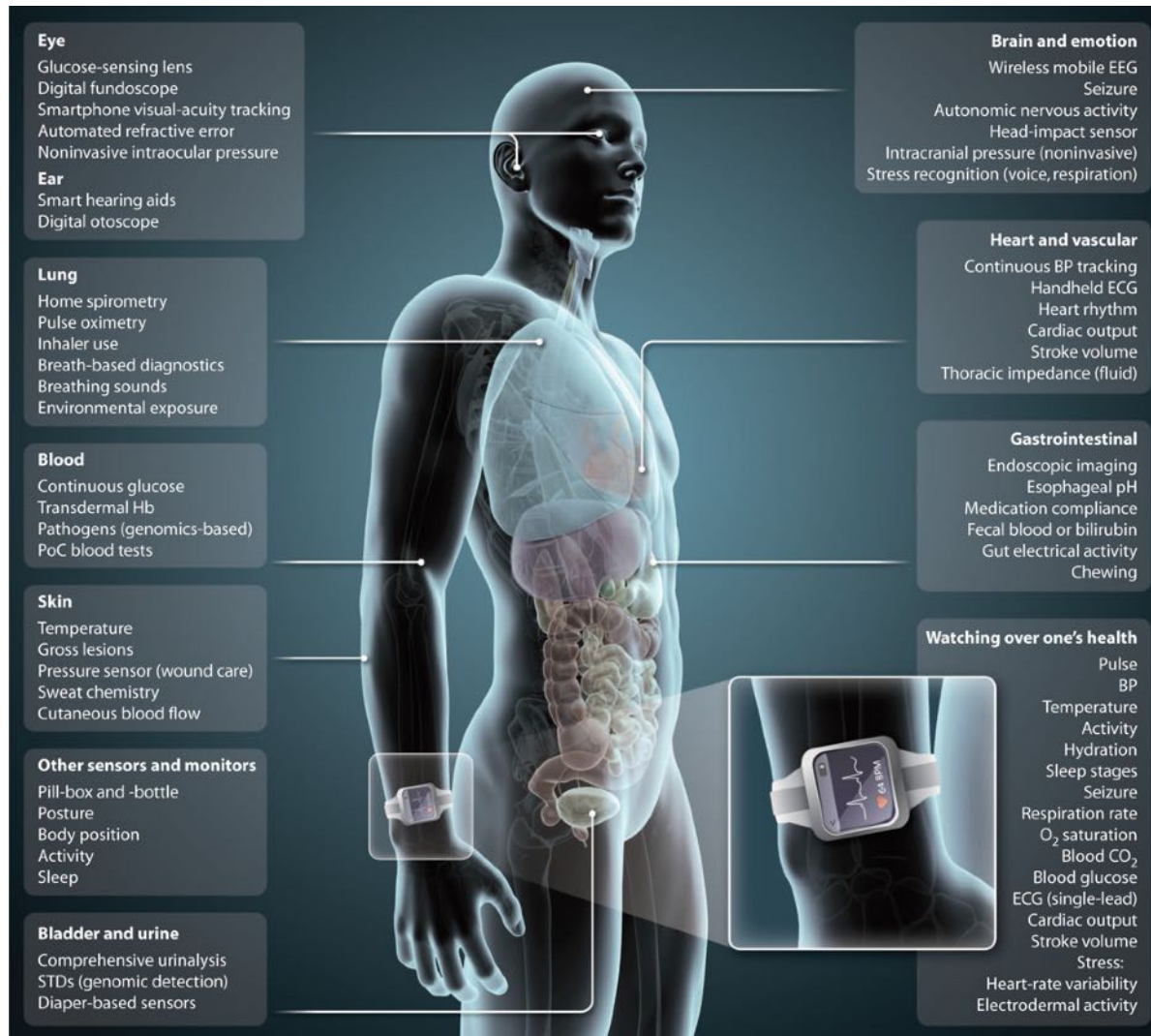
The CDS Five "Rights" Framework

CDS delivers:

