

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 can we 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 from 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.

00:02:36:15 - 00:02:58:16

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.

00:02:58:16 - 00:03:02:23

CHARLIE BROWN:

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



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