Opening Keynote:
The Future of Platforms & Healthcare Unbound

Vince Kuraitis JD, MBA
Principal and Founder, Better Health Technologies
vincek@bhtinfo.com

Shahid N. Shah M.Sc.
CEO, Netspective
shahid.shah@netspecctive.com
Dorothy Tillman understood the value of health information
I. NECESSARY: Platforms are a Must Have, Not Just a Nice to Have
II. COMPLEX: Key Characteristics
III. OPPORTUNISTIC: Unlocking Patient Value and Competitive Advantage
IV. ACTION ITEMS: Preparing for the Future
I. NECESSARY: Platforms Are A “Must Have”, Not Just A “Nice To Have”
“Platform” has many connotations.
Platforms for Collaborative Care

• Unified definition of platform elements
  – Core components
  – Complementary components
  – Interface

• Unified domain focus
  – Technological architecture
  – Business ecosystem
  – Clinical accountable care
“Gang of Four”
What’s wrong with today’s EHRs?

Today
- Designed for transaction processing and documentation
- Static business model
- Purpose-built apps

Tomorrow
- Designed for patient / provider engagement
- Built-in Collaboration
- Dynamic business models
- Customizable platform
Is HIT “Productization” Sustainable? Here’s What You’d Have to Believe

1. One company can develop all needed functionality, and
2. That HIT will become a winner-take-all market
3. Optimal collaboration can be achieved by phone, paper, fax

Our conclusion: Interoperable platforms are a “Must Have”
Implications?

• Care providers: recognize inevitable migration beyond an Enterprise EMR

• Health plans:
  – Evolving business strategies dependent upon availability of clinical data and analytics
  – Achievable without platform architecture?

• Investors: anticipate inevitable disruption of current HIT architecture; issue is when, not whether

• The basis of competition shifts
  – From: Hoarding data
  – To: Sharing data
II. COMPLEX: Key Characteristics
HIT & Platforms: A Mosaic of Options
Platform Characteristics: Many Permutations

- How many?
- Geography?
- Migration Path?
- Functionality?
- Walled Gardens vs. Open?
- Sponsors?
- Dynamic?
Potential for Winner-Take-All (or most)?

Facebook Has 95% Share
Minutes of Use—Social Networking Sites

- SureScripts in eRX?
- IDN in a regional market?
- 2net in consumer device connectivity?
• Healthcare markets are different than consumer markets.

• Healthcare markets are mostly regional, less so national or international.
Migration Paths: Where will platforms emerge from?

- EMR/EHRs
- Existing medical management workflow SW
- Social networks
- HIEs (private, public)
- ACOs
- Mobile
- Payer/MultiPayer
- other?
Platforms contain multiple functionalities...

- Secure Social Patient Relationship Management (PRM)
- Patient Communications, SMS, IM, E-mail, Voice, and Telehealth
- Meaningful Use EHR Modules Ready for Certification
- Blue Button, HL7, X.12, HIEs, EHR, and HealthVault Integration
- E-commerce, Ads, Subscriptions, and Activity-based Billing
- Accountable Care, Patient Care Continuity and Coordination
- Patient Consent, Permissions, and Disclosure Management
- Patient Education, Calculators, Widgets, Content Management
- Patient Family and Community Engagement
...but will evolve as hierarchies

NwHIN → Mobile → Remote Monitoring → Chronic Diseases → CHF, Diabetes, etc.
### Other important characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walled Garden vs. Open?</td>
<td>Both</td>
</tr>
<tr>
<td>Sponsors?</td>
<td>1 or more companies Consortia Open source Government</td>
</tr>
<tr>
<td>Dynamic?</td>
<td>Yes</td>
</tr>
</tbody>
</table>
III. OPPORTUNISTIC: Unlocking Patient Value and Competitive Advantage
Openness Strategies Disrupt Industries

Is this you?
From Hoarding to Sharing: 3 Phases of Industry Evolution

1) Closed (default)

2) Involuntary Openness. How?
   - Industry standards initiatives
   - Government initiatives
   - Open source competition
   - One company breaks from the pack