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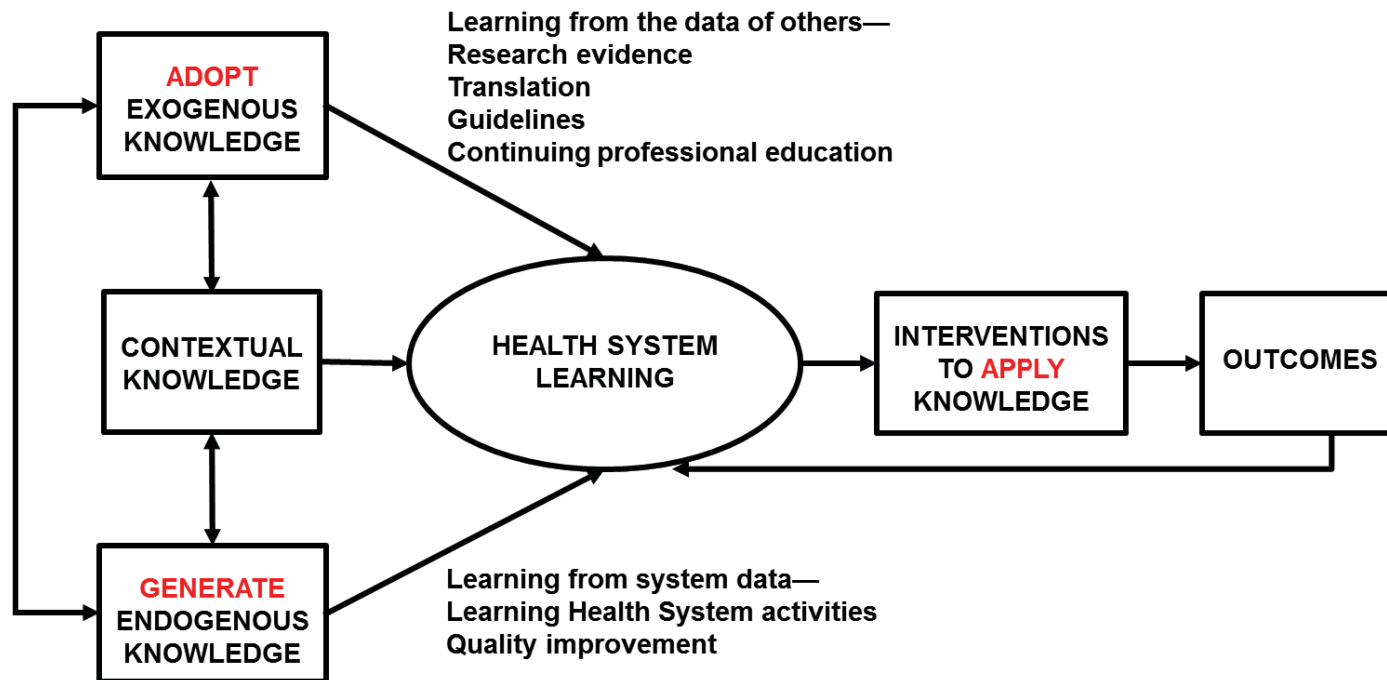4. Through the right **channel**
5. At the right **time**

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.
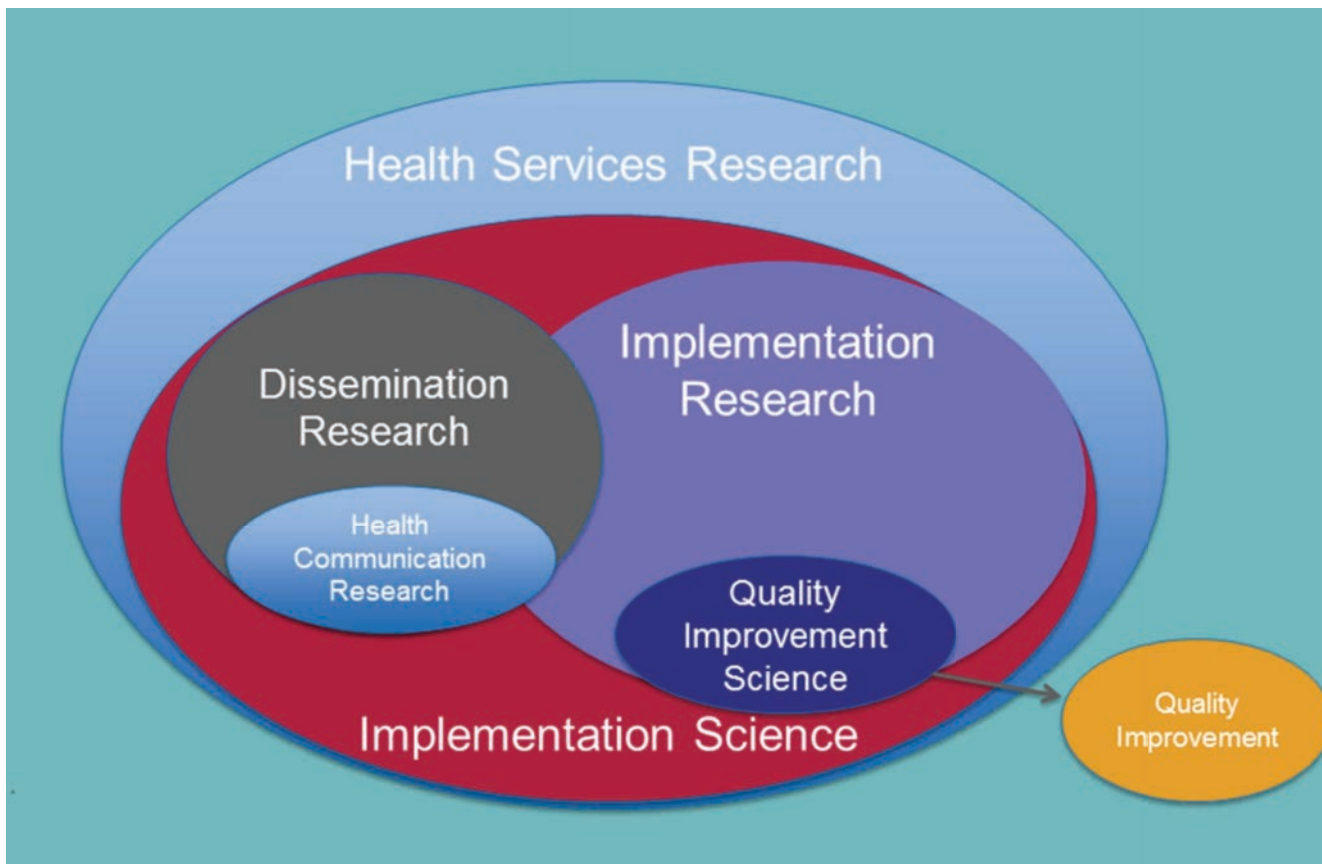
Mobile Health

