INTELLIGENT HEALTH 2022

Technology adoption
How can we bring Data and AI driven approaches
to Primary Care

WELCOME AND INTRODUCTIONS

BACKGROUND

Career in healthcare

- ☐ Industry & Provider
- ☐ Consultancy
- ☐ Med Tech Mentor
- ☐ International Trade

Market access specialist for NHS and International health systems

ICBS MBA

Strat-ups / SME /Multinationals (med tech / pharma / digital)

Global Market access lead NIHR

Digital Health Program Lead NAP

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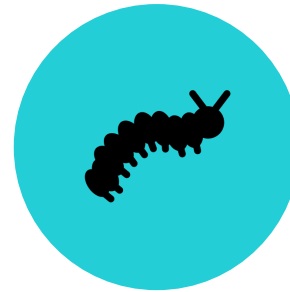
TECHNOLOGY ADOPTION

CONTENT

The challenges of creating and adopting technology in health care

What should a technology deliver

How should we communicate this

Where should we start?

WHAT DO I CONSIDER HEALTHCARE INNOVATION

New Gadget

New Drug

Digital Device / therapeutic
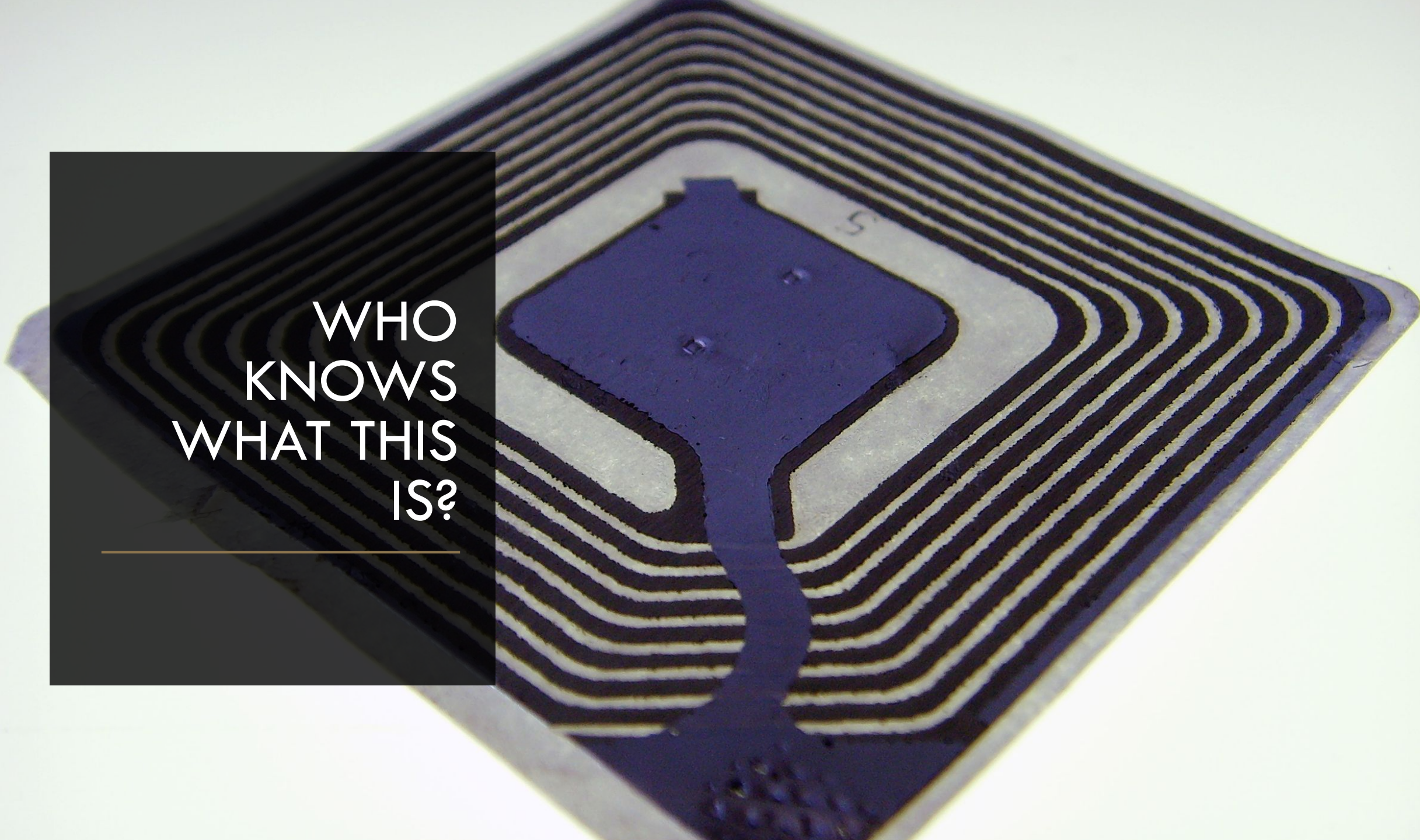
New way of working