3) Strategic Openness*: Openness as Competitive Advantage

*Strategic openness is a term coined by Dr. Joel West, Claremont-Keck
10 Reasons Why an Open IT Platform is the Right Long-Term Choice for an ACO

1) Many physicians and clinical service providers will not be in your ACO contracting network.
2) Expect significant patient leakage (migration) out of your ACO network.
3) Expect patient demands for sharing records.
4) Minimize anti-trust concerns.
5) Expect continuing government pressure for broad data exchange.
6) Achieve ACO efficiency and cost savings.
7) Differentiate your ACO.
8) Reduce risk of malpractice liability.
9) Reduce reliance on your local health information exchange (HIE).
10) It’s the right thing to do. (Kuraitis, 2011)
New Types of Value Creation in a Network Economy, e.g. ...

- Value is created from the network, not just the functionality of the technology itself
- Value is created through collaboration
- Business strategy shifts from focus on the individual company to focus on a broader business ecosystem
- Value creation occurs at the edge of the network — the apps
- Value is created through data capture, analytics, decision support
- Emphasis shifts from economies of scale to economies of scope
- The bases of competition shift, e.g., from hoarding to sharing
IV. ACTION ITEMS: Preparing for the Future
Accountable Care Requires Platforms

Choosing a single EHR vendor as your platform for connected care won’t work beyond integrated care scenarios.

EHRs are insufficient by themselves.
Tech is required to solve big problems

- Increase in medical errors due to lack of visibility of entire patient record
- Increase in cost per patient per procedure/treatment and variability across localities
- Inability to compare treatment effectiveness and drug efficacy across patient populations
Open platforms help us solve big problems

<table>
<thead>
<tr>
<th>Last and past decades</th>
<th>This and future decades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitize literature</td>
<td>Digitize biology</td>
</tr>
<tr>
<td>Digitize individual behavior</td>
<td>Digitize chemistry</td>
</tr>
<tr>
<td>Digitize social behavior</td>
<td>Predict human behavior</td>
</tr>
<tr>
<td>Predict human behavior</td>
<td>Digitize physics</td>
</tr>
<tr>
<td></td>
<td>Predict fundamental behaviors</td>
</tr>
</tbody>
</table>

Gigabytes and petabytes                  Petabytes and exabytes
Action Items and Next Steps

- Review Contracts
- Improve Procurement
- Promote Platform Neutrality
- Invest in Storage
- Improve Data Liquidity
Immediate Governance Action Items

Review Contracts
How many different products do you run and manage?
How owns the data in each of those products?
What different platforms are the products running on?

Improve Procurement
Add language into your RFIs, RFPs, and other documents to:
- Require clear data ownership
- Ensure tools are in place for data liquidity (ETL)

Promote Platform Neutrality
Encourage best of breed product selection (not single vendor)
Encourage product connectivity * coordination from the start
Promote data over functionality
After Governance, focus on Storage

Storage isn’t just about hard drives. It’s really about all the different kinds of data and how you will collect, store, extract, interface, retain, and manage it.
• Whether it’s structured, unstructured, an image, or a document plan to collect everything now in an aggregated and retrievable fashion now.

• Worry about filtering data, deduplicating it, and working with it later (all machine-solvable problems).

• Once you have the data, you have lots of choices; without data you don’t have options.
Key Takeaways

I. NECESSARY: Platforms are a Must Have, Not Just a Nice to Have

II. COMPLEX: Key Characteristics

III. OPPORTUNISTIC: Unlocking Patient Value and Competitive Advantage

IV. ACTION ITEMS: Preparing for the Future
Charges Dropped Against Ex-Ald. Dorothy Tillman

MONTGOMERY, Ala. (AP) — Criminal trespassing charges in Alabama have been dropped against former Chicago alderman and civil rights activist Dorothy Tillman.

Tillman was arrested last March in Montgomery while visiting her aunt at Jackson Hospital. Tillman asked for her aunt’s medical records, but staff members refused.

Municipal Judge Les Hayes found Tillman guilty in October of trespassing. She appealed the conviction and a jury trial in Montgomery County Circuit Court was set to begin this week.