



Centre on Strategies for Public and Civil Entrepreneurs

Coproducing with disruptive patient: Ongoing revolution in healthcare

Industryforum Healthcare, Stockholm

October 4th 2017

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@stevendewaal



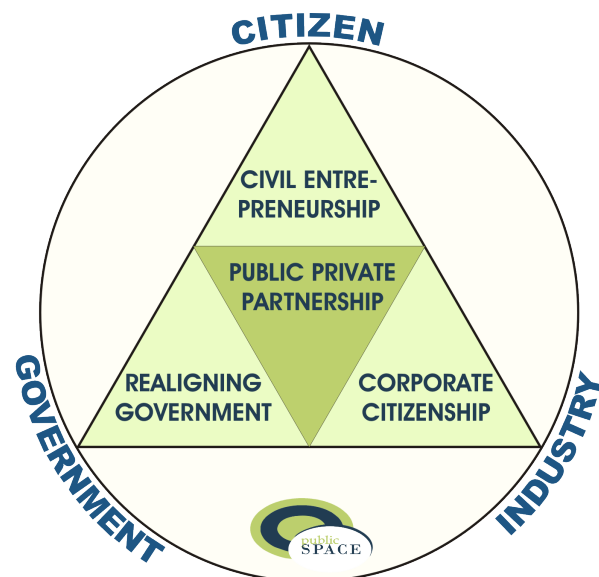
www.publicspace.nl

The Public SPACE Foundation, founded in 2004, (www.publicspace.nl/English)

Our Mission

Contribute to **'Winning strategies for the common good'** by means of an open non-ideological inquiry, an active international outlook for best practices and an interdisciplinary approach. The main mission is promoting active citizenship and social entrepreneurship in public services. Contribute

Main messages and archive of publications on our website



The ThinkTank

Our ThinkTank has evolved into a Think Network.

This consists of prominent executives, academics, opinion leaders and decision makers operating in strategic frontiers of public/private corporations. They have backgrounds in all domains of public interest and in a broad range of organizations.



The screenshot shows the Public SPACE website. The main article is titled "Boeklancering 'Burgerkracht met Burgermacht' in Dudok". It features a photo of a man speaking and text about a book launch event. To the right is a Twitter feed with tweets from Steven de Waal. Below the main article are two more articles: "Participatiesamenleving vraagt om meer rechten voor burgers" and "Boeklancering: Burgerkracht met Burgermacht". The website has a clean, professional layout with a blue and green color scheme.

Outline

1. **Common knowledge: Disruption as a strategic phenomenon in markets**
2. **Lack of strategic thinking in politics and public services: The Disruptive Citizen**
3. **The power and tools of the disruptive patient**
4. **Revolutions in healthcare provision and organization**

Common knowledge: Disruption as a strategic phenomenon in markets

Most important issue in strategy: Disruption

- Most recent definition:
Rise of new and unexpected competitors, from outside current market, innovative in and through their direct access to and exchange with customers
- Common Conclusion until recent: CEO's see it last
- **Direct Exchange and Real Time Information & Communication is key**
- Economy and Competition dominated and dictated by **Platforms**
- **Competition between Platforms** is on:
sympathy, belonging, community-feeling, hands-on service, feeling of being 'in charge' and easy tools for self-steering
- **The market now teaches its customers these values**

What customers now learn and learn to expect

- Direct realtime exchange of private assets (*AirBnB, Uber*)
- Direct exchange of pictures, movies, prices, references, reputations (*Booking.com*) as support in personal choice and decisionmaking
- Reputation of firms and ownership of assets no advantage in exchange platform
- Rely on and trust peerreviews
- New name of the game: ownership of personal data

Increased self-management and power: Information, knowledge, friends, allies and colleagues available and realtime at your fingertip
(Feeling of) **direct observation, direct information, direct choice**



