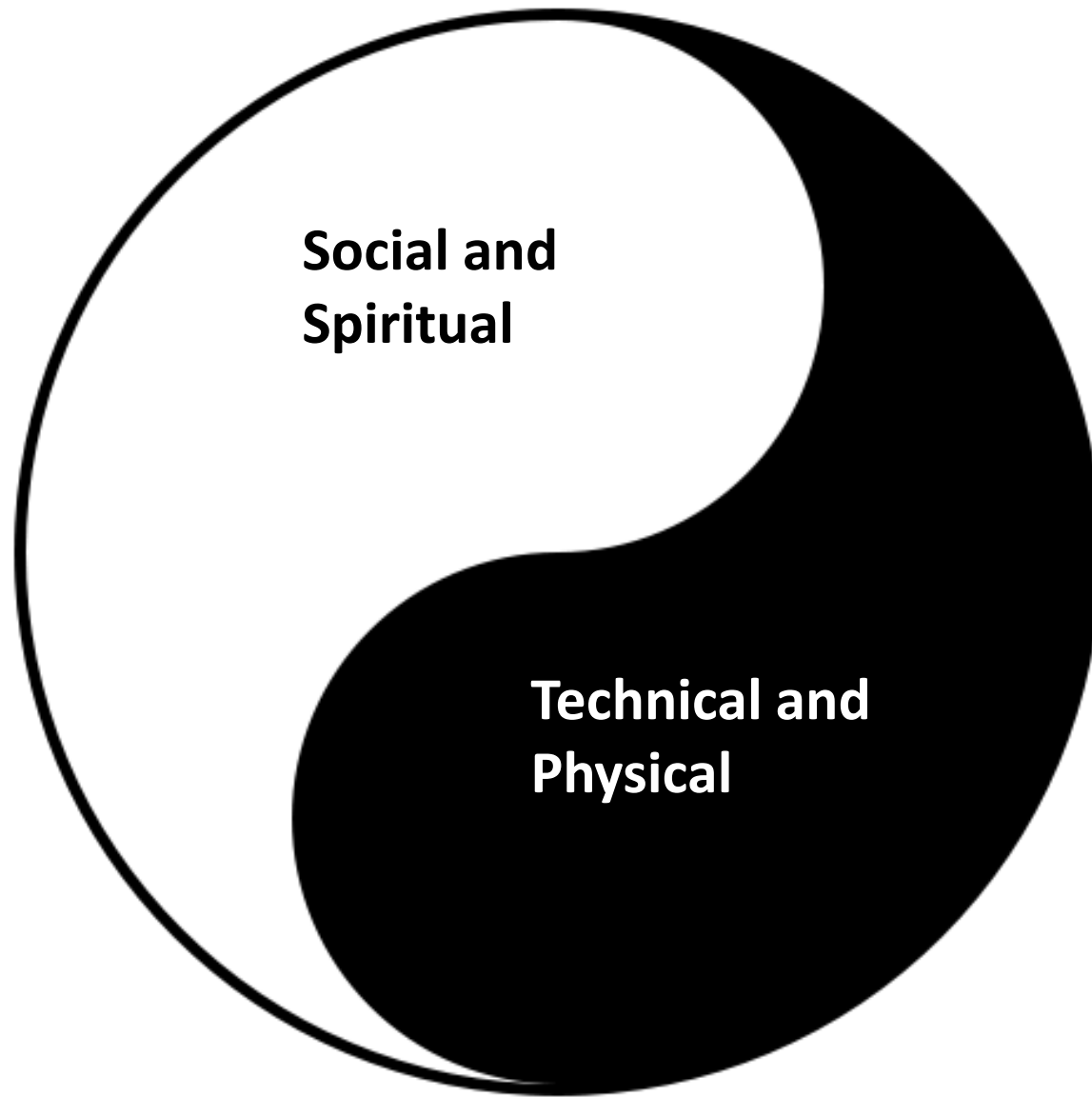


Achieving *Purposeful* Movement to a *Sustainable* Health System

David Moen, MD