New patient pathway

Preventative interventions

Education

They can be incremental / disruptive and can be from clinicians and non clinicians, academics, inventors, sme's, multinationals or startups…

WHO
KNOWS
WHAT THIS
IS?

WHY WOULD I PUT THIS HERE

Slow adoption of technology

1940's Developed

Not until late 80's first adopted

Widespread 90-2000

Why?

IT'S A COMPLEX SYSTEM

People, systems, assets, budgets, diseases, patients, politics all with limiting factors, personalities (fears), perverse incentives, lack of skills, capacity, money etc... And industry often doesn't know how to understand or solve these problems with their innovation and the provider often doesn't understand them if they do.

We rarely see innovators get their product to market and even more rarely see system wide adoption.

How many products fail – how often do sister systems use different technology.

SOME EXAMPLES OF REASONS FOR POOR ADOPTION

Not designed to solve a real problem
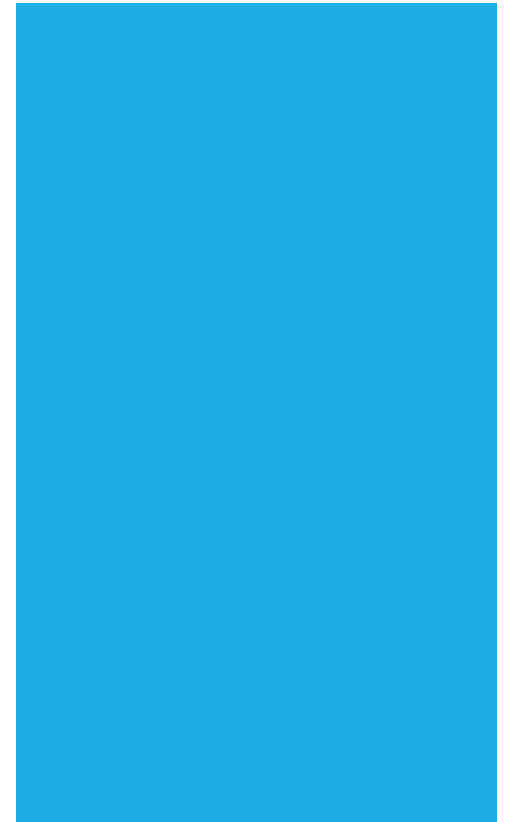
Not sold using health system language

