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The Impact of Technology on Healthcare

Russell J. Ricci, MD
General Manager
IBM Global Healthcare

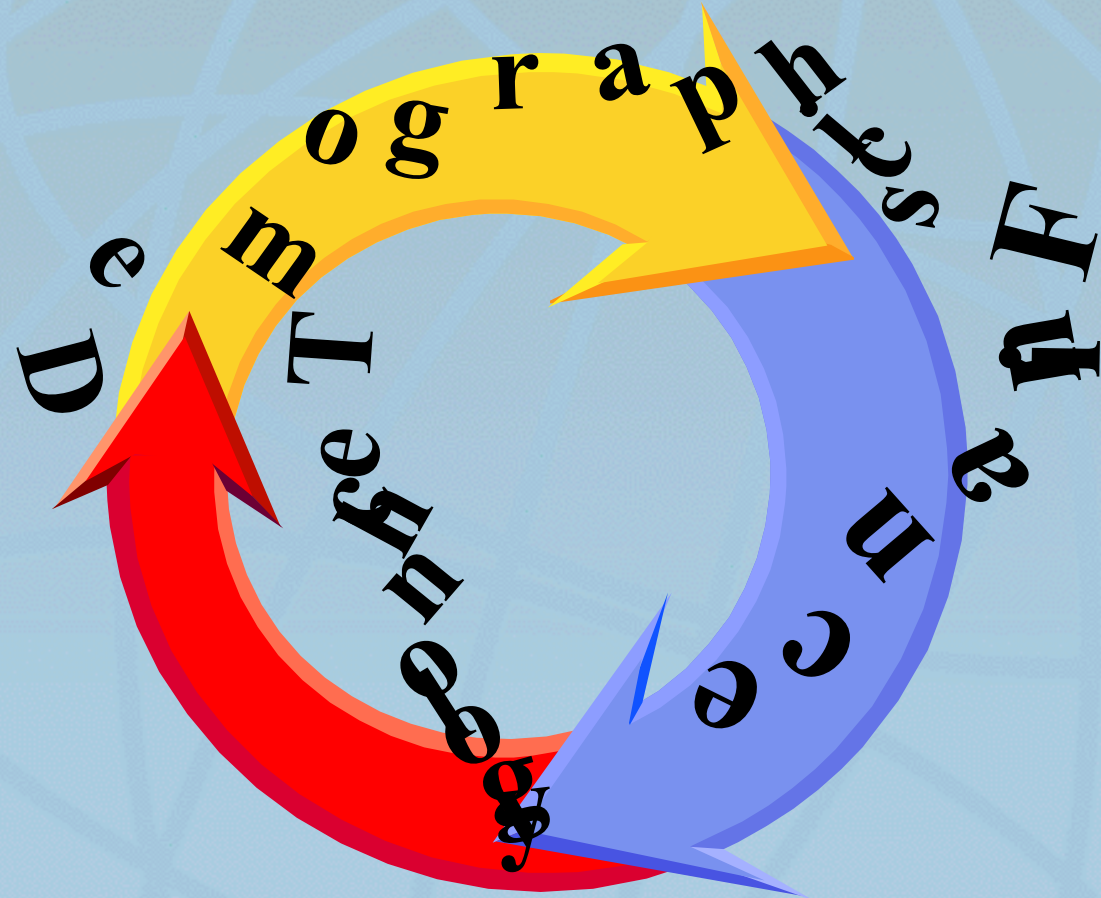




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3 Factors Influencing Healthcare Business Model





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Foresight or Are We In A Square Corner ?







Healthcare Trends

1. **Passive patients become empowered, informed consumers.**
2. **Widely variable medical practices become systematized and information based care paths with improved quality**

Both changes require information throughout the care process.



