



Major trends in Healthcare: 21st Century's challenges

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Healthcare major trends

- What is common?



Tony Blair



Neil M Ferguson



Michael Porter



Michael M



Barack Obama



Healthcare major trends

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- Failure of current healthcare systems as we know it



Healthcare major trends

- Does NHS have any future?
 - Darzi's review



Healthcare major trends



Fundamental changes



Healthcare major trends

Paradigm shift of delivery of care

- Radical / Disruptive



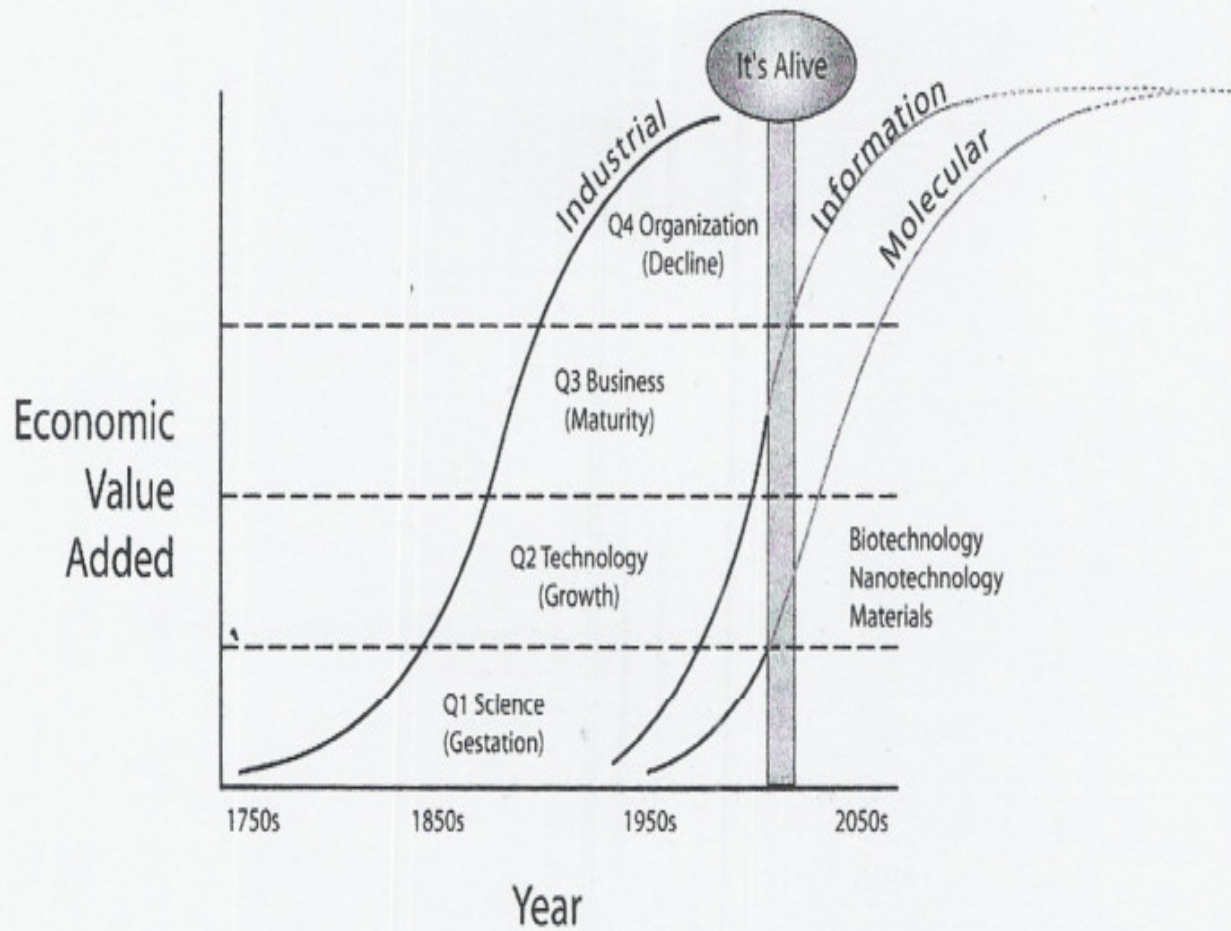
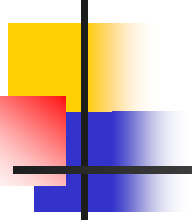
Healthcare major trends

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- Convergence



Healthcare major trends

- Healthcare as a knowledge activity
 - Comparison to information revolution
 - Technology driven
 - Tangible > Intangibles
 - Networking