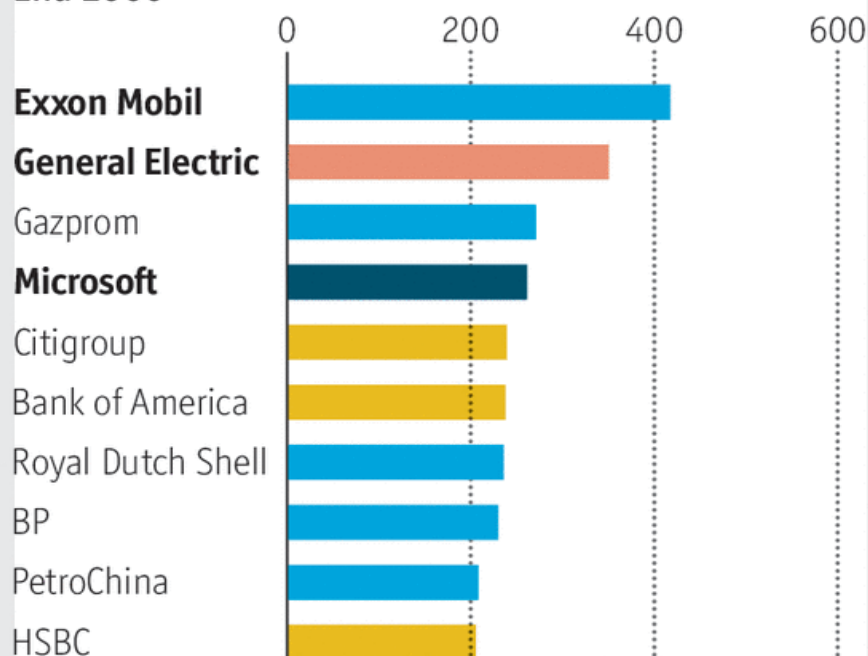
Platformeconomy has already won:

A virtually new world

World, largest listed companies by market capitalisation, \$bn

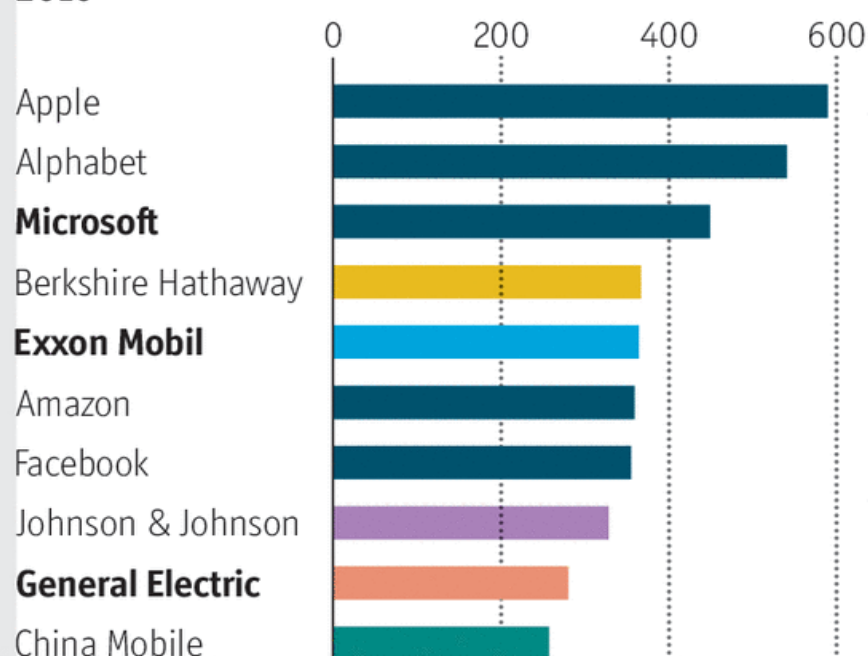
Sector: ■ Energy ■ Financials ■ Health care ■ Industrials ■ IT ■ Telecoms