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Business model lifecycles are now more important than product lifecycles

Michael Schrage
Fellow, MIT Media Lab

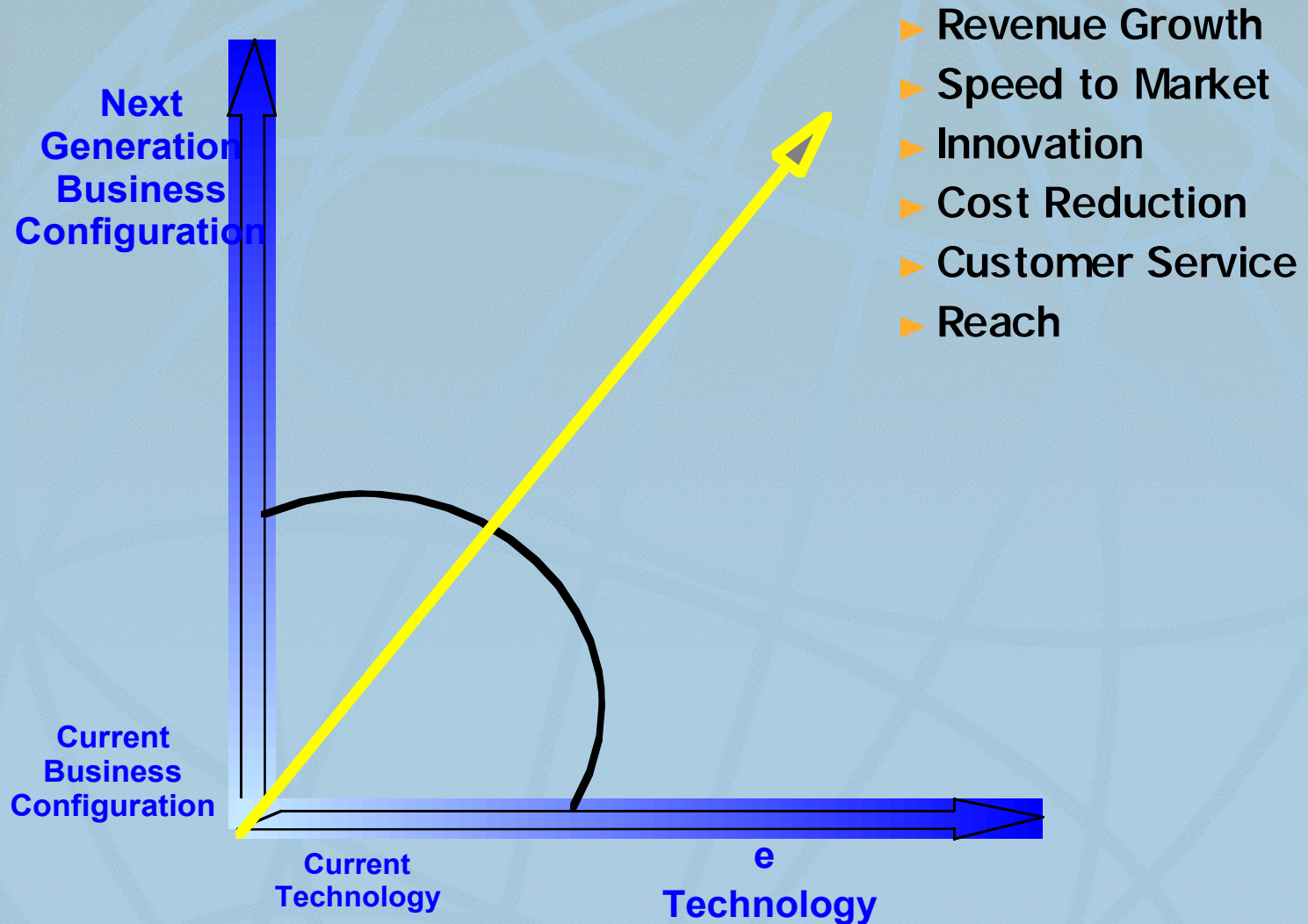


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e-Business Waves

