

Healthcare Panel Discussion

MIT PLATFORM STRATEGY SUMMIT

July 10, 2015
7:45 AM to 6:00 PM
MIT Media Lab - 6th Floor



Your Distinguished Panel

- **Mark Dudman – Senior VP, NaviNet, *Mdudman@navinet.net***
- **Michael Jackson – GM, Consumer Health at Intel, *michael.jackson@intel.com***
- **Michael Salerno – Chief Product Officer, Cohealo, *michael.salerno@cohealo.com***
- **Julie Yoo – Co-Founder & Chief Product Officer, Kyruus, *julie@kyruus.com***
- **Chair: Vince Kuraitis, Principal, Better Health Technologies, *vincek@bhtinfo.com***

Healthcare Transformation /S Underway (Some) Key Drivers

“From Volume to Value”

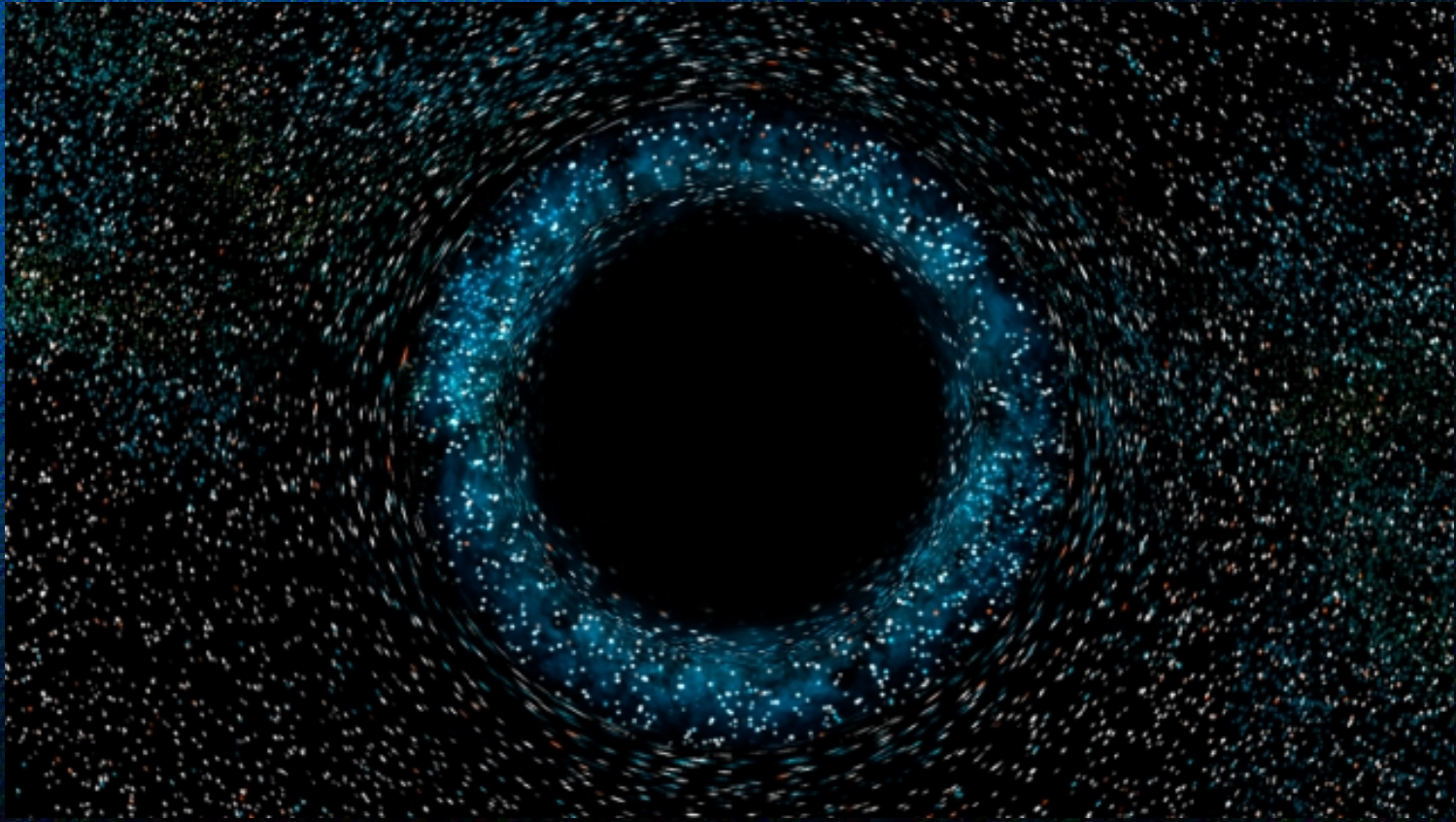
1) Payment reform

- *FROM:* fee-for-service
- *TO:* value-based, accountable care

2) Digital age

3) Consumer revolution

What's the “Healthcare Platform Void”



- **Smartphone market: 2 dominant platforms, 1 M+ apps each**
- **Healthcare: thousands of apps, no widely-adopted platforms**

Healthcare /S Being Platformed

- **Top-down**



- **Bottom-up: hundreds of early stage companies and initiatives**

Healthcare as the Pinnacle Platform Industry

- **Value proposition: can be life-or-death**
- **Many value propositions *depend* upon interoperable platform infrastructure**
- **Needs for *interaction* far beyond today's existing platforms**
 - **Content**
 - **Transactions**
 - **Collaborative workflow**
- **Data explosion**

Many Barriers Along the Way

- **Cultural**
- **Regulatory**
- **Incumbent economic interests**
- **Fragmented industry structure**
- **Healthcare complexity**
- **Health IT**
 - **Lack of standards**
 - **Timing: ONC 10 year interop plan**
 - **Privacy/security issues**

Discussion Topics

- 1) Why are tech companies like Apple, Samsung, Salesforce, etc. building healthcare platforms? What's the strategy? What's your take?
- 2) What do you see as main drivers of platforms emerging in healthcare?
- 3) Will we see platform penetration in areas relating directly to patient care and care management? why?
- 4) What are the top 1-2 healthcare market segments that are most promising for development of platforms? Why?
- 5) I asserted that healthcare is destined to become the *pinnacle* platform industry? What's your take?
- 6) How will platforms in healthcare be similar to or different than platforms we've seen in other industries?

Panel Format

- **Chair will briefly introduce panelists -- 1 min**
- **Chair will provide succinct industry overview setting context for current/future platforms in healthcare -- 5 min**
- **Each panelist will have 3 minutes for opening remarks (company background, personal background, industry POV) -- 12 min**
- **Chair will pose 2-3 questions to panelists -- 10-15 min**
- **Audience will be provided opportunity to pose questions -- remainder of session. Chair will have backup questions in event audience questions lag.**

