

To Disrupt, or not to Disrupt?

That is the [^] question.

primary care

Andrew Kissling

Vodafone NZ

Vodafone's Global Health Pedigree

- 21 wholly owned, 44 branded partners
- Dedicated Health Sector specialists
- Access to experience, best practice and proven solutions



- VF Spain; Elder care, transplant services
 - VF United Kingdom; Patient reported outcomes
 - VF Germany; Telemetry/remote monitoring
 - VF in Africa; Pharma supply chain, Pharma authenticity
 - VF New Zealand; Lone worker security, Medication management
- Vodafone Group is funding a specialist health industry team tasked with supporting local customers

Disruptive Innovation - Intro

Disruptive innovation brings a seismic shift to an industry, product or service.

1. Changed definition of 'the customer'
2. New business rules
3. Improved technology

How is this relevant to the health sector?

- ☐ Media
- ☐ Communications
- ☐ Banking/Travel
- ☐ Retail

... however... very little in education or HEALTH

It's not a question of if, more of WHEN....

A Definition of Disruptive Innovation

Innovation that provides non-consumers with access to a 'lite' version of a product where previously it ...



was too
expensive

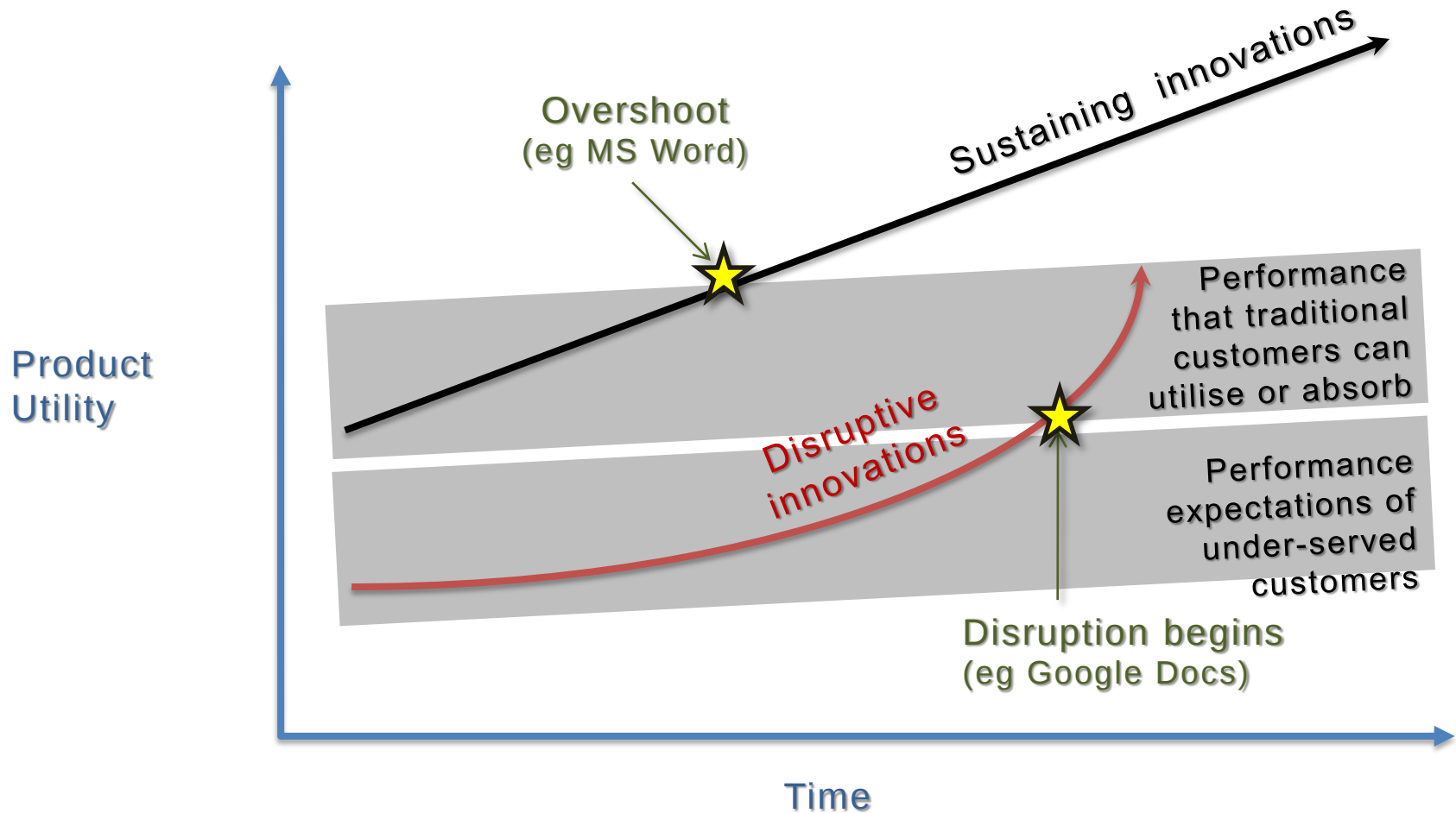


was
geographically
inaccessible

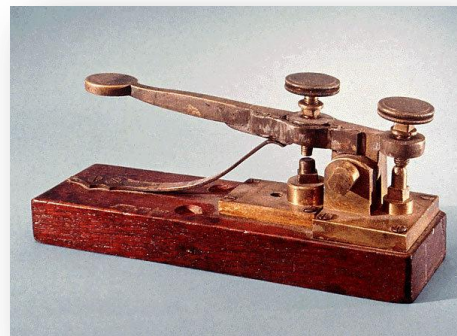
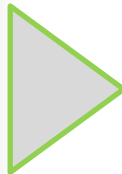
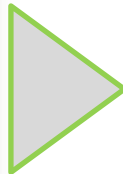


required
specialist
skills

Overshot & Underserved Customers



Examples of Disruption



Disruption experienced in

- ❑ Media
- ❑ Communications
- ❑ Banking/Travel
- ❑ Retail

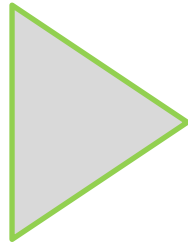
Disruption Caused by



Health Sector Disruption



<http://www.mobisante.com>



Expensive



Problem goes to solution



Specialist skills required

Health Sector Disruption



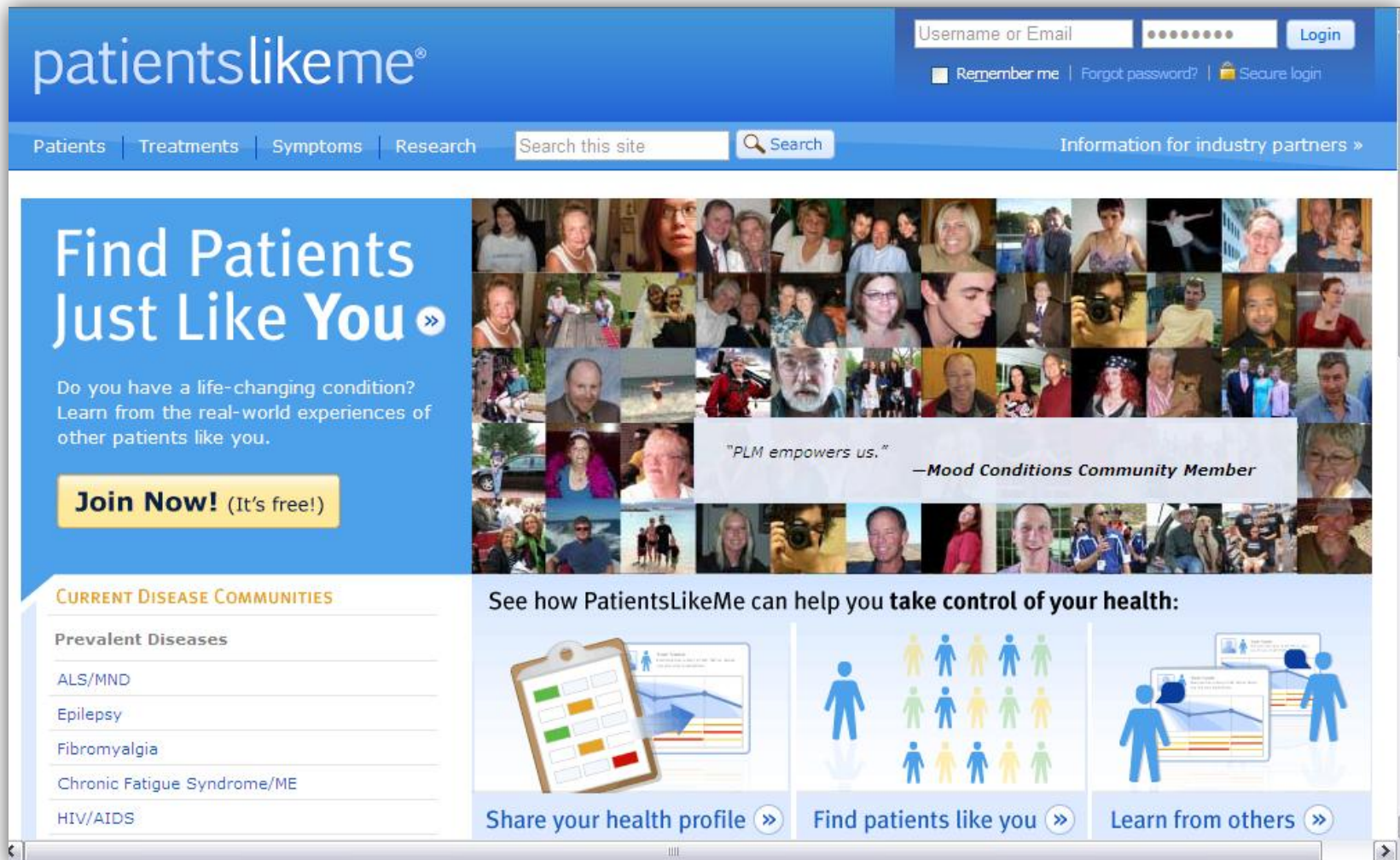
1. ~50 conditions with fixed price
2. Guaranteed 15min appointment
3. Staffed by nurses
4. 60% of patients would not seek GP care for same