Wave I - Web for Current Processes



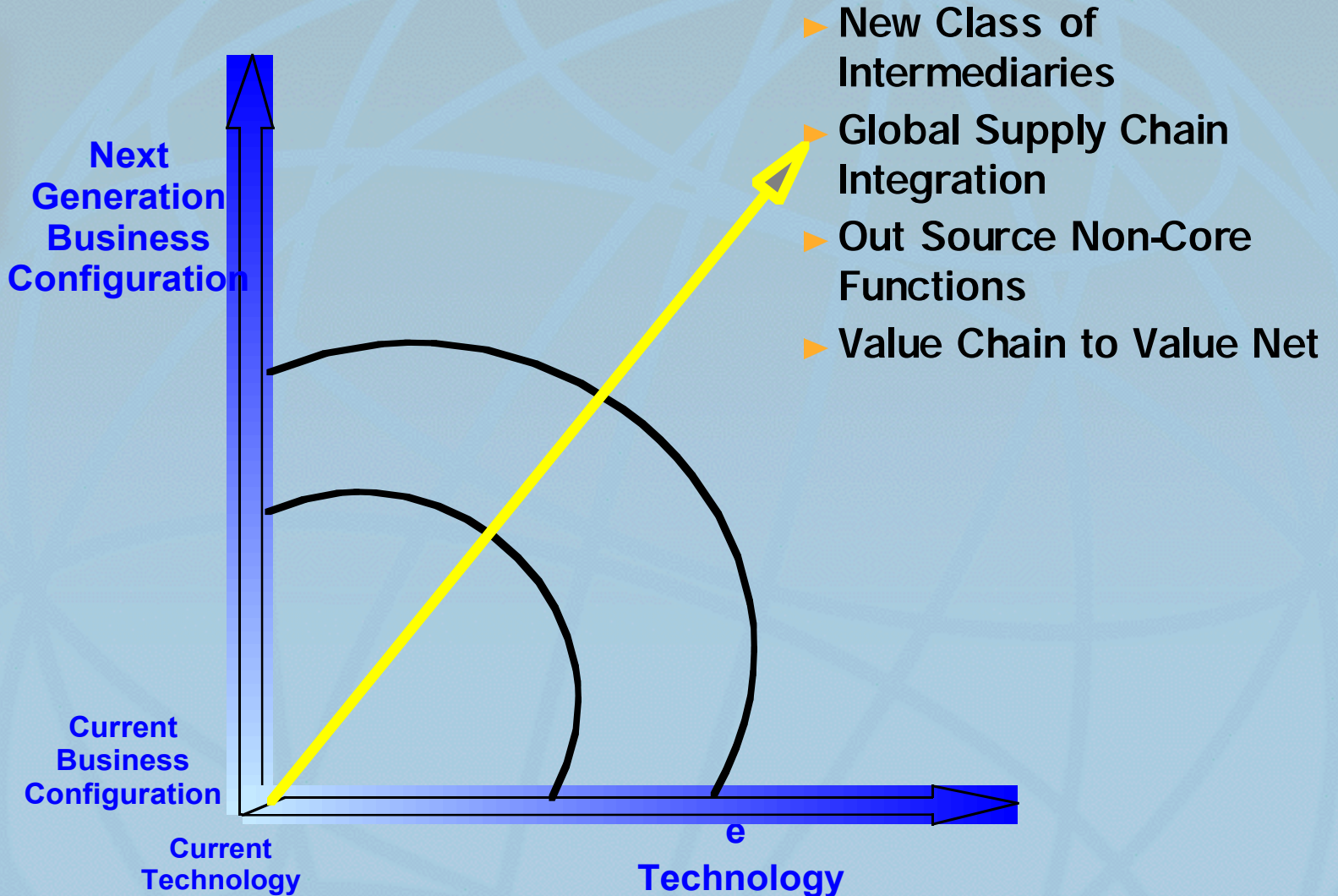


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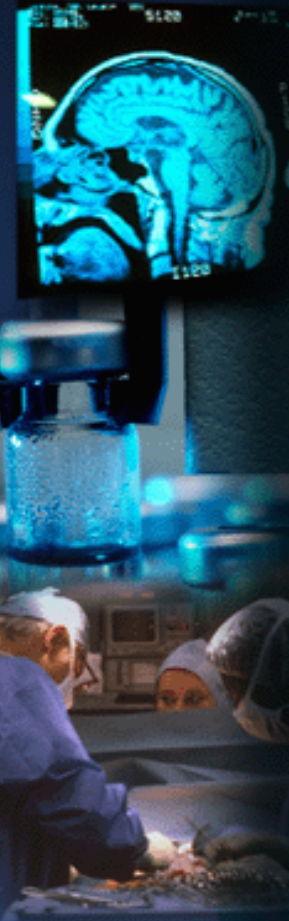
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Wave II - New Business Models





