

Game-Changing Health Innovations



**SOME REFLECTIONS ON WHAT WE
HAVE HEARD**

FEBRUARY 24 , 2011



Key Ideas & Concepts



- To be disruptive, technology has to change the business
- Nearly every problem has been solved by someone, somewhere. The frustration is we can't seem to replicate it
- With technology you're part of the steamroller or the road
- Multiple attributes of demand prompt innovation (sooner, faster, easier, targeted, personalized...)
- Instead of looking within acceptable boundaries, innovators look across them
- Foresight is perspective/understanding on what decisions can be taken today
- Marketing authorization is not complete evidence

Forces & Vectors for Change



- **Efficiency** changes alone will not sustain the system
- **Socio-economic & technologic** forces are reinventing health
- Game-changing technologies require **culture** change
- **Females** (47-57 y) are vectors of health behaviour change
- **Aging** is the new strategic force for business
- Healthy aging is fundamentally dependant on **early years** of life
- Consumers benefit from **price and cost awareness**
- **Public opinion**, confidence & trust demand our attention

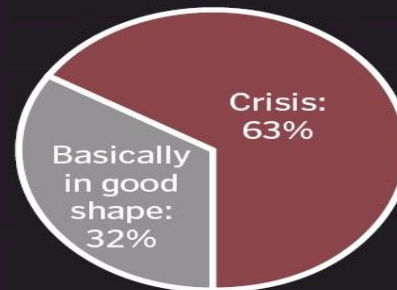
FRIDAY, FEBRUARY 18, 2011

Alberta health in crisis: poll



Concerns about health care

How Albertans view the state of provincial health care:



What Albertans think is the main cause of problems:



EnviroNics Research Group poll of 1,012 Albertans conducted Jan. 20-31. Margin of error: +/- 3.1 percentage points, 95 times out of 100.



Actionable Options for Innovation



- Information & communication technologies centrally important to innovative change. Necessary not sufficient!
- ICT is a critical enabler but we must change the way we manage & use information- ‘don’t pave the cow path’
- Promote personalized & individualized experiential learning
- Advance comparative effectiveness in Alberta
- WASTE: overuse, underuse & misuse demand attention
- Community action & participation must be mobilized

A Few Final Thoughts



- Research innovation was not mentioned much today
- What can you do **TOMORROW** to be disruptive?
- Alberta is in a unique position to change the game
- AHS represents the beginning of that change
- There is certainly enough money in the system
- Success is not optional, it's necessity
- Stakes are high- we can not afford to blow it!