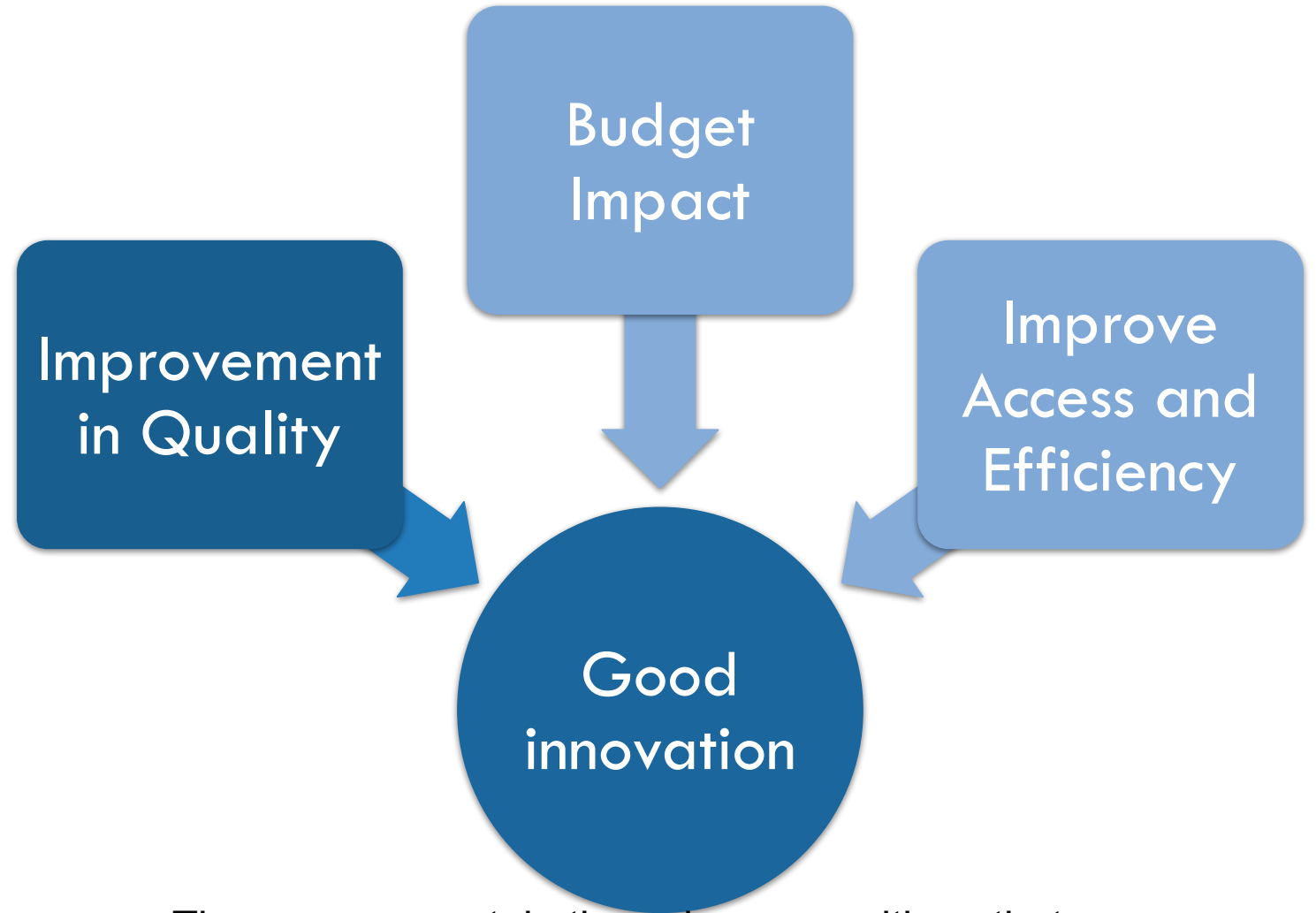Poor identification of User, beneficiary and payor

Bad value propositions

Complexity of procurement

No clinical efficacy – improvement

Etc..