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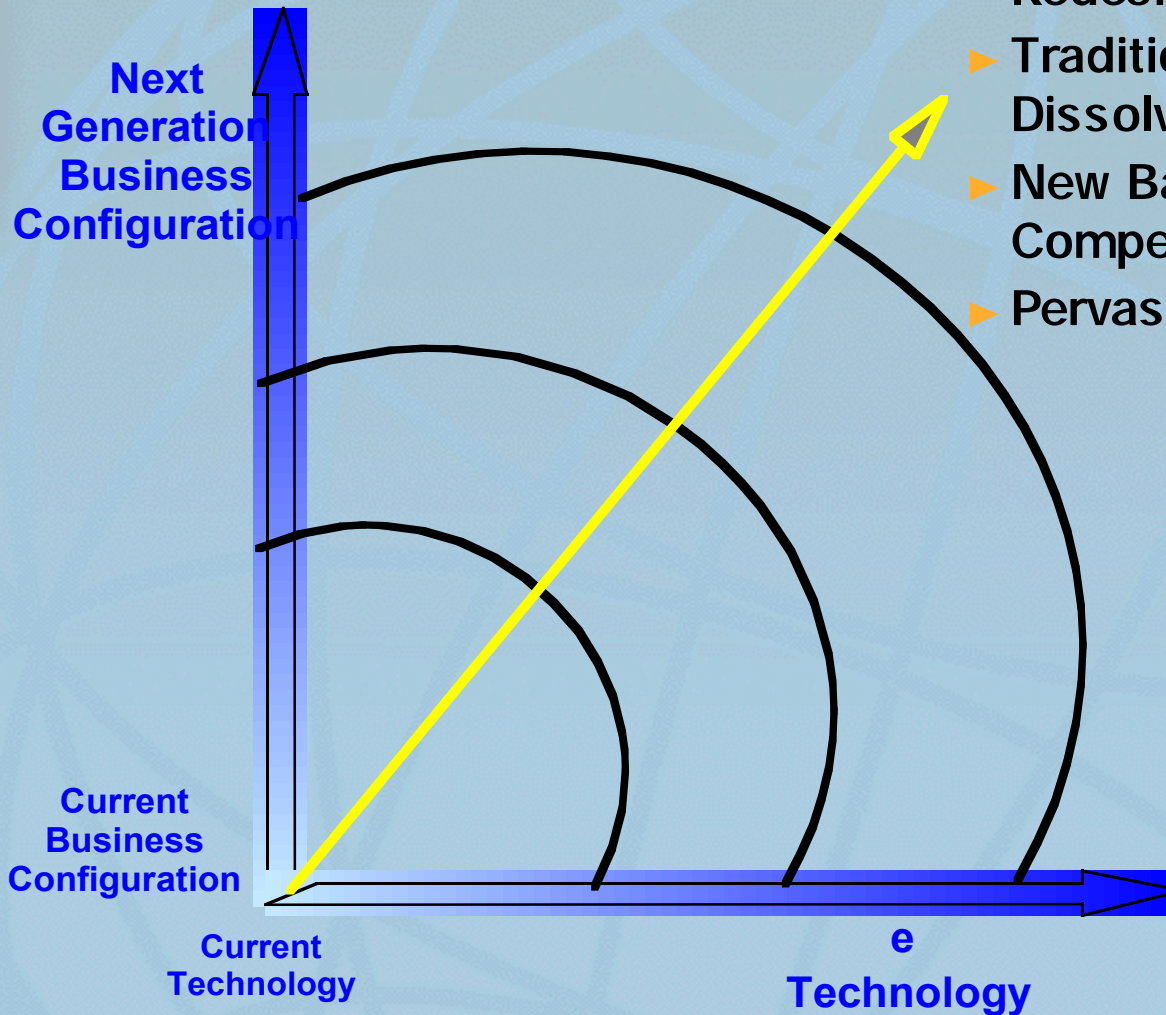