Systems seek equilibrium



Sir William Osler 1934

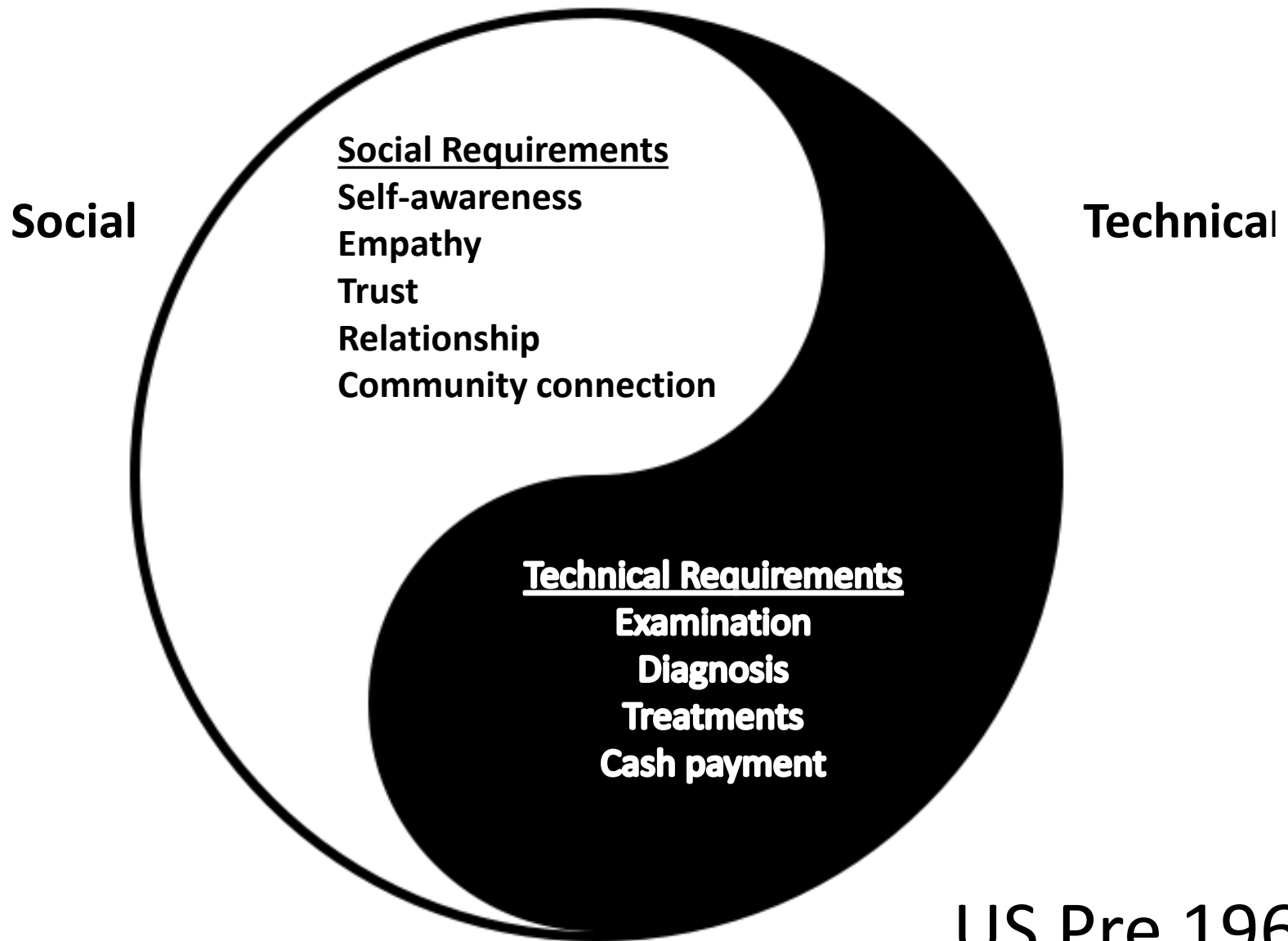
Social

“Understand the Man
who has the disease.”