WHAT DOES GOOD INNOVATION ACHIEVE
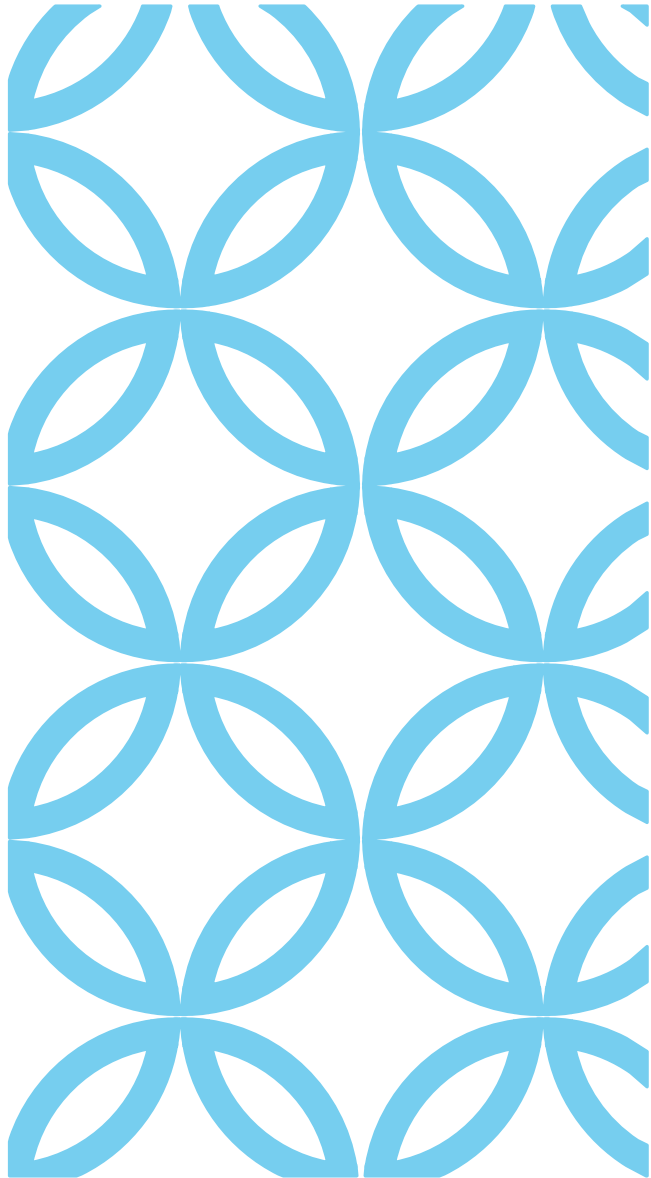
Improvement in Quality

Budget Impact

Improve Access and Efficiency

Good innovation

These areas contain the value propositions that solve people's problems as mentioned before.

HOW SHOULD WE COMMUNICATE THIS

Market Access

"We work differently from them…",

"We were sure the consultant was going to push this through and now they have stopped responding to our emails…"

"Procurement wont answer my call's…

"The receptionist wont let me speak with the doctor…

"Conferences don't work…

"Where is the proof?..."

THE SALES CHALLENGE

MARKET ACCESS

Multi Stake Holder selling

Conflicting agendas and incentives

Emotional responses

Complex procurement process

De centralised

"change"

We need to come up with a **value** for all of these stake holders that makes them happy and it cant come from us... well not really