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Wave III - Business & Industry

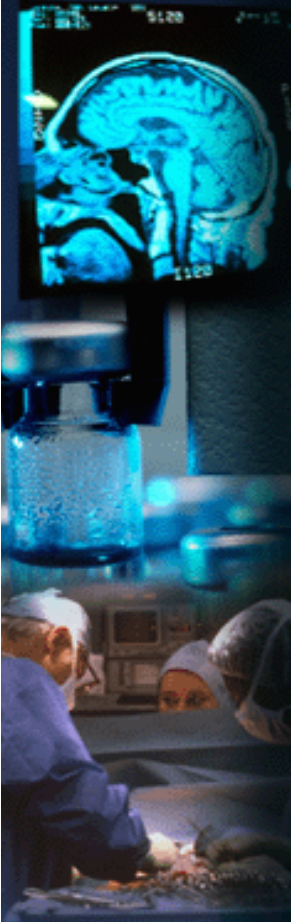
Reconfiguration

- ▶ Fundamental Business Redesign
- ▶ Traditional Boundaries Dissolve
- ▶ New Basis of Competition
- ▶ Pervasive Computing

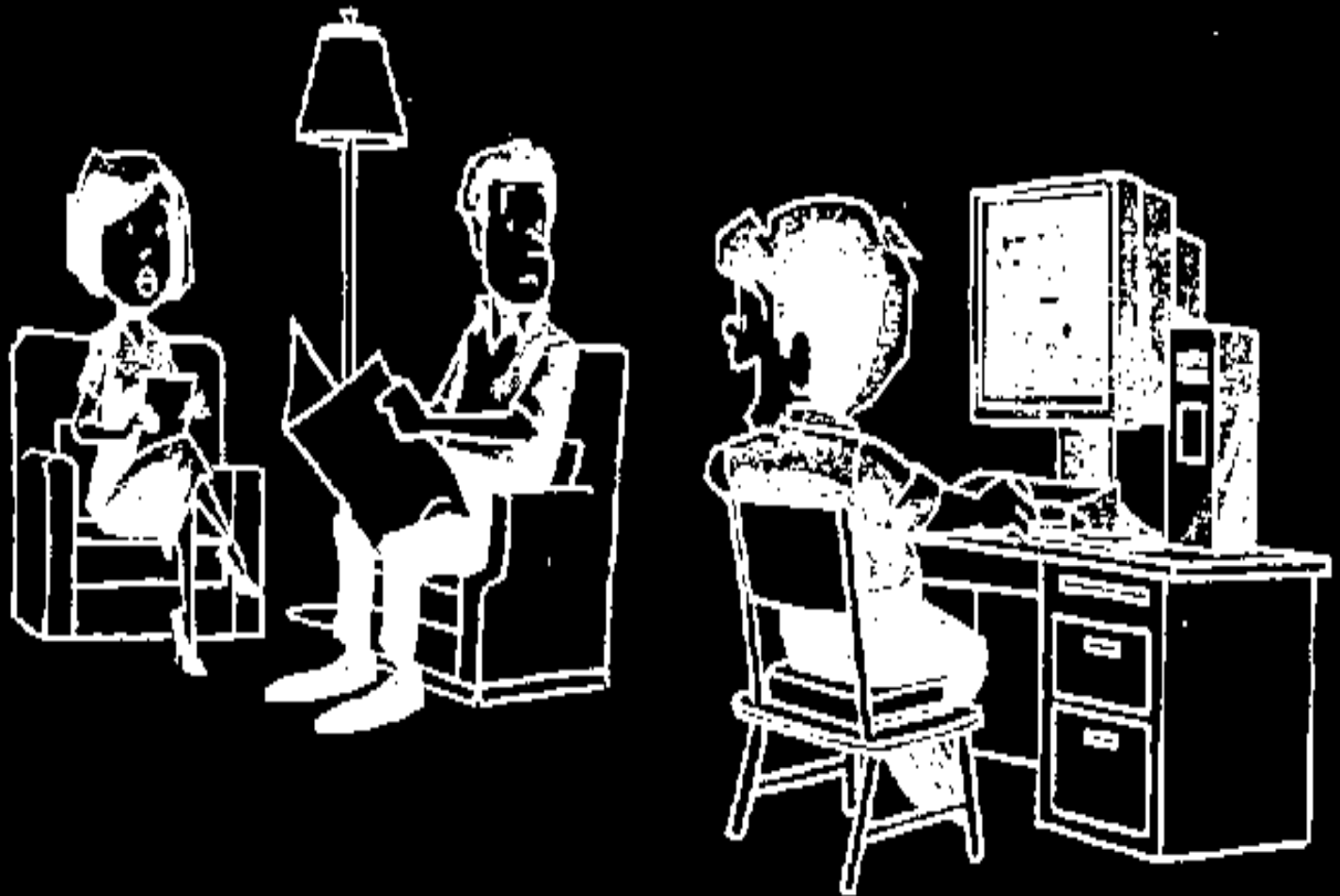




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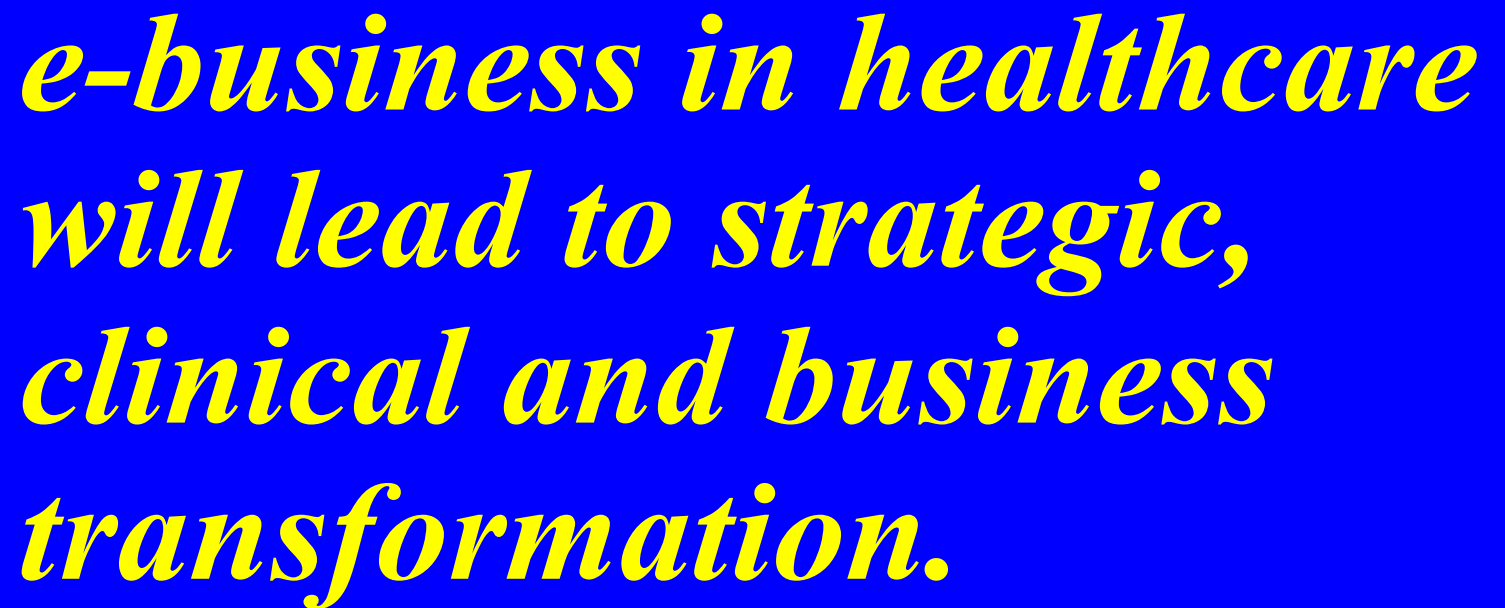
"I got a bid for \$15,000 for that stuff that wouldn't sell in the yard sale."