End 2006



Source: Bloomberg

2016*



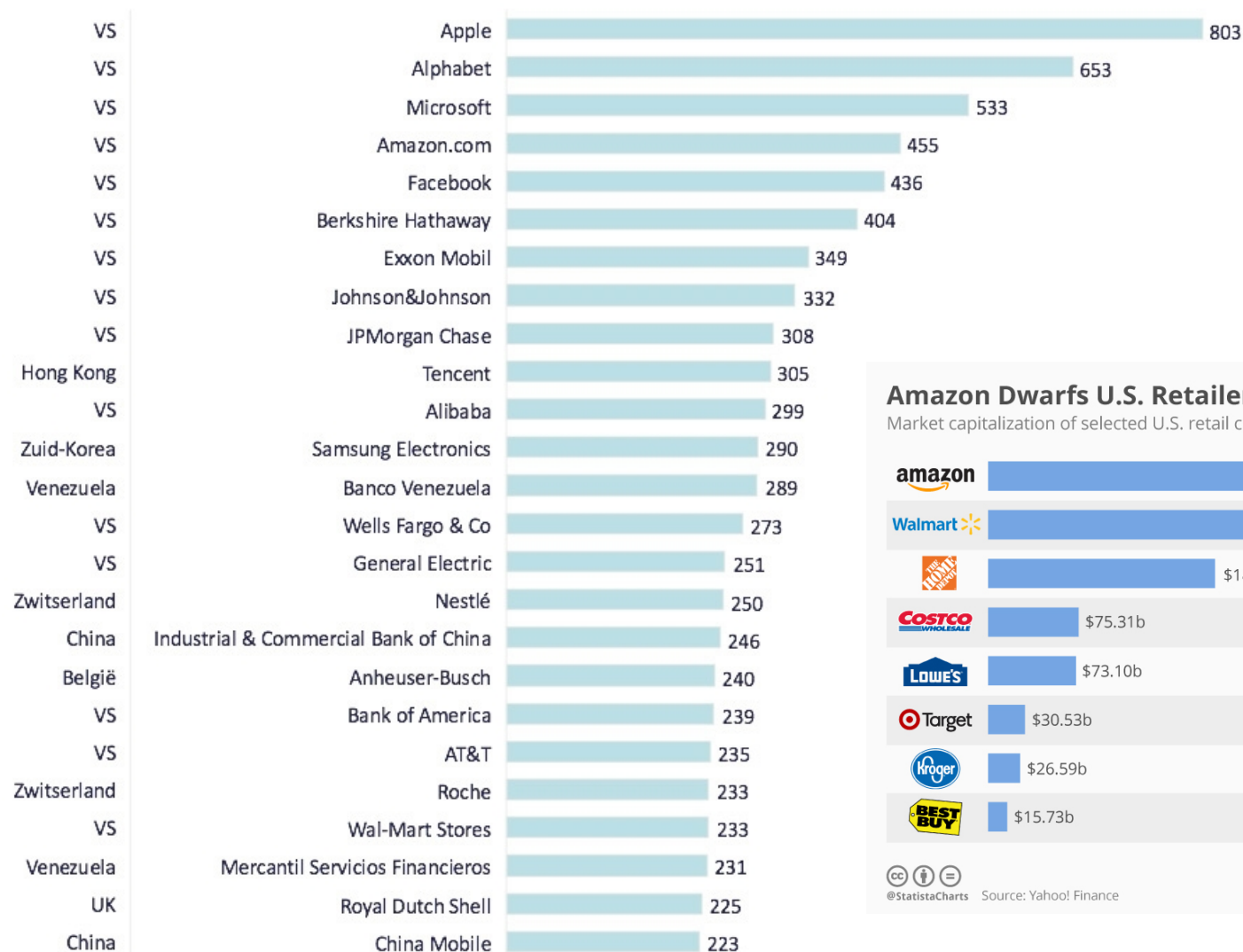
*At August 24th 2016

Economist.com

Also Theme Issue of Harvard Business Review, April 2016

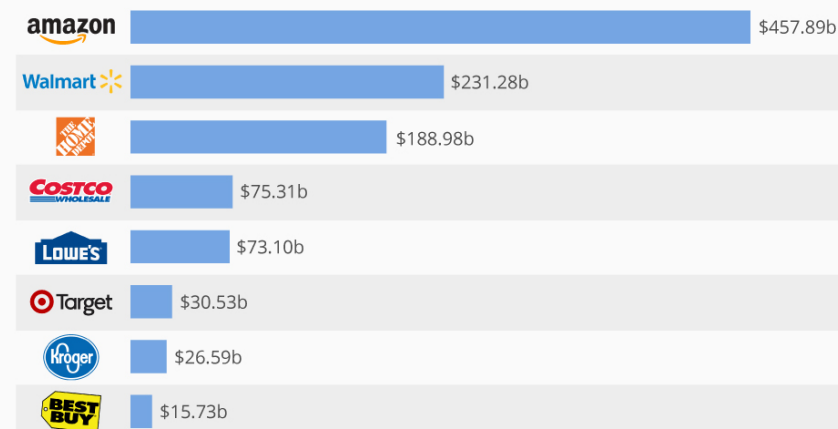
Still increasing (May 2017)

De 25 grootste beursgenoteerde bedrijven ter wereld



Amazon Dwarfs U.S. Retailers in Terms of Market Cap

Market capitalization of selected U.S. retail companies (as of May 15, 2017)



© StatistaCharts Source: Yahoo! Finance

statista

Not just markets: Rise of the disruptive citizen

The Disruptive Citizen

It's not just technology ('stupid'), it's power- and information tools and impact on mentality!

a. Shift in real power

Incumbent politicians see it last, political start-ups already win

b. Shift in mentality

Incumbent public services see it last, citizen cooperatives because of new technology win some

Public Services are delaying impact by using protection of state, laws and lobbies. Not sustainable:

- **Traditional politics has lost real power and will learn quickly; no re-election without listening to the new public power**
- **Customers of this public service and can demand change**
- **Public debate and reputation in the hands of direct channels**

My introduction in Dutch Financial Times, August 2015

Anders denken

Zeggenschap

Disruptieve burger richt zijn leefomgeving zelf in

Woningcorporaties kunnen niet langer om de macht van de burger heen: met nieuwe platforms en apps krijgt een bewoner meer greep op de eigen woonomgeving.