Vodafone - Global leaders in mobile health innovation



1. \$2300 vs \$3350 (\$7000)
2. Patient satisfaction A+
3. Almost nil malpractice litigation

Health Sector Disruption



The screenshot shows the PatientsLikeMe website interface. At the top, there is a blue header with the "patientslikeme" logo on the left and a login section on the right. The login section includes a "Username or Email" input field, a password field with six dots, a "Login" button, and links for "Remember me", "Forgot password?", and "Secure login". Below the header is a navigation bar with links for "Patients", "Treatments", "Symptoms", and "Research", followed by a "Search this site" input field and a "Search" button. On the right side of the navigation bar is a link for "Information for industry partners »".

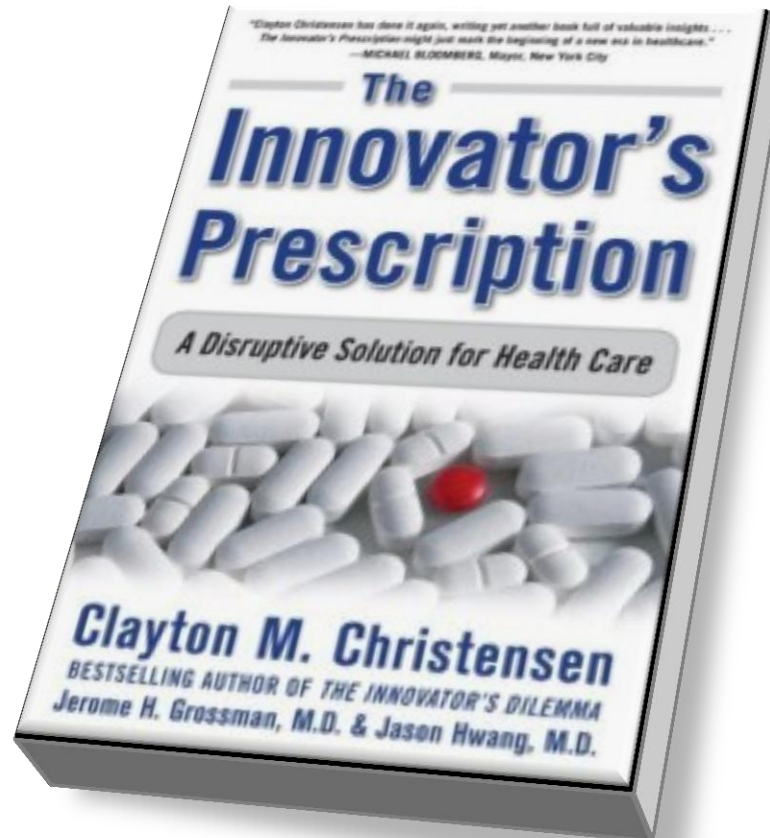
The main content area is divided into several sections. On the left, there is a large blue box with the text "Find Patients Just Like You »". Below this text is a paragraph: "Do you have a life-changing condition? Learn from the real-world experiences of other patients like you." and a yellow button that says "Join Now! (It's free!)". To the right of this box is a large grid of many small, square photographs of diverse people, representing a community of patients. Below the grid, there is a quote: "PLM empowers us." followed by "—Mood Conditions Community Member".

Below the "Find Patients Just Like You" section is a section titled "CURRENT DISEASE COMMUNITIES". Under this title, there is a list of "Prevalent Diseases" with the following items: ALS/MND, Epilepsy, Fibromyalgia, Chronic Fatigue Syndrome/ME, and HIV/AIDS. To the right of this list is a section titled "See how PatientsLikeMe can help you take control of your health:". This section contains three sub-sections, each with an icon and a button. The first sub-section has an icon of a clipboard with a checklist and a button that says "Share your health profile »". The second sub-section has an icon of a group of stylized human figures in various colors and a button that says "Find patients like you »". The third sub-section has an icon of a person looking at a computer screen with a graph and a button that says "Learn from others »".

The Theory of Disruptive Innovation



Prof Clayton
Christensen



Disruptive Innovation in the Primary Care Sector

Will you

...



Ignore?



Resist ?



Lead
?