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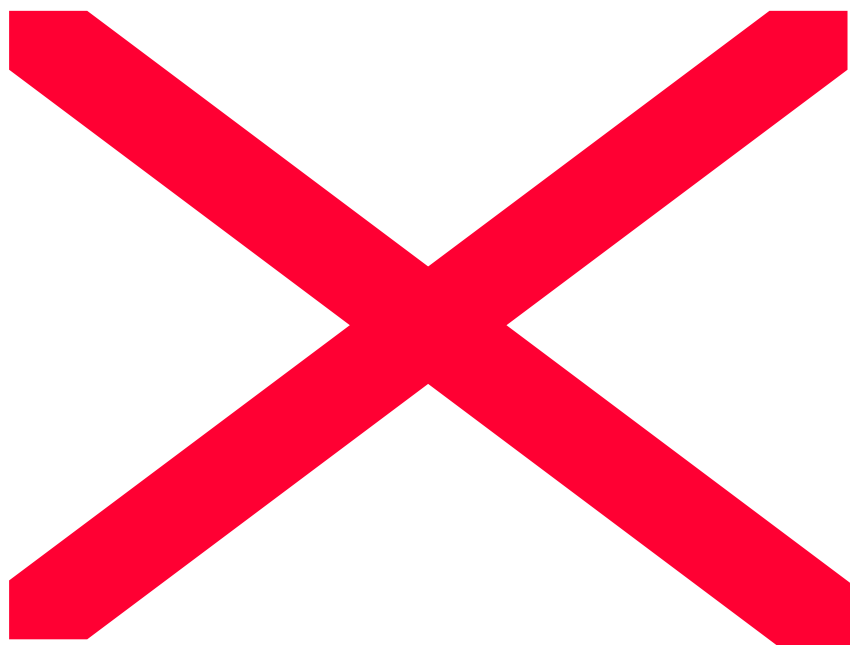
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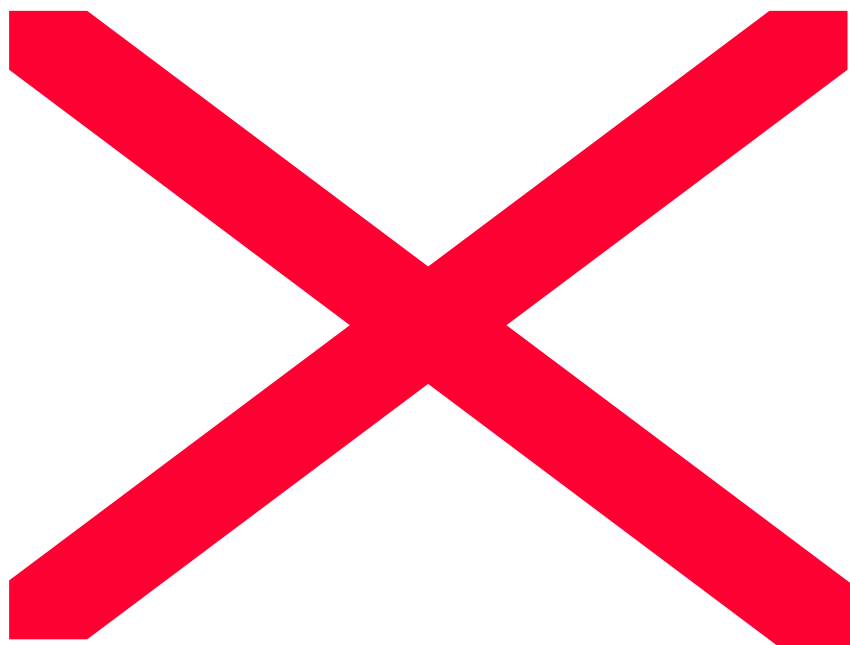
*e-business in healthcare
will lead to strategic,
clinical and business
transformation.*

