WELCOMING NEW ENTRANTS INTO THE HEALTHCARE INDUSTRY
Length 2:52

Unity: So, with so many new entrants coming into the healthcare space. We’re seeing technology companies, consumer companies, even automobile companies. It seems like in some way everyone is becoming a healthcare company. What does that mean for the leaders of health care or those who have been leading health care over the last several decades, and for maybe some of the organizations you guys come across? What do they need to do to really thrive in the future?

Jill: I remember sitting with one CEO who said, “Well, you know, they’re all these new entrants coming into my marketplace and they’re just little ankle-biters, they’re just, kind of, you know, a little noisy on the edges, except for one of them. It’s going to be a shark. And I don’t know which one it is. So, how do I figure that out?” So, I need to be able to work with the organizations that are attacking the most lucrative part of my value chain and make sure that I’m either partnering if they can do something better and be able to deliver those solutions, or putting up the right defenses so that I can protect the components in my business that are most lucrative.

Unity: That’s actually one of the things we’re most excited about. To collaborate again for the second year with Accenture as your HealthTech Innovation Challenge, as well as do ecosystem development together. That’s something you guys have really, I think, done a great job of around the world. Why is this so important and how can partners, sort of, tap into that?

Jill: So, the HealthTech Innovation Challenge, were really excited to be partnering again with StartUp Health, to conduct this challenge, and we are looking at, you know, having startups apply up until September 1st to be participants.

Unity: That’s the deadline, right? September 1st?

Jill: Yep. And then, we’ll have regional rounds. So that can be in Boston, in London, or this year we’re excited to have added a location in Asia. So, we’ll have a round in Singapore, as well. And then the organization’s that pass through the regional rounds will join us at the JPMorgan Healthcare Conference and the StartUp Health Festival in January out in San Francisco. And why is this so important? I will just maybe start by saying when we did this last year, it was amazing how much our established clients appreciated the opportunity to access all of these great startup ideas that they saw immediate relevance to their business, and to be able to also help them advance their objective, each one of the startups did a great job in explaining what is a problem that they’re trying to solve. How are they going to go about doing that and what’s the monetization strategy. And that really resonated with our established clients who participated as well.