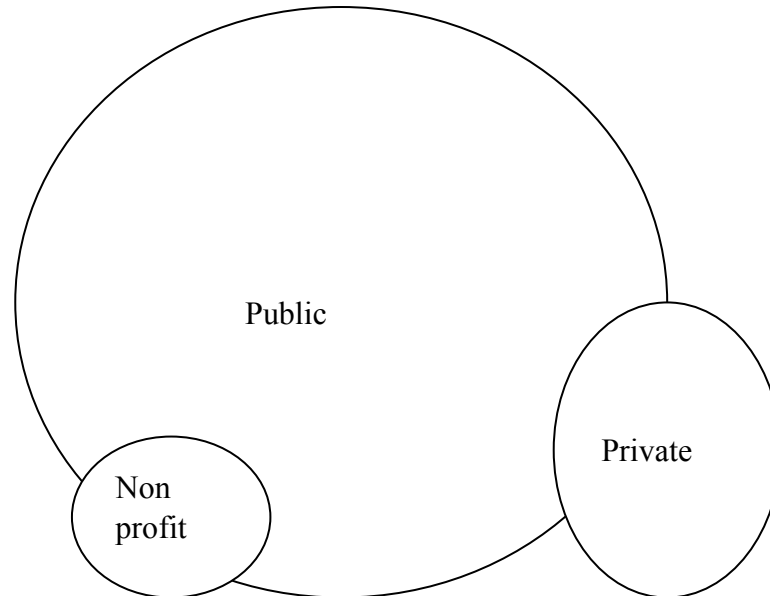
Healthcare major trends

- **Medical education and knowledge transformation**



Healthcare major trends

- Payer shift





Healthcare major trends



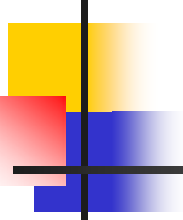
Non profit



Healthcare major trends

- Global Environment





Healthcare major trends

Infrastructural transformation

- ICT impact
- E-Healthcare
- Diagnostic >>>Monitoring>>>Delivery of care



Healthcare major trends

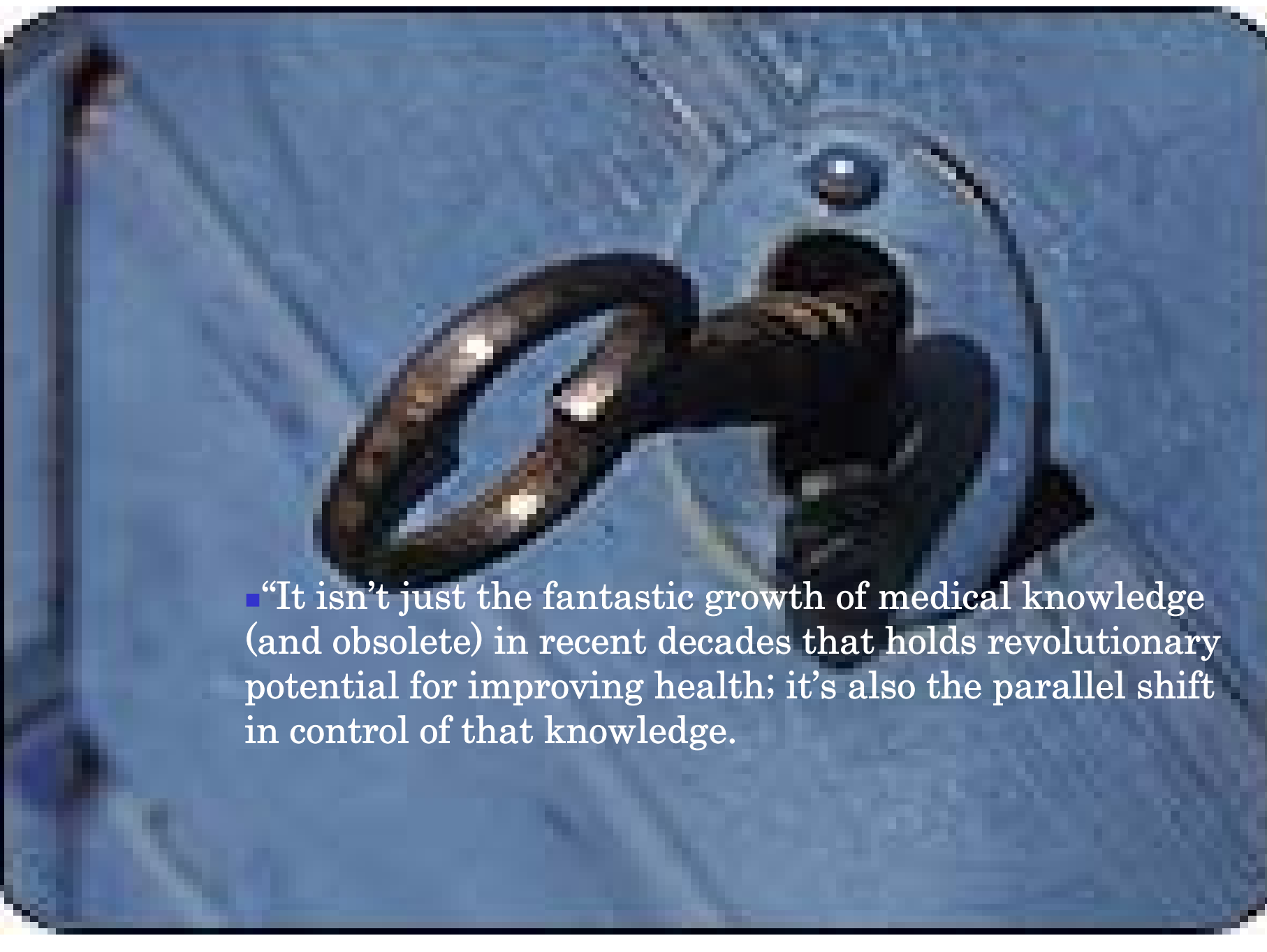
- Ground swell phenomenon



Healthcare major trends

- Service as knowledge sector



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- A close-up photograph of a metal bolt and nut on a blue surface. The bolt is positioned horizontally, and the nut is threaded onto it. The background is a textured blue surface, possibly a metal plate or a piece of fabric. The lighting is dramatic, highlighting the metallic sheen of the bolt and nut against the blue background.
- “It isn’t just the fantastic growth of medical knowledge (and obsolete) in recent decades that holds revolutionary potential for improving health; it’s also the parallel shift in control of that knowledge.

Healthcare major trends

- Patient Power





85% to 90% of care is provided by ordinary people
Dr. Lowell Levin, Professor, Emeritus Yale
University

- “Customer is more than a king; the customer is the mother of all dictators

