

## On Demand Care

THE FUTURE IS ALREADY HERE...IT'S JUST NOT EVENLY DISTRIBUTED

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## Technology as Catalyst

- ▶ 1. Access to a growing system

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## Next slides

- ▶ Buxton map
- ▶ UC growth / potential
- ▶ 80% of pts are gen x, gen y , millennial and post millenial

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## What's next: continuing to organize around the patient—why technology?

- ▶ Hold up your smartphone
- ▶ Iphone was introduced in (exactly when)
- ▶ What were you doing in 1985? (pic here)
- ▶ (Cray 2 supercomputer, 1985, = processing power of iPhone 4)
- ▶ Nearly Unlimited software applications

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## Until it all crashes in 2033, consumer demand will drive health care.

- ▶ Gen X, Gen Y, Millennials, and what they want and DON'T want
- ▶ Information as a commodity and the "choice of human interaction"
- ▶ (more on this in the "Dr. God" section)
- ▶ The negative may be more important than the positive; ie, it may be more important that you DON'T have hassles
- ▶ (so how does this tech that everyone is carrying help improve the situation?)

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## On Demand Care

- ▶ Access to care via novel scheduling platforms
- ▶ Artificial intelligence (whatever THAT is—the target outruns us when we approach it): applications for "triage," diagnoses, personalized medicine, and "wellness predictions"
- ▶ Communication with your provider / health care team (global)
- ▶ Remote monitoring (no one knows what to do with this yet but EVERYBODY is looking at it) **MISSISSIPPI**

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## On Demand Care

- ▶ Video Visits
- ▶ Asynchronous medicine
- ▶ Remote monitoring
- ▶ Japanese kiosk medicine
- ▶ all related to the "choice of human interaction" and the discomfort with the balance between TRUST and POWER when it comes to medical interaction
- ▶ Video of Alec Baldwin "If you want to know where God is"

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## The future is already here, it's just in beta testing—John Schwartz

- ▶ Relate prior slides to future of medical care as a jumping off point for workshop
- ▶ patient interaction / rapport / effectiveness and outcomes
- ▶ Discussion of Nico Pronk's ideas on consumer behavior

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## All that to say...

- ▶ That the "consumer" (human) as "patient" concept is fading
- ▶ Already, medicine is beginning to change with that
- ▶ (slides of Zoom clinic)
- ▶ DTC services, remote monitoring, Genetic testing (**PRECISION MEDICINE**), personalized care, and the "bespoke life"

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If someone else builds it, they will go there...



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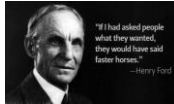
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### Fields of Dreams On Demand

- ▶ Someone is right now building a system of care that people didn't even know they wanted – **HENRY FORD**
- ▶ But when it's built, they will choose it OVER what's there now - **iphone**
- ▶ (long waits, poor customer service, confusion over charges and payment)
- ▶ If WE don't build it someone else will, and they will be playing baseball not us



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### Uneven distribution

- ▶ Chatbots and the NHS
- ▶ Remote monitoring illustrations
- ▶ Big data, AI, and Pop Health (talk to Peter)

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## But that is just the near term...

- ▶ In 2033, when the whole FINANCIAL part of the medical system crashes under its own weight...serious reform of MEDICAL CARE will happen, not just tweaks to the health care financing.
- ▶ 20% of Americans in 2050 will be over 65.
- ▶ Health spending's share of GDP was 17.8% in 2015 and is projected at 20% by 2025
- ▶ (can we show a graph where these two are interposed?—that's where I'm getting "2033" from)
  
- ▶ Age Wave—baby boom, longer lifespans, lower birth rates—
- ▶ "age wave will shift the epicenter of consumer activity from a focus on youth to the needs, challenges, and aspirations of maturing consumers."—Ken Dychtwald, Ph.D.

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## Tech can save us or destroy us but it will change us

- ▶ Terminator picture or slide here
- ▶ Apple and the FDA and Parkinson's disease
- ▶ Next Gen chatbots and AI
- ▶ Remember to think with a millennial or post millennial brain and NOT your own...

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