Steven de Waal

De sector van woningcorporaties is het afgelopen jaar kritisch onderzocht en publiekelijk de maat genomen. Uiteindelijk leidde dit tot een nieuwe Woningwet, met belangrijke maatregelen zoals een centrale overheidstoezichthouder, meer formele invloed op het beleid van huurders en gemeenten, en een beperking van het domein waarin corporaties mogen ondernemen. Ogenschijnlijk is er nu duidelijkheid. De sector lijkt weer over te kunnen gaan tot zijn kerntaak. Business as usual.

Hierin schuilt een groot en gevaarlijk misverstand. De hypesfeer, de hoge toon



Disruption of Democracy

- Indirect democracy is outdated: too slow, too much policy, not personal enough. **Urgent need for more direct democracy**
- **Closed-door powergames need to rethink timing and rhetorics** in public debate and direct channels
- **Personality (Biography, Emotions, Style) and its Consistency with the message of politicians is crucial (ethos and pathos)***, because of media at your fingertip, direct observation by citizens,
- Much less important are classical criteria within professional community of politicians: expertise, network, negotiation skills, reasonable attitude (Hillary Clinton was better in all of them!)

* **Back to Aristoteles: Three rhetorical elements: Ethos** (Visible and consistent connection between speaker, subject and message), **Pathos** (Appeal on Public) **and Logos** (Rational Argumentation)

Proof of new media arena: New direct channel

Victory Trump:

Step 1: Famous on TV and social media

Step 2: Newspapers had to follow

Step 3: Republican party had to follow

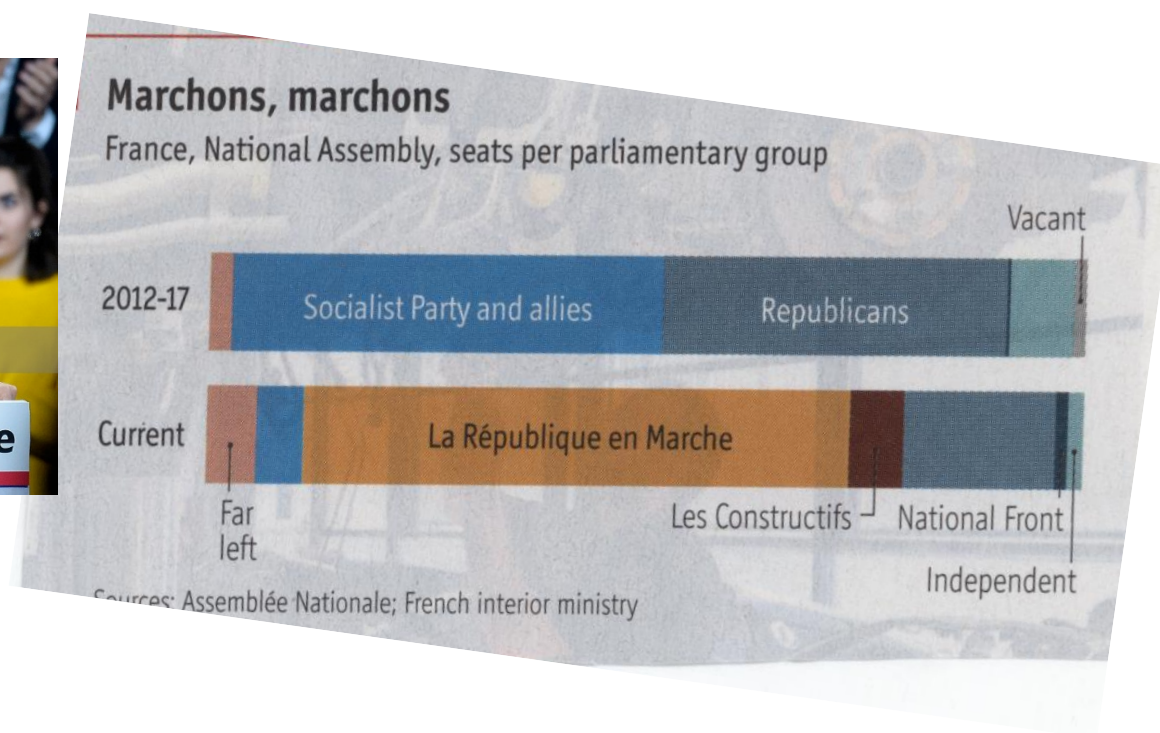


Still stronger example:

Victory Macron:

Step 1: Initiate a new party, 5 months before election

Step 2: Big electoral victory with new list of politicians, avoiding professional politicians



Economist, September 30th

The power and tools of the disruptive patient & main impact on healthcare organization

Main impact of Disruptive Patient on Healthcare

A. New power:

1. Independent information gathering (knowledge about disease and treatments, personal data & medical files)
2. Choice between providers and even individual professionals based on peerreviews
3. Self-diagnosis & Shared Decisionmaking & Individual Co-producing

B. New mentality:

4. Self-Monitoring & Personal management of chain organization (from home to hospital and vv.)
5. Collective Patient and Family Organizing & Pressure for co-production

New processing and access to files:



FACTS ABOUT PATIENT EDUCATION

50% OF PATIENTS
walk out of the physician's office
NOT KNOWING
what they were told or are supposed to do.