Technical

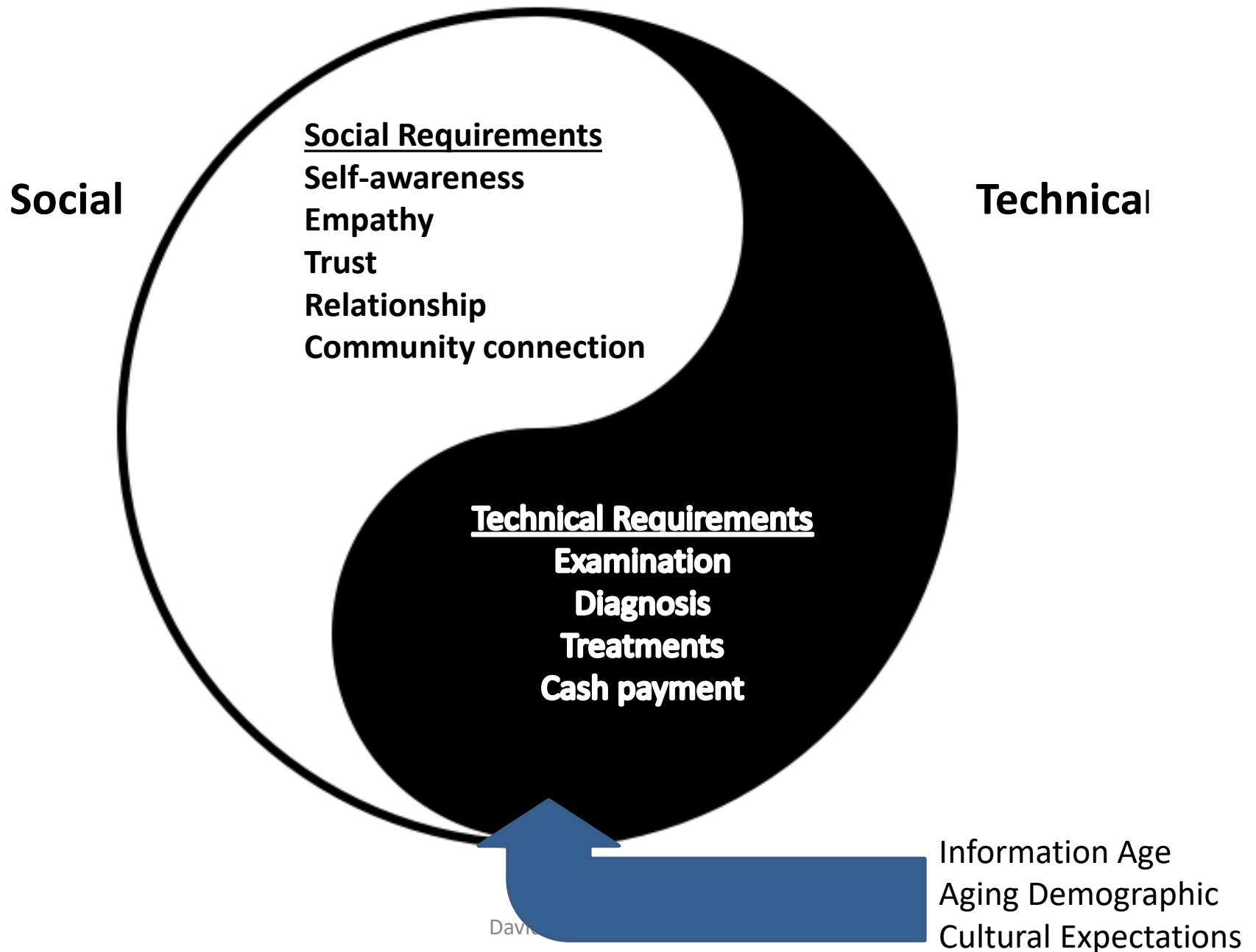
“Understand the disease
who has the Man.”