TRADITIONAL VS NON TRADITIONAL MARKET ACCESS

Traditional

Sales team led

Supply forcing

Long sales cycle
- Learning cycle

Expensive at scale
- Slow if Organic

Trust Based

Non - Traditional
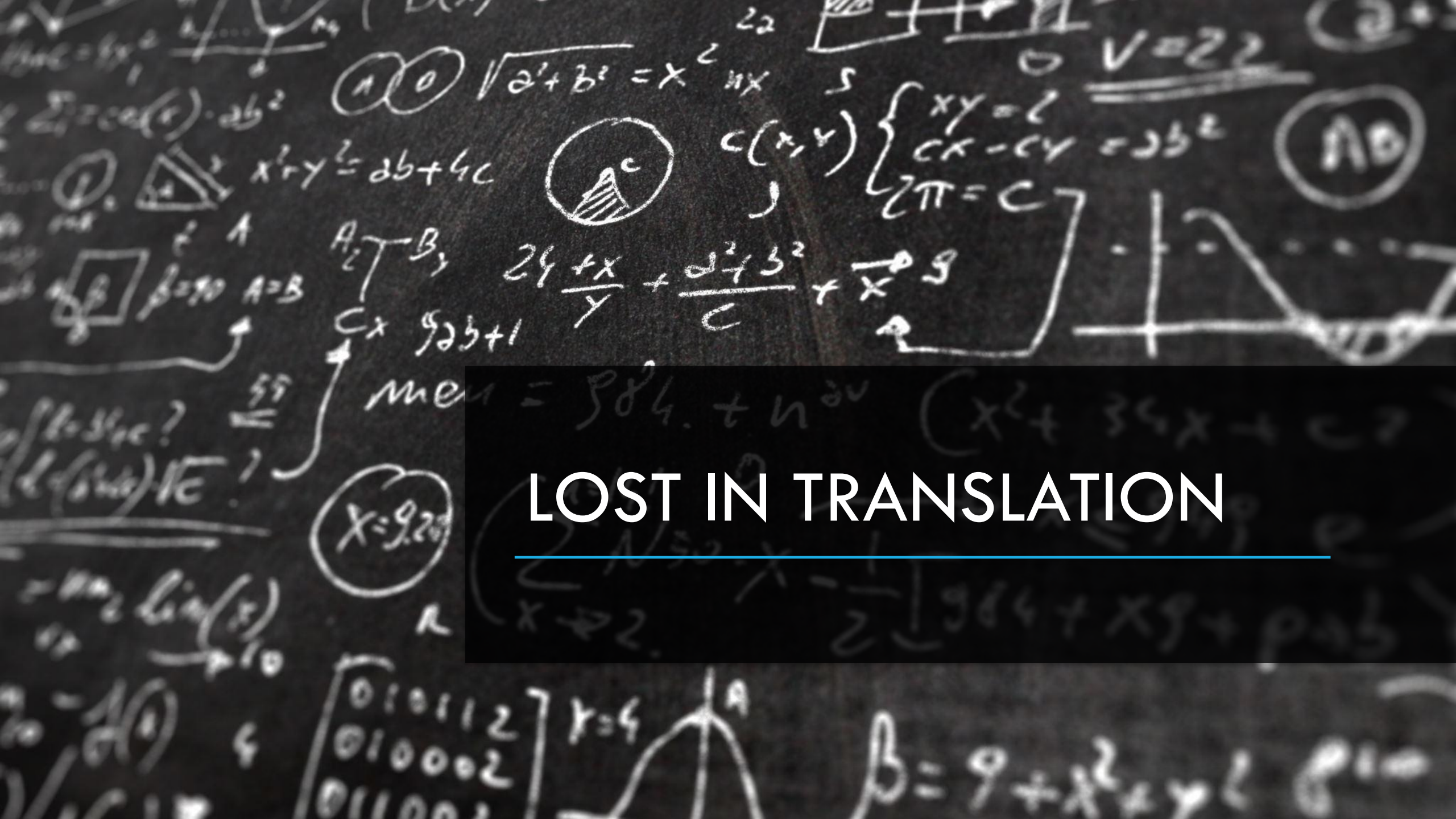
Academically led

Demand Creation
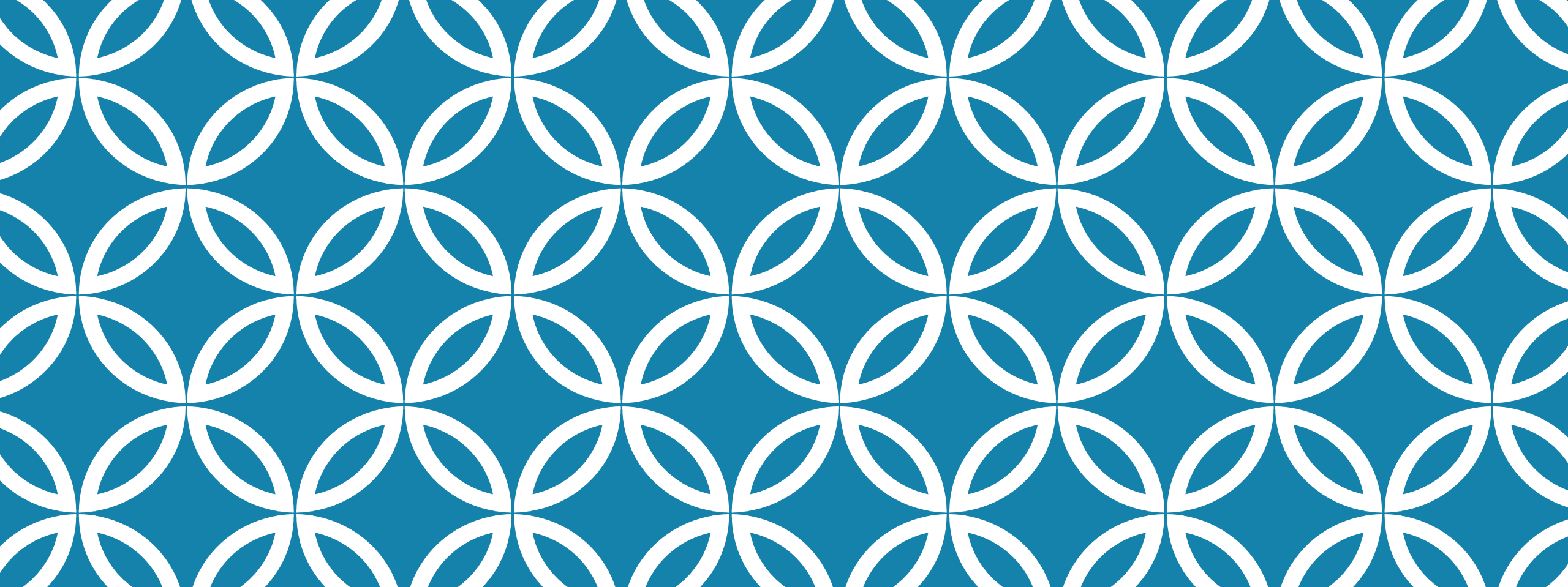
Short sales cycle

Expensive
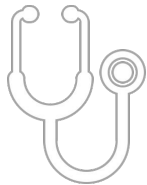
Peer Reviewed

LOST IN TRANSLATION

EVIDENCE

Type of evidence

TYPES OF EVIDENCE

Clinical

Equal to or better than the Gold standard
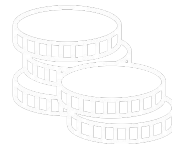
If less what is the rationale

Financial

Is this saving money

Is this making money

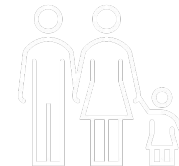Is this a better investment than something else?

