Advice and lessons learned in healthcare innovation

Transcript

00:00:06:26 - 00:00:22:04
DAVID TYLER:
So you all are leaders in your respective fields. What advice
would you have for, in your case, a physician leader or a
health plan leader or a research innovation leader on the
medical device front for a colleague of yours that may be
undergoing some of the same things around the country.
We’ll start with Robert, if you don’t mind.

00:00:23:20 - 00:00:43:16
ROBERT BUNCH:
Well, we’ve hit a lot of it, I think. I think be super focused on
what you’re trying to achieve. Right. So if we’re health care
has to continue to evolve. There’s no doubt how it looks today
is not how it’s going to look ten years from now or five years
from now. And if we continue to if you’re not focused on how
we’re going to innovate, how we’re going to drive it, where am
I going to invest?

00:00:43:26 - 00:01:04:09
ROBERT BUNCH:
And it should be somewhat I think one of my vices is stuff
that I try to for myself, should be somewhat core to what
you already do. And I’ll give you an example of that. When
we started doing AI and all of the digitizing the processes,
we started inside, we didn’t push it outside. So we looked at
how our call members service people were doing stuff and
how we can invest there to innovate.

00:01:04:18 - 00:01:21:13
ROBERT BUNCH:
And when that started to add value, then we push it out.
And now we have 20% of our stuff is coming through
chatbot with AI enabled messaging. But we had to start
internally first and we learned that way. So that’s my
advice. I know not for a really long answer, but make sure
it’s core and be committed. I think you have to be
committed to it.

00:01:22:15 - 00:01:23:10
DAVID TYLER:
Sharing your thoughts.

00:01:23:15 - 00:01:49:23
SHERRY FARRUGIA:
I take you full circle to where I started. Build a fear free
environment and a diverse team. And then the final thing is
to have a balance, not just a diverse portfolio, but a
balanced portfolio. Because from where I sit with my team,
if we only go after long term, we’re out of business. I mean,
it’s just the reality of the situation.

00:01:50:00 - 00:02:03:08
SHERRY FARRUGIA:
So we have to really look at what percent of short term
innovations are we going to focus on mid-term, long term
and make those and make those decisions. And sometimes
those are really tough decisions to make.

00:02:06:00 - 00:02:36:14
CHARLIE BROWN:
Just from a a care delivery perspective. Medicine’s
going through the biggest transformation that’s ever gone
through, and it’s a care delivery in a good way. And, you
know, I think those health care systems and I applaud
Piedmont for its energies in doing this and coordinating
care, putting quality and the first at the core of the mission
and then bringing the physicians and all the caregiver, the
nurses, the nurse practitioners, everybody in the care team
together around a common focus.
CHARLIE BROWN:
And, you know, again, with quality driving the overall intensity, we’ve been able to, you know, demonstrate an improvement in quality, a reduction in the cost of care and a, you know, an improvement in the patient experience. And it’s just it’s going to take some coordination. It’s very different than the way even myself and we trained in in residency that you are an individual practitioner.

CHARLIE BROWN:
It’s really not like that anymore. You’re part of a care delivery team and you need to accept that.