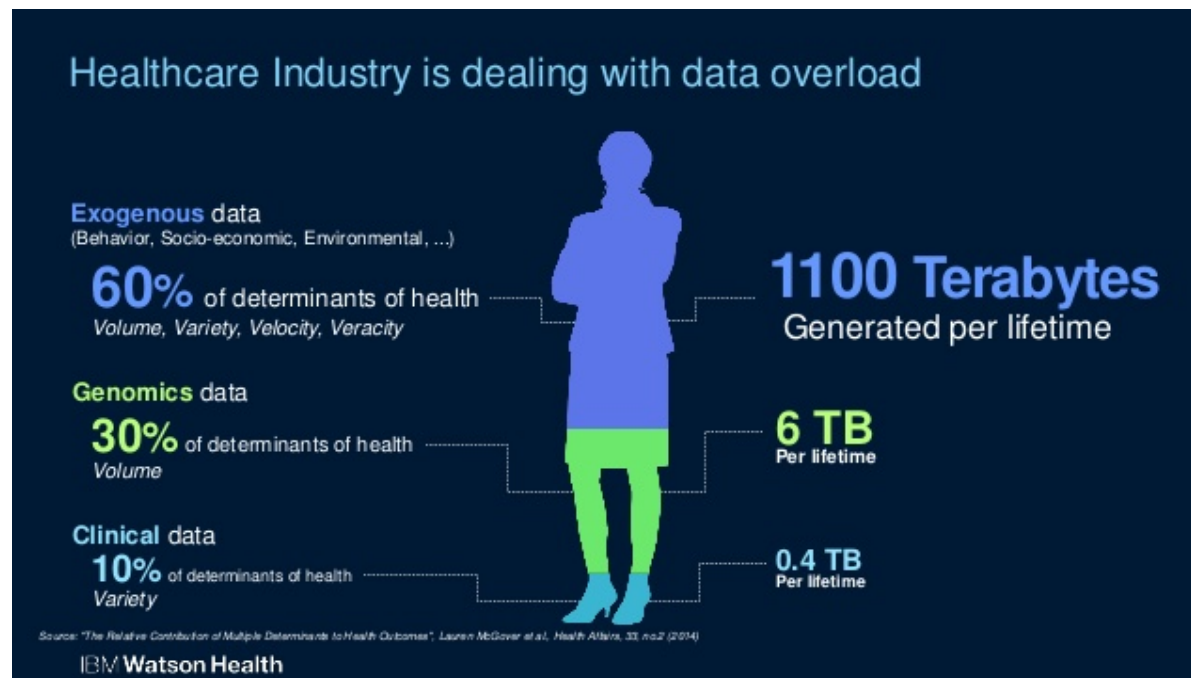
RESEARCH SHOWS THAT:

- Physicians often over estimate the topics and duration of what they have talked about with their patients
- Telling patients once... is usually not enough to get the patient's attention or buy-in
- Patients filter what they hear from their doctor in a variety of ways that physicians usually know nothing about, i.e., the patient's health beliefs, values, previous experience and illness explanatory models.



www.alamy.com - JDT4XF

The rise of AI as a way to access overload in medical data:




Too Much Information: The Doctor's Data Dilemma



The answer? IBM Research and the Cleveland Clinic are bringing IBM® Watson™ to medical school to create a learning application for students.



Watson will help students navigate medical information and make the best decisions for **improving patient care.**



Students will also be able to **teach and train Watson** to advance its knowledge.



WATSON.

¹ William Shad, IOM Meeting, October 8, 2007 Growth in facts affecting provider decisions versus human cognitive capacity
² University of Oulu, Finland January 16, 2009

Direct access patientdata, before the doctor:

Patientenportal

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[Meine Krankenkarte](#)
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Übersicht

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Omron ICK Classic, Blutdruckmessgerät zur

Holen Sie sich die neuesten iPhone Programme zum Thema Gesundheit

Medikamente einnehmen!

Kostenlos:
Erinnerung Ihre

Studie räumt mit Vorurteilen auf:
Betablocker schützen Herz vor Stress
Eine große Patientenstudie belegt, dass Betablocker ein bewährtes Herz-