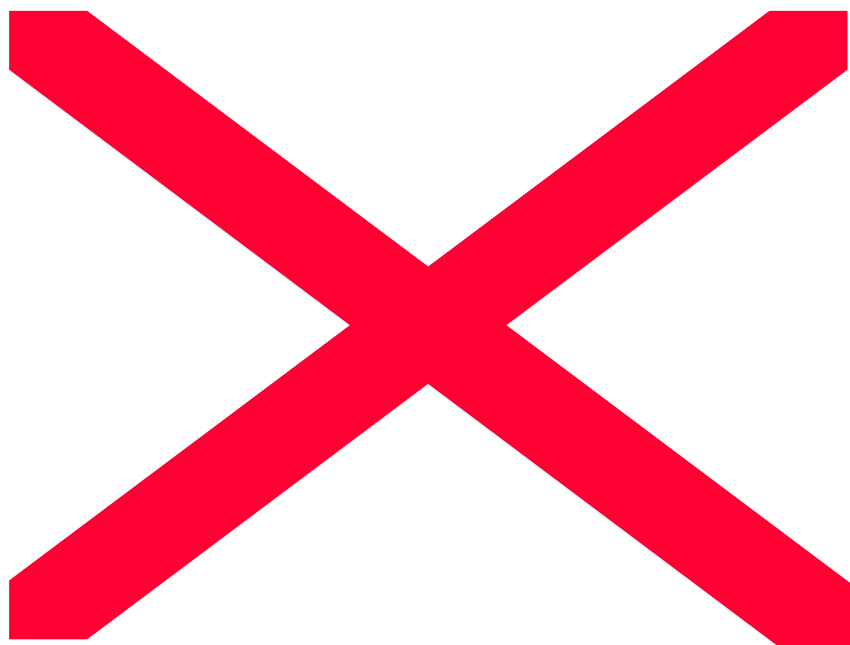


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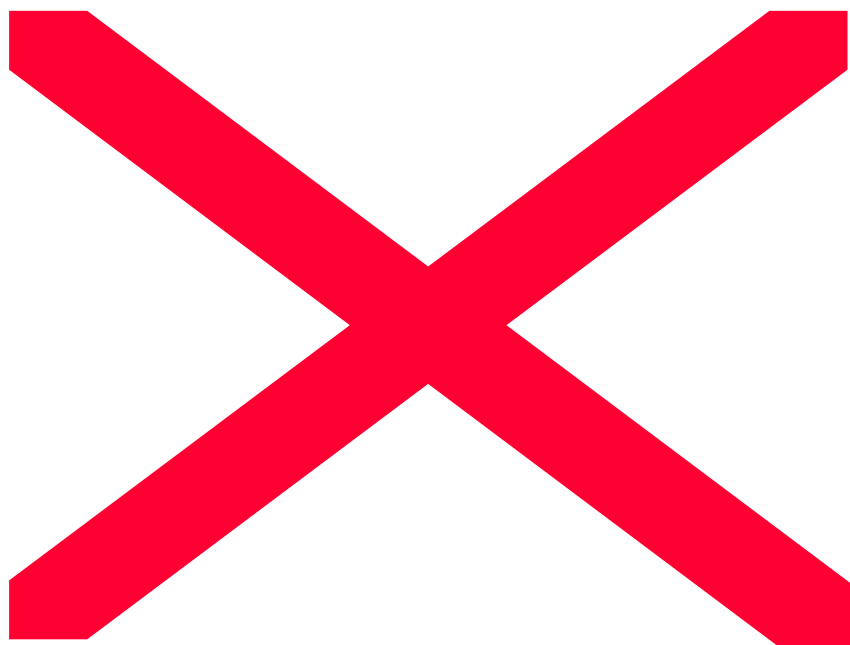




IBM's position in Healthcare

- An end to end solutions provider
- HW, middleware, services
- Partner relationship with application providers.
- Services, complex SI to get you to the e-line...









Technology and the Physician

- Pervasive information for patient and physician
- Anxious patients with information ranging from excellent to inaccurate
- Complex EMR systems intellectually accurate but functionally frustrating
- Possibility of more work, less income
- What proactive role should physicians and IDN take?
- Where is their gain?

