



TREND #2

Ecosystem Power Plays – video

Kaveh Safavi, M.D., J.D.
Senior Managing Director, Health Industry

One thing that healthcare organizations are recognizing is that the problem is too big for them to solve on their own with their own people and their own capabilities. And when we talk in our second trend about ecosystem as power plays, this is a concept that other parts of society have discovered – and health is discovering it pretty quickly too – which is that the real power is not going to be just simply that technologies from different companies happen to work together. But that the business models behind them actually have to work together. So it's the power of a set of relationships between companies that also have technology.

So for example in hospital based care there is a real recognition that critical things necessary to keep a patient who is discharged from a hospital after a stay from returning to that hospital in the same month probably isn't about the biology of what happened in the hospital, but it might have everything to do with who's going to take them to their appointment, who is going to help them get their drugs, will they understand the drug instructions they were given. So you have to build systems that share information, so what in fact the doctor ordered, but also provide services. And what you begin to see is that the organizations all work together for the mutual interest.

The ecosystem power play is a recognition that the problem requires both the business and technologies to work together in concert because people live in a world that spans across of these settings and their problems require much more coordination and cooperation than can be solved by any one entity.