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

Learning from the data of others—
Research evidence
Translation
Guidelines
Continuing professional education

ADOPT
EXOGENOUS
KNOWLEDGE

CONTEXTUAL
KNOWLEDGE

HEALTH SYSTEM
LEARNING

INTERVENTIONS
TO APPLY
KNOWLEDGE

OUTCOMES

GENERATE
ENDOGENOUS
KNOWLEDGE

Learning from system data—
Learning Health System activities
Quality improvement

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.

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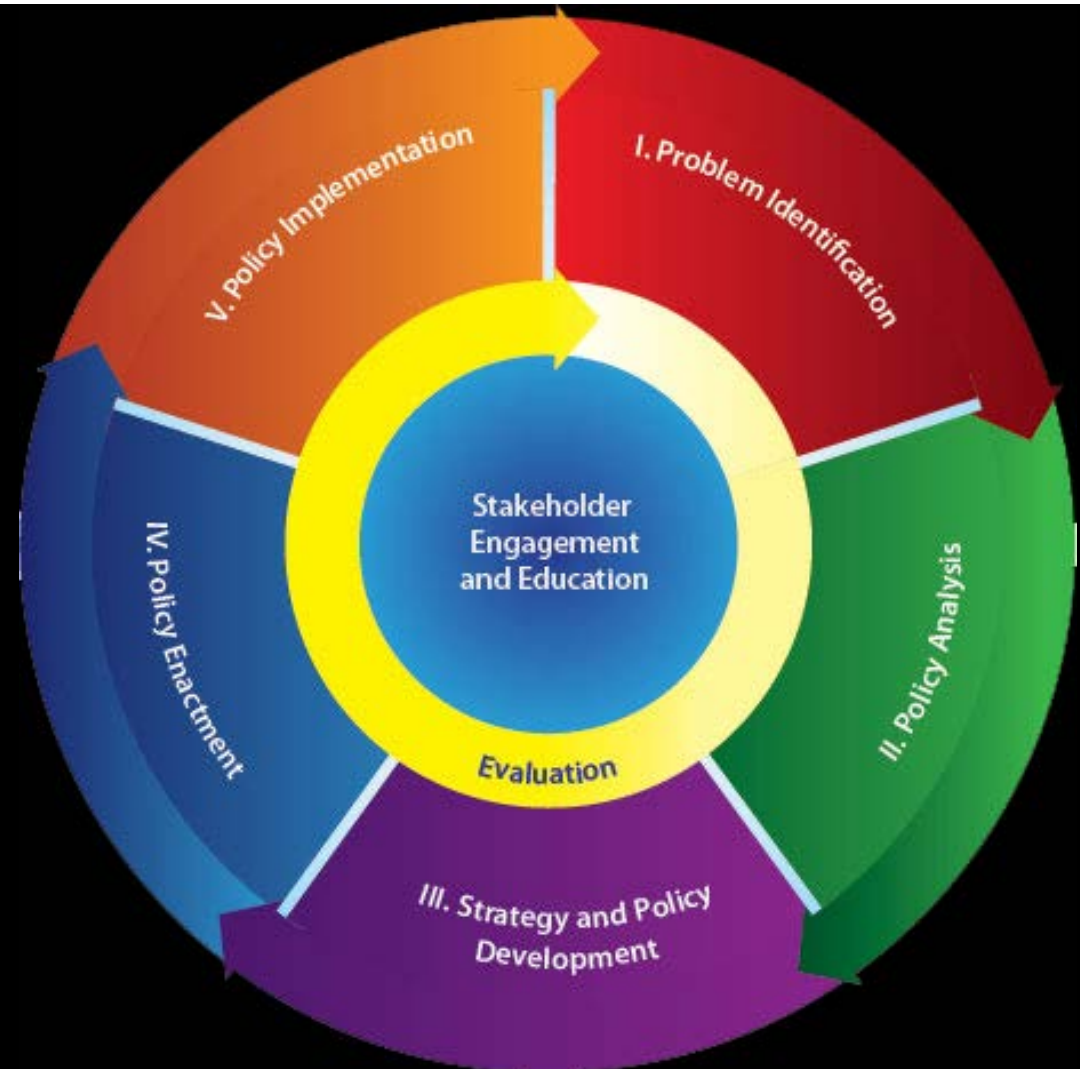
Other Areas Ripe for Disruptive Innovations

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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