----- Kjell Nordstrom





Healthcare major trends



Output driven



Healthcare major trends



Appropriate competition



Healthcare major trends

- Aging
- Chronic diseases



Healthcare major trends

- French female living to the next century
 - Max Plank & Cambridge university



- No Country's health-care system has been designed for this combination of diseases heavily dependent on behavioral and lifestyle factors plus an aging population

Alvin & Heidi Toffler

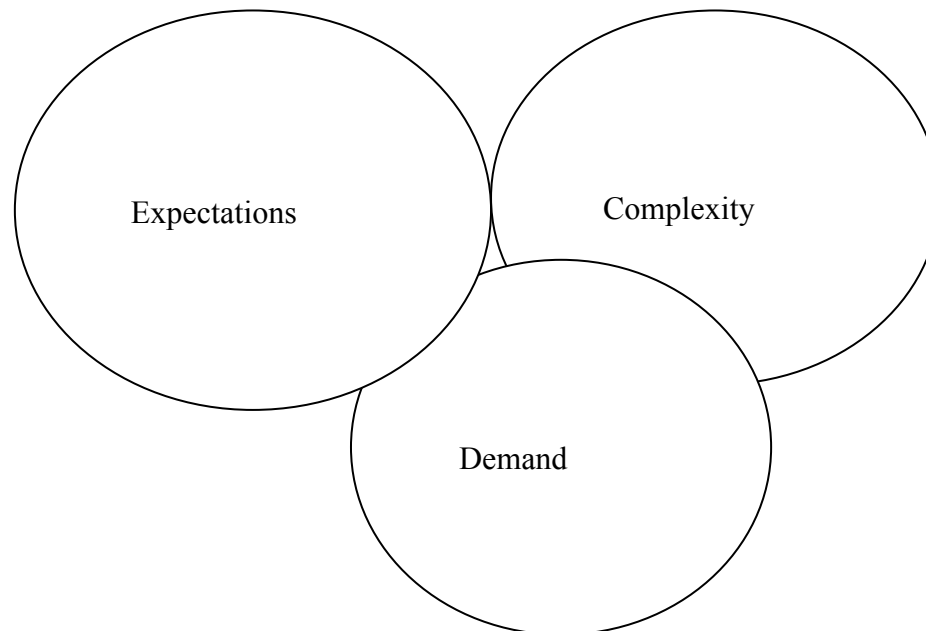


- If you have no idea where you want to end-up, it does not matter which road you take



Healthcare major trends

- **Managing Soft forces**





Healthcare major trends



Pessimism never won any battle



Where we are?

- “Why Sports and Pop Stars and no Medical stars?”



Where we are?

- What age first medical project starts?



Where we are?

- Entrepreneurial Values in relation to “Super Person”



Where we are?

- 20 years behind other industries:
 - Quality
 - Innovation



Where we are?

Innovation waves:

- Blue Ocean:
 - Incremental Innovation
 - Sandbox Innovation
- Disruptive innovation
- Creative innovation



Where we are?

- Time, Place, Knowledge
 - New knowledge wealth – “Prosumers”



Where we are?

- Different parts of the world
- Different approach to “Jobs”



Where we are? & Where are we going?

- ??