HEALTHCARE DISRUPTED

Next Generation Business Models and Strategies
by Jeff Elton and Anne O’Riordan

NEWFOUND ABILITIES AND POSSIBILITIES ARE CHANGING EXPECTATIONS OF WHAT HEALTHCARE SHOULD BE AND HOW IT SHOULD BE FINANCED.

Healthcare Disrupted is the essential guide for driving future growth and performance for life sciences and healthcare executives, helping them navigate:

- **REAL WORLD DATA AND ADVANCED ANALYTICS**
- **COLLABORATIVE ECOSYSTEMS**
- **RISING PAYER AND PATIENT INFLUENCE**

FOUR EMERGING BUSINESS MODELS IN THE NEW HEALTHCARE ECOSYSTEM

A new order is emerging in the healthcare industry centered on the patient with financial incentives linked to product and volume shifting to outcomes and value. Four new business models with fundamentally different economics are forming in and around the pharmaceutical and medical device industry.

- **LEAN INNOVATORS**
  Combines the best practices of generics efficient manufacturing and supply chains with M&A expertise for rapid growth, challenging incumbents cost structure, productivity and operating models.

- **VALUE INNOVATORS**
  Predicated on (and economics tied to) improving patient outcomes and the efficiency of the health system by integrating drugs, devices, and services with clinical processes.

- **AROUND THE PATIENT INNOVATORS**
  Centered largely on producing drugs in specialty therapeutics with complementary services that leverage analytics to create a new basis for product economics and value for customers.

- **THE NEW HEALTH DIGITALS**
  Leaders from other industries (e.g., technology, consumer) create a new segment changing where and how patients receive care, with economics that are grounded in digital and driven by global scale, vast ecosystems of devices and apps, and the cloud.

DISRUPTIVE FORCES DRIVING PROFOUND AND PERMANENT CHANGE

A combination of real world data and advanced analytics, collaborative ecosystems and rising payer and patient influence is changing the landscape for pharmaceutical, biopharmaceutical, medical device and diagnostic companies as well as the extended healthcare system.

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