Health Care Business Framework



US Pre 1960

Health Care Business Framework



Today's Disequilibrium

Social Requirements

Self-awareness

Empathy

Trust

Relationship

Community connection

Medicare

Payor Contracts

Payor products

Fee Schedules

Board Exams

Malpractice Insurance

HMO

Examination

Diagnoses

Tests/imaging

Specialists

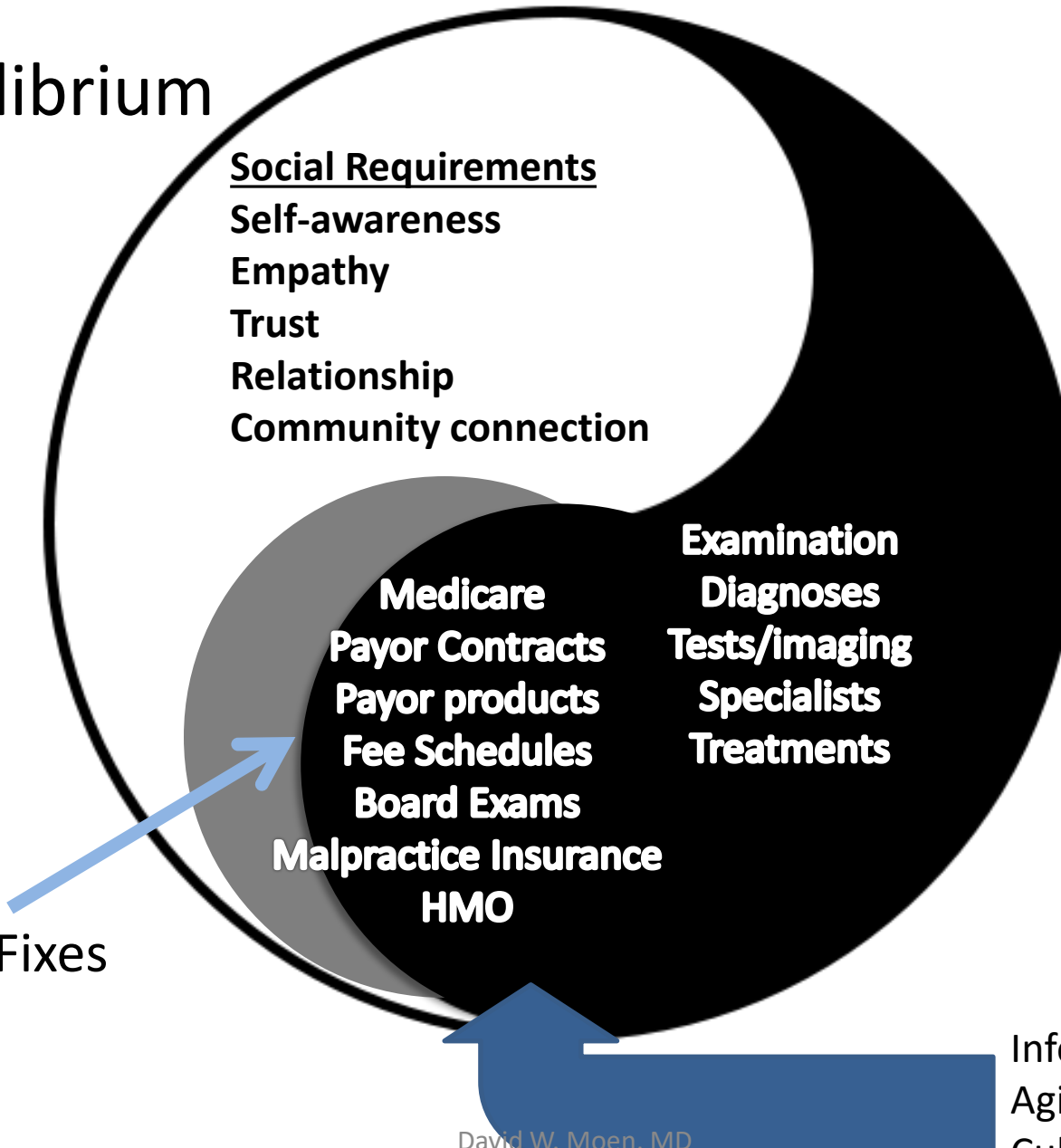
Treatments

Historic
Progression
1960's

Technical Fixes

Information Age
Aging Demographic
Cultural Expectations

David W. Moen, MD



Today's Disequilibrium

Social Requirements
buried/undervalued

Technical Overwhelms

ICD10 Codes
IT billing systems
Meaningful use
Robot-assisted surgery
ACA and ACO....