 Bilder

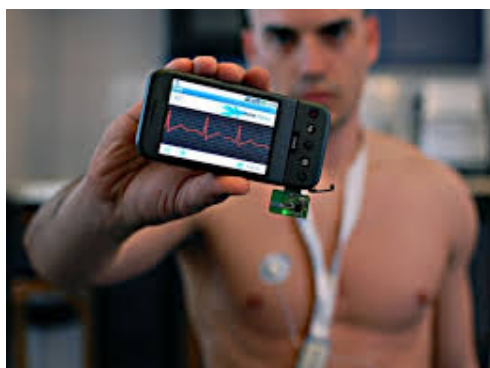
Sie haben **5** Bilder





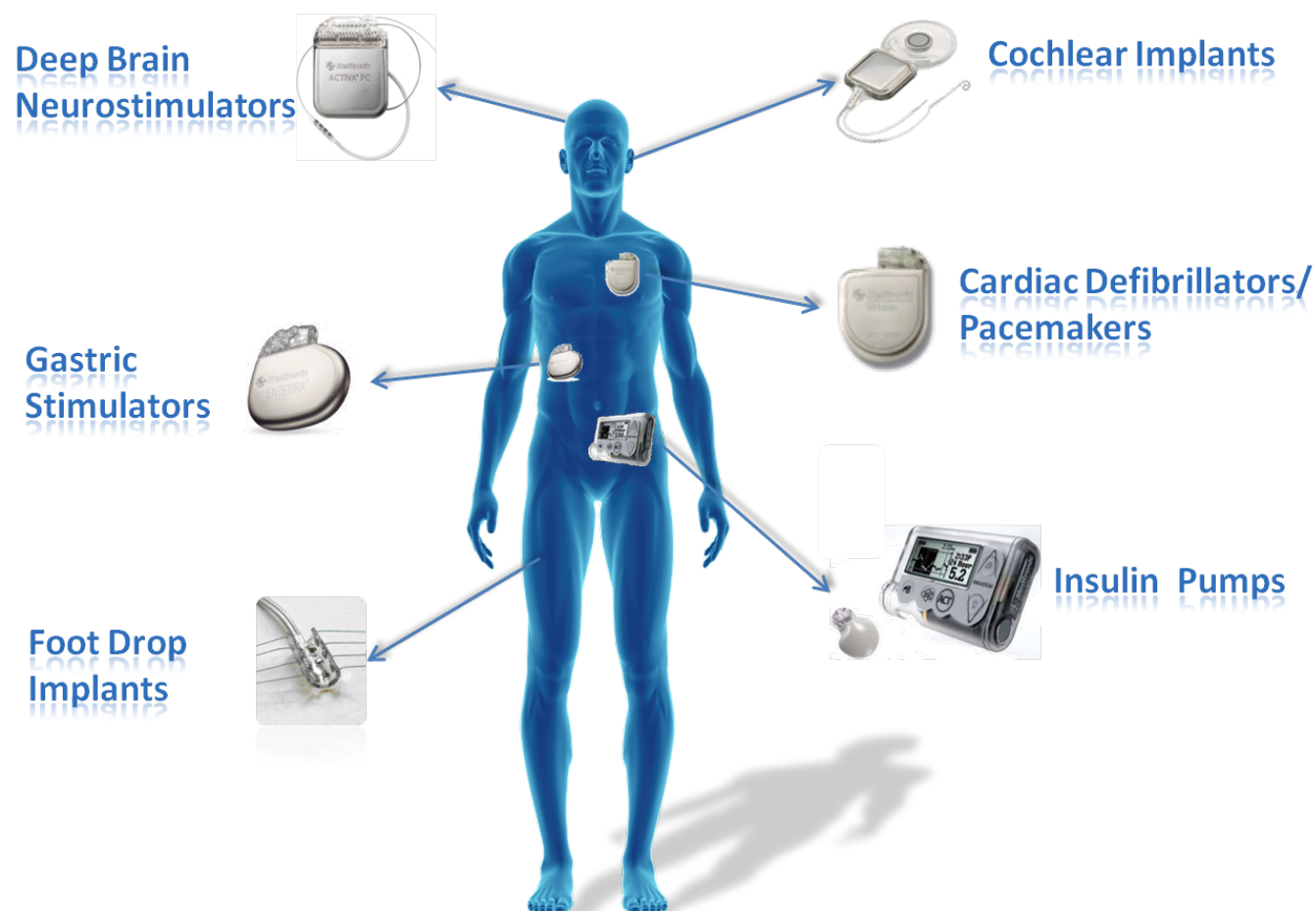

 Bild Hinzufügen

Self-monitoring leads to minimum of ambulant care and maximum at home digitalization:



Even patientbodies become machine park:

WIRELESS IMPLANTABLE MEDICAL DEVICES



Or their homes:

Long Reach

Wireless devices for remote patient monitoring

Blood-pressure monitor >>



Digital scale >>



Telestation >>

Patients use the buttons to answer questions on their condition.



EKG recorder >>



Pulse oximeter >>

A noninvasive check of blood oxygen level.



It means enormous logistical centres to manage and plan the total chain:



In love with the new doctor?

