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 IS 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 IS 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.