Examination
Diagnoses
Tests/imaging
Specialists
Treatments

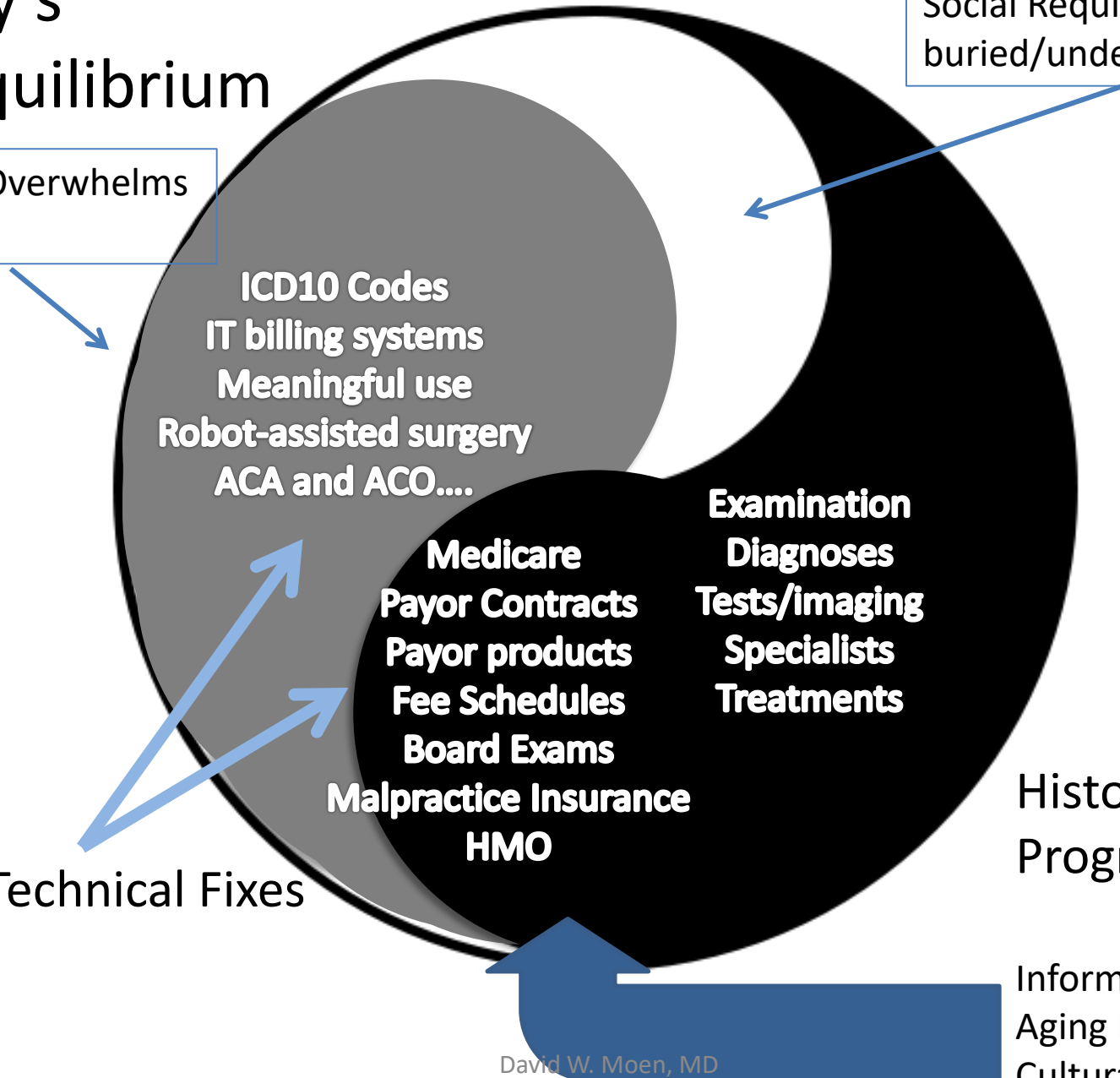
Medicare
Payor Contracts
Payor products
Fee Schedules
Board Exams
Malpractice Insurance
HMO

