Speaker Introduction

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Conflict of Interest

Julee Thompson, MSN, MBA, RN, CPHIMS, FACHE, CENP

Has no real or apparent conflicts of interest to report.
Learning Objectives

• Explain how disruptive innovation leadership tactics apply to nurse leaders

• Outline examples of disruptive innovation

• Describe how to use innovative thinking to tackle challenges
Emerging and expanding roles of Disruptor Leadership
### Where are we going?

<table>
<thead>
<tr>
<th>Linear</th>
<th>Fluid</th>
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<tbody>
<tr>
<td>Transactional</td>
<td>Ubiquitous Adaptability</td>
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#### Linear
- Regulated
- Illness model
- “Mother Ship”
- Provider-TPP centric
- Payer drives
- EMR
- “I” receive/expect
- Hierarchy/Clarity in Role

#### Fluid
- Level of?
- My Health
- “Any Ship”
- Consumer centric
- Cultural/Behavioral
- Crowd cloud
- “We” experience/require
- Competency vs. Degree
Quality: Structure, Process, Outcome

180° is Emerging

• Ubiquitous adaptability has to start with an outcome/output based approach

• What is the greatest possible benefit you can achieve given your community’s needs and requirements?

• What processes do you need to achieve the greatest benefit?

• What structure needs to be in place to support that?
Emerging Role is an Expanded Role

**Leading in the 180° Revolution**

- Moving beyond the “four walls” in the system to really being “embedded” in the community we serve
- Translating the psyche of the community and needs into actionable approaches
- Creating a sense of flexibility with outcome expectations as our starting point
Strategies to take the “four walls” outside the organization and lead accordingly
Lean Innovator vs. Value Innovator

180° in Reality

• Lean innovation is product/service centric

• Value innovation is person centric and focused on optimal health
  ✓ Unilateral patient/consumer voice
  ✓ Flexible/variable/dynamic
  ✓ Outcomes of interest to be achieved, depends on where the consumer is during the process
  ✓ Involves engagement at individual level
  ✓ Achieves enablement
Value Innovator Continuum Market Segmentation

- Wellness/Fitness
- Worried Well
- Not Worried Not Well
- ADL Support
- Aging in Place
- Chronically Ill/Medically Fragile
Consumer Market Demographics and Requirements
Consumers – The Challenge

• Deep seeded beliefs
  ✓ Highly personalized/experiential/emotional – usually negative

• Health system is complex
  ✓ 80 peer reviewed articles published daily

• Quite frankly, it is easier to keep patients dependent on a system that has historically made decisions for them
  ✓ Research supports a majority of consumers prefer it that way
Consumers – True Engagement

- Intended outcome – then the process, features, etc.
- Business model based on services “selected” not “offered”
- Technological disintermediation
- Disruptors
- Patients activism
Competencies Required
Competencies

- COMMUNICATION, COMMUNICATION, and oh by the way COMMUNICATION!
Communication, Communication, Communication

It is all about getting the **Right Information**

from the **Right Person**

to the **Right Person**

using the **Right Method/Modality**

at the **Right Time**
Communication Current Approach

Provider Driven

**Empowerment**

- Health Information
  - Personalized
  - Focused
  - Educational/Informative
  - Relative

- Value Added Services
  - Customized health advice
  - Reminders/Refills/Follow-up
  - Condition/Compliance info
  - Predictive/Preventative

**Engagement**

- Consumer Driven
  - Quantified Consumer Health Management
- Professional/Provider
  - Standards
  - Judgement
  - Expertise
- Lay Consumer
  - Lay Provider

**Enablement**

- Health Information
  - Providers
  - Client
  - Employer
  - Payers
  - Disruptors
- Cloud Repositories
- Affinity Groups

**Intelligence Sources**

- Multiple Professional EMRs
- Business Analytics
- Clinical Decision Support
- Ecosystem Providers
- Research

**Enablement**

- Health Devices
- Applications
- Technology

**Professional/Provider Standards**

- Judgement
- Expertise

**Consumer Driven Quantified Consumer Health Management**

- Lay Consumer
  - Lay Provider

**Enablement**

- Health Devices Applications
  - Technology

**Health Information**

- Providers
- Client
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Consumer Engagement Transformation
Communication Framework for Enablement

**Empowerment**
- Health Information
  - Personalized
  - Focused
  - Educational/Informative
  - Relative
- Value Added Services
  - Customized health advice
  - Reminders/Refills/Follow-up
  - Condition/Compliance info
  - Predictive/Preventative

**Engagement**
- Personalized and Consumer Specific

**Enablement**
- Professional Provider
  - Standards
  - Judgement
  - Expertise

**Health Information Sources**
- Multiple Professional EMRs
- Business Analytics
- Clinical Decision Support
- Ecosystem Providers
- Research

**Health Information Crowd Cloud**
- Providers
- Client
- Employer
- Payers
- Disruptors
- Cloud Repositories
- Affinity Groups

**Consumer Driven**
- Quantified Consumer Health Management

**Lay Consumer Lay Provider**
- Health Devices Applications
  - Technology
Competencies

- COMMUNICATION, COMMUNICATION, COMMUNICATION
- Consumer strategist
- Integrator change agent
- Innovator
- Entrepreneur
- UBIQUITOUS ADAPTABILITY
- Community presence
- Skill set beyond the “four walls”
- MENTOR IN CHIEF
New Business Models Leverage
Competency vs. Degree

- Center a Solution
- Partner a Solution
- Share a Solution
- Sustain a Solution

Adaptable Variability

Market
Segments
Culture & Experience
In Summary

The first thing you do to start something new is to stop doing something old.

Peter Drucker

In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists.

Jamie Orlikoff/Eric Haffer/Gary Kaplan WSJ 2014

We must move from being outstanding transactional leaders to unbelievable transformational leaders.
Finally

Mentor In Chief for Ubiquitous Adaptability
Questions

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