Human Factors

Is this reducing stress and anxiety

Is the product designed without bias
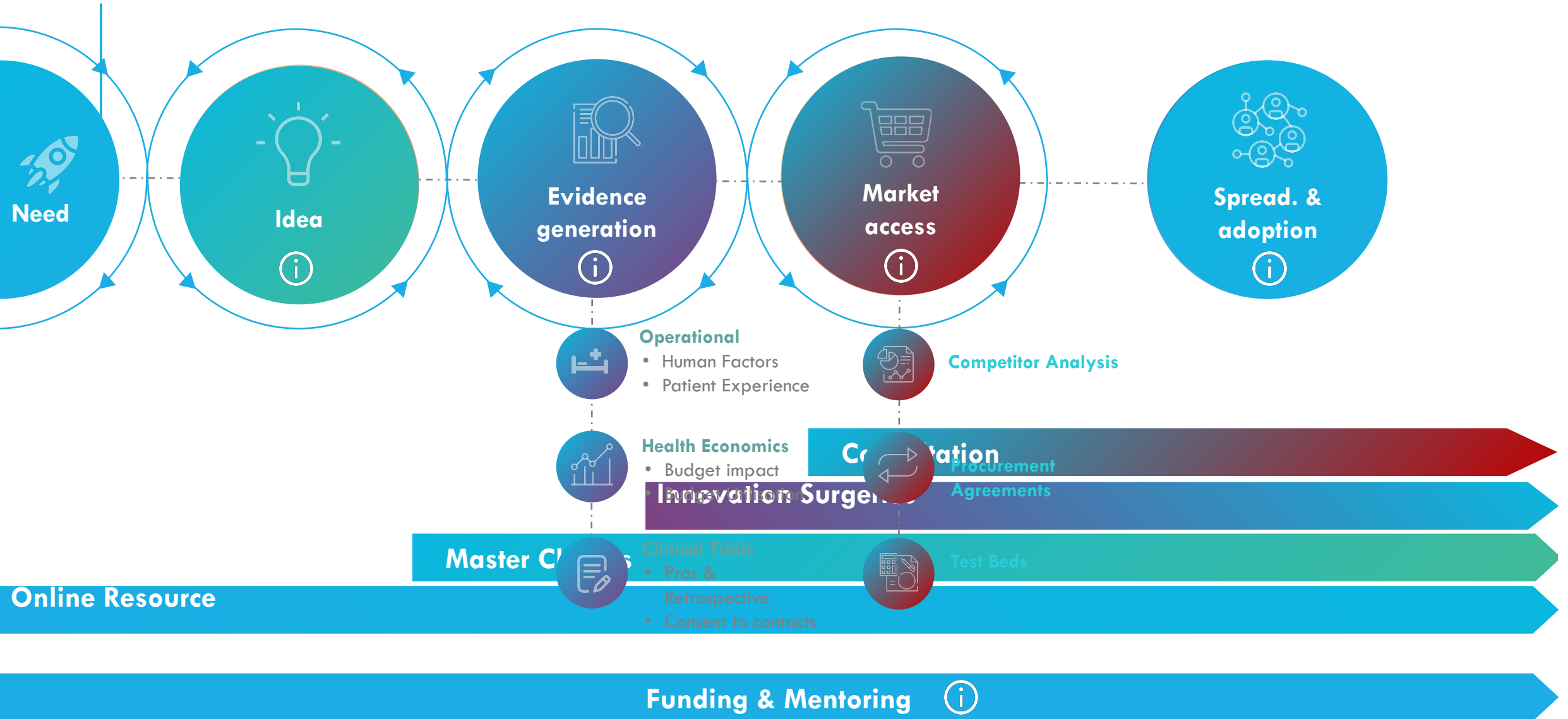
Are the interfaces equitable

THE ELEPHANT IN THE ROOM

Confidence

Where do we start

The Innovators Journey

Need

Idea

Evidence generation

Market access

Spread. & adoption

Operational
- Human Factors
- Patient Experience

Competitor Analysis

Health Economics
- Budget impact

Consultation

Procurement Agreements

Innovation Surgeries

Master Classes

Clinical Trials
- Pros &
Retrospective
- Consent to contacts

Test Beds

Online Resource

Funding & Mentoring ⓘ

ⓘ General Information — IP, Legal, Regulatory

NEED

The Challenge

How do we figure out what need is?

☐ How do we capture real need

☐ How do we validate it

☐ Where do we look

Are people willing to share their problems?

☐ How long do we look for.

Who do we share this problem with

What do we need for good innovation

☐ A place to publish and coordinate

☐ Full system and patient view on a problem

☐ A directory of contacts for the innovator

☐ Early potential adopter agreement

☐ Design collaborators

Pathway map – Stakeholder map

THEN WHAT??

Engage in your usual collaborative approach to finding the solution.