Historic
Progression

More Technical Fixes

Information Age
Aging Demographic
Cultural Expectations

David W. Moen, MD



Symptoms of Imbalance

- Health disparities
 - failure of system to adapt to diverse population
- Poor health outcomes and high costs
 - WHO comparisons
- Disenfranchised clinicians and patients/families
 - supported in multiple surveys

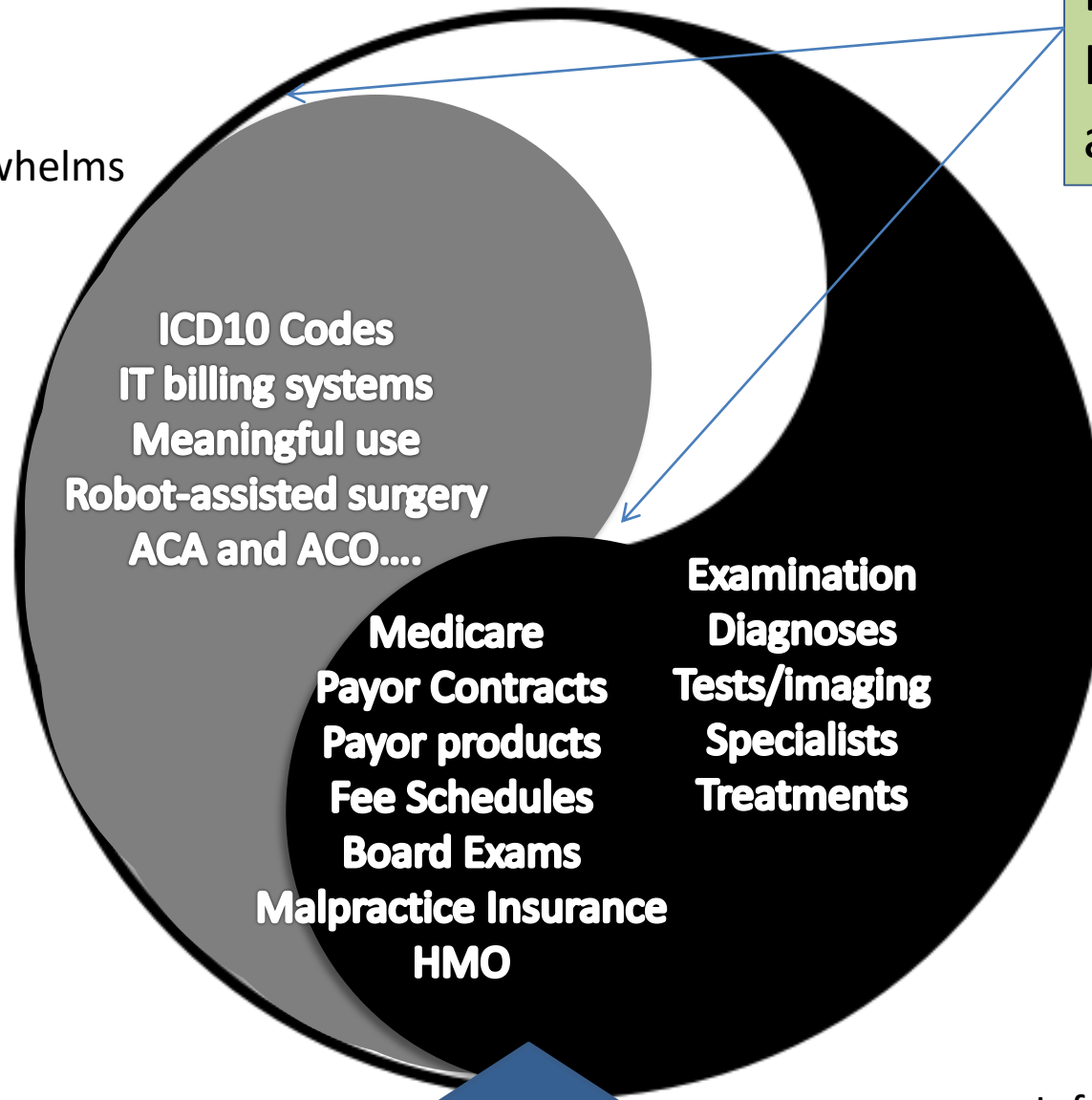
How Complex Systems Adapt

- Burst and start over
 - housing/mortgage bubble 2008
- Innovation at extremes of systems
 - response to scarcity promotes innovation (example: AIDS treatment in Haiti)
- Innovations can be scaled if:
 - broader mindset shifts to lower resistance
 - sustainable business model emerges

