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Access to investments  
and ways to finance  
the scaling up of  
innovation

*Unlocking healthcare  
technology investment*

**eHealth**  
week

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# A market perspective upon the requirement for innovation

## *Unlocking healthcare technology investment – covering technology, data and medical devices*

### Global context



### European context

- Western European public sector financed healthcare is still struggling with austerity
- Where public sector investment is available, it is the ‘wrong sort of money’
- “Healthcare is still the hardest sector of government to digitise” – *Deloitte Digital 2016*

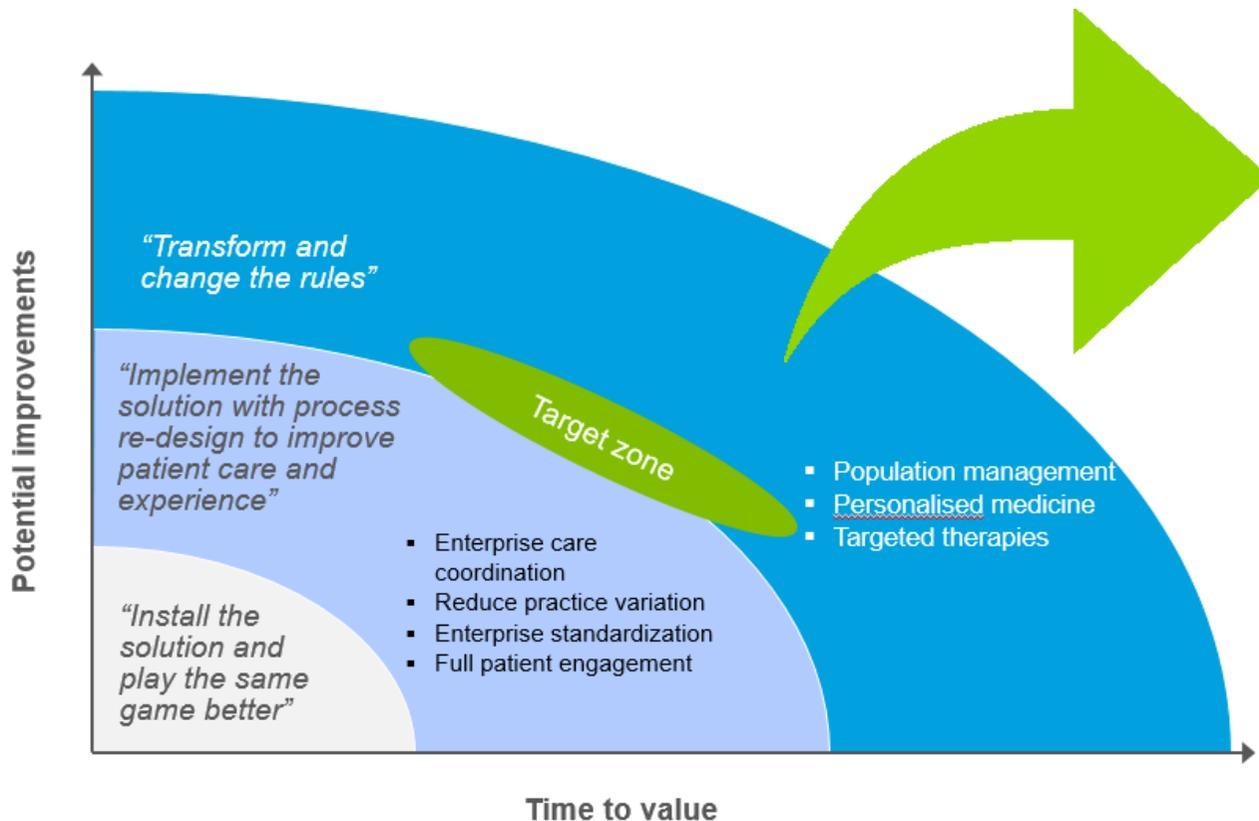
### Technology vendors

- Significant technology innovation
- Technology innovation outpacing adoption
- Existing financial models for healthcare look outdated in comparison to other industry sectors:
  - “*Why can’t it rent it like Spotify / Netflix!?*”

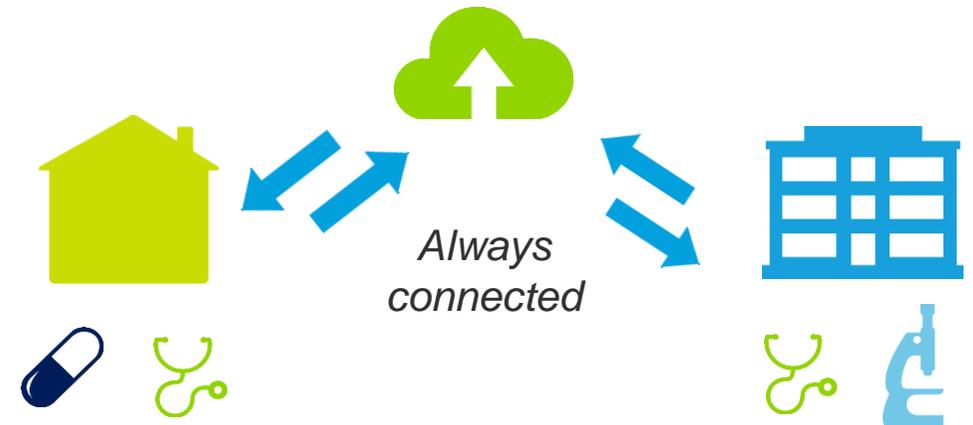
# Technology enabling the scale and pace of healthcare change

## *Innovation to support a radical transformation of care*

### Radical healthcare system transformation



### Transformation of healthcare through patient centric technology



- Precision diagnostics = precision treatment
- New pathway data enables:
  - Solutions that drive major benefits
  - Academic and treatment research
  - Policy change

# Eight structural factors critical to unlocking financial investment

## An 'arc' for healthcare technology innovation

1. Healthcare system radical transformation of care – *likely to be most effective where place based or locality based*

7. Executive and clinical leadership must support - *enabling commercial reward (upside) for increased scale or pace of clinical or financial benefits from innovation*

6. Appropriate clinical process and technology transformation 'engine' required to increase pace and scale of change – *enabling certainty of investment outcome*

5. Innovation management structure – *enabling appropriate prioritisation of transformation schemes, which have been limited to prevent overload*



**Transformation**

**Innovation**

**Engage the market**

**Governance**

**Pathway data**

8. Robust economic baseline and benefits tracking

2. Clarity of Executive, clinical and technology governance - *enabling sustained leadership to drive change*

3. Collection of precision data provides continuous pathway centric data - *enabling the production of insight that identifies innovation to improve outcomes or efficiency*

4. Commercial approach engage market investment – *enabling confidence in investment opportunity*

# Unlocking healthcare technology investment

## Other considerations

- Technology businesses are willing to invest
- Innovation investment requires new approaches including allowing greater financial return / upside
- Radical change requires sustained and brave leadership across technology businesses, to executives, clinicians and nurses
- Technology businesses must change from capital to revenue / rental models of payment
- The sector needs to achieve technology innovation success quickly; the 'shine the light' on those successes to encourage others to copy..
- And don't call it "innovation".....

Radical leadership is lonely.....



First Follower: Leadership Lessons from Dancing Guy



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