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Accenture
Healthcare Disrupted

Four Models

Video Transcript

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Anne O'Riordan (AO):

We are living in one of the most exciting times for the healthcare industry. For the first time we truly have the ability to come together as a healthcare ecosystem, to collectively deliver better health outcomes for people around the world, in a much more economically viable way.

Jeff Elton (JE):

In Healthcare Disrupted we introduce four emerging business models to help life sciences companies to survive and thrive in this unfolding system.

AO:

The first model, "Lean Innovators," combines the best practices of generics companies—efficient manufacturing and lean supply chains—with highly advanced M&A expertise, and will challenge all other life sciences incumbents' cost structures, productivity and operating models.

JE:

The second model, "Around the Patient Innovators," has a deep understanding and focus on the patient journey.

AO:

"Around the Patient Innovators" are scientific innovators, product-centric and largely focused on specialty therapeutics and most devastating diseases.

JE:

These companies use complementary services, leveraging analytics and the Internet of Things to improve outcomes for patients and value for health systems.

AO:

Our third model, the "Value Innovators," is predicated on improving patient and health system outcomes with economics tied to doing so.

JE:

They're achieving this by integrating therapeutics, devices and services with clinical management processes. These life sciences companies are fully making the transition from volume to value and products to services.

AO:

The final model, the "New Health Digitals," involves leaders from healthcare and other industries such as technology or consumer, who are changing the infrastructure of how care will be delivered and health sustained.

JE:

Their economics are grounded in digital, driven by global scale and vast ecosystems of apps, technologies, devices and the Cloud.

AO:

Regardless of the business model choice, all companies must rapidly embrace technologies that are fundamentally collaborative, building ecosystems of value-enabling partnerships.

JE:

Collaboration in this context breaks new ground for many businesses in the sector. When a life sciences company expands its product offerings to include therapeutic and digital attributes, it will also need to forge unprecedented partnerships with organizations that might never have been on its radar.

AO:

Only by doing so, it will be able to work with and within a finely tuned ecosystem of real-world data, analytics, sensors, devices and digital apps.

JE:

Only by doing so will it develop a digital business foundation that can keep pace with disruptive change.