Current State

Technical Overwhelms

Early
Innovation
at extremes

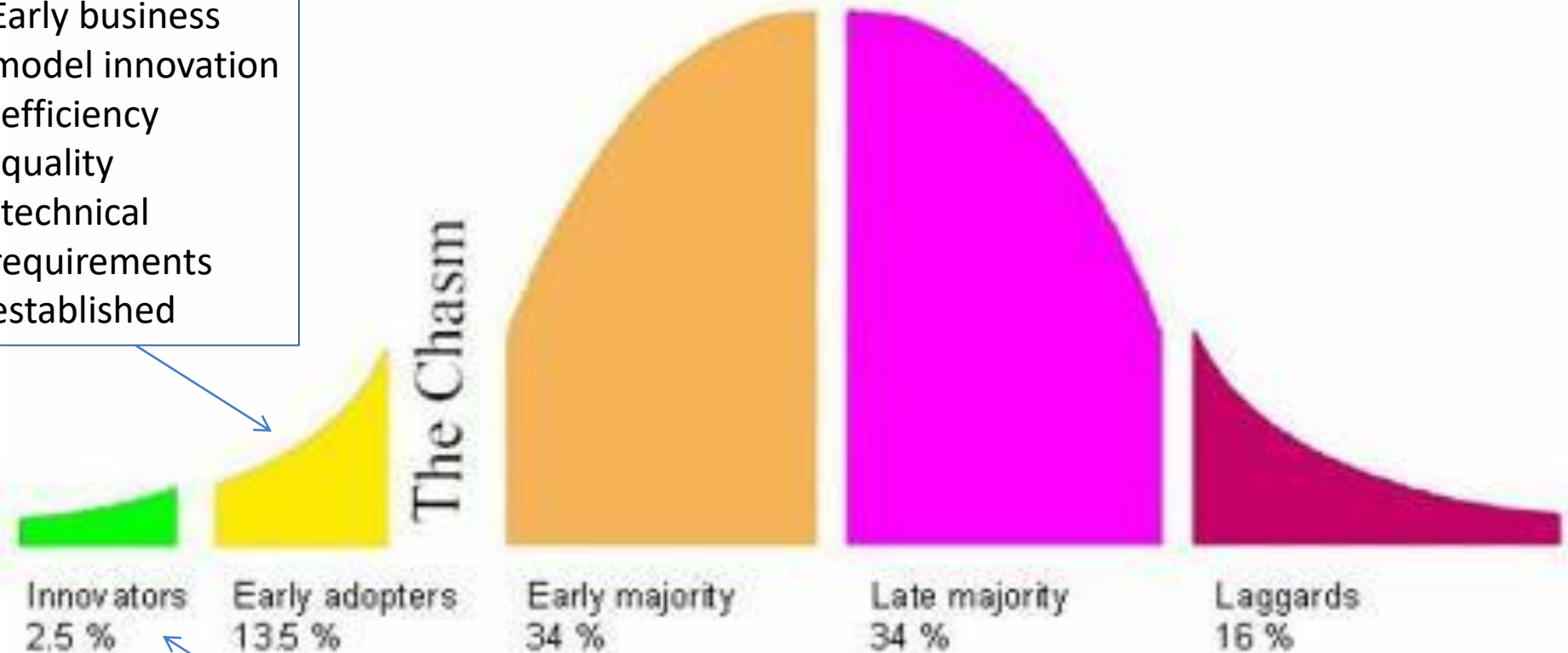


David W. Moen, MD

Information Age
Aging Demographic
Cultural Expectations

Roger's Innovation Adoption Curve

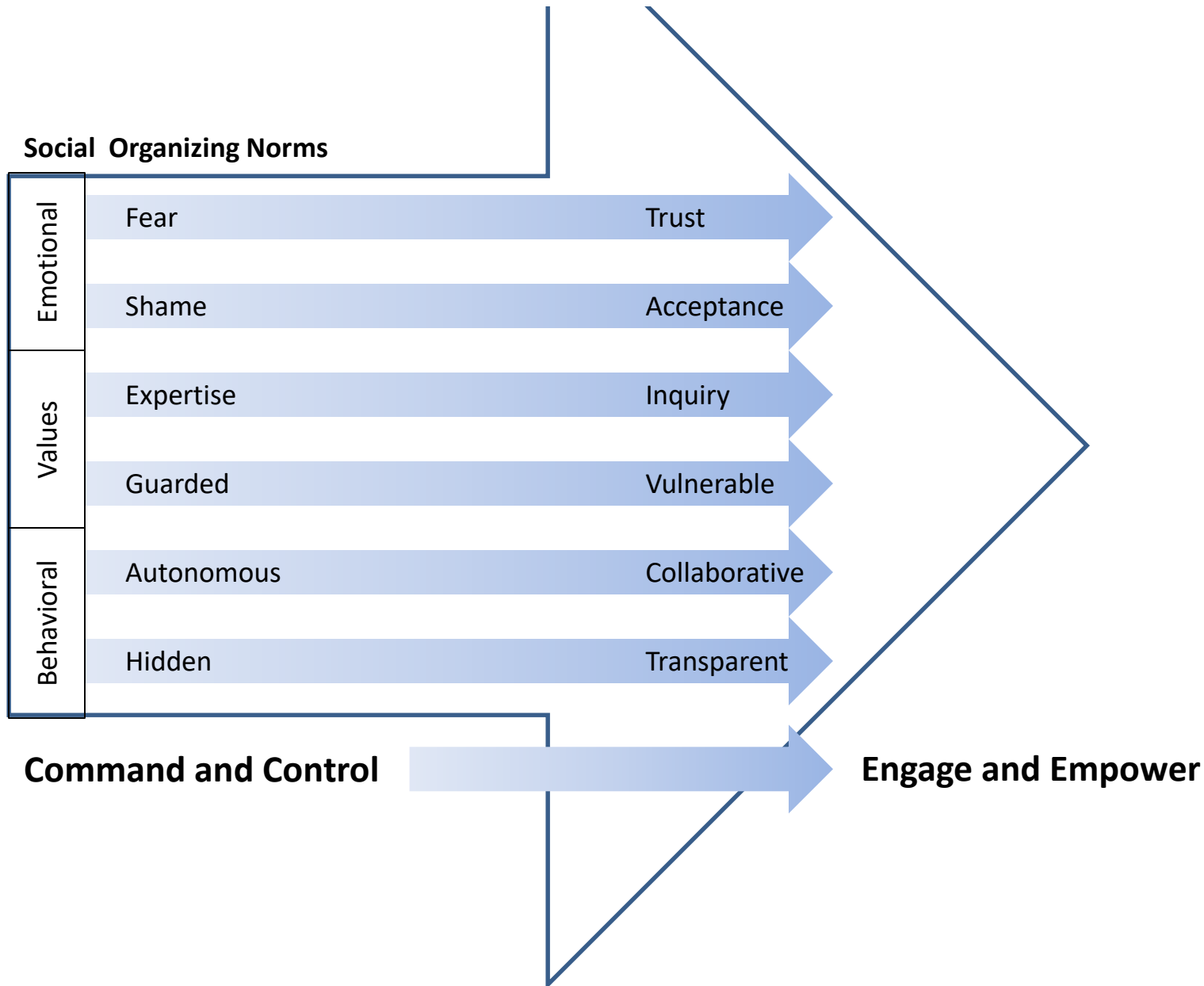
Early business
model innovation
-efficiency
-quality
-technical
requirements
established



Social Entrepreneurs Innovating
at Extremes (Values-driven)

Current State

Social Innovation – shifting norms



Restore Equilibrium

Purposeful
Application

