Bringing new perspectives to healthcare

Transcript

DAVID TYLER: One of the things that you both bring to the table that I think is a great asset for your organizations is a little bit of a different background. Both of you have backgrounds outside of the healthcare industry. and I'm interested to hear how healthcare's distinct challenges and unique aspects of your background really play into what you do on a daily basis. Can you talk a little bit about the challenges that are different in healthcare and the opportunities that you all see that are different in healthcare? Tony?

TONY AMBROZIE: Sure. I think one of the things is, I think both of us came to healthcare about three years ago. Coming from outside, of course, in other interviews such as this, the that question comes and is usually, "What were you thinking?" Moving during a pandemic into, you know, the center of the pandemic so to speak. But for me, it was the logical step because I think healthcare, unlike other places, has not had a traditional focus on consumers or consumer experiences, number one, and I think number two hasn't had necessarily a focus on improving efficiency of processes. We're not talking about clinical, we're not talking about the actual act of care, we're talking about everything around it. So I think that was very interesting, that's a big difference, somewhat especially when you talk about data and digital compared to other industries, and I think that's why, probably, folks like us were deliberately brought in to kind of bring that focus and that that type of work and activity.

And I think the way we look at it is how can we make these things better? And they're related—the consumer space and the business space if you want, the operational space—how do we make them better? And frankly one of them is more and better technology, but focused technology, not just gizmos to be, you know, shiny gizmos to be plugged in. And if we apply that technology, which is the only way we can get more efficient and be able to support our consumers better, I think that's the that's the strategy frankly.

ONYEKA NCHEGE: Yeah, so you hit it, you hit it really well. Well done I can just go home now. No so, you know it's interesting when you talk about coming from other industries into healthcare, so I will tell you that before I got into the healthcare space, you know, ,we always heard the, you know, if you're going to be a chief anything in healthcare, you have to have a healthcare pedigree, and you have to have been there for years on end, because one of the challenges that you face is when you walk in, it's the, "You're not from here, right? You're not one of us, and you don't really understand what we do in healthcare."

And I think what folks miss is it's technology, right? And all the same challenges that we face in the healthcare space, we face in other industries. And so, having an outside influence stepping into healthcare, especially when you come from a consumer background, right— which we both have—I think it allows you to see things from a … You know, we tend to talk

about patients. And I remember when I first started, I talked about consumers, right? And I would always say, "Look, patients are consumers of healthcare." And so, they are consumers, right?

But I think that's the difference that having someone from outside of healthcare brings. But it's also the challenge that you have to face when you first get in and help in folks understand, I bring something to the table, right? That may not be healthcare pedigree, but we might ask the question a different way based on other industries that we have been a part of.

DAVID TYLER: One of the things that you will hear me say frequently is the ones and zeros of technology work. It's all the underlying business processes that lag in healthcare. And healthcare has traditionally been a little bit of a laggard when it comes to formalized and maturing business processes.

TONY AMBROZIE: Yeah, and it's not just technology, because we're not doing technology for the sake of technology. We're saying, what outcomes? How is this going to look for consumers? How is it going to make (it) better for consumers? So, I think what we both, and others like us, bring is starting with the, what's the experience? How do they can solve their problems? This is about a consumer trying to become a patient to solve a care problem, right? We'll focus from there and walk back, as Steve Jobs once said, back to technology. And frankly, focusing on that experience is the important thing, the more important thing that we do.

And that applies also into our own operations to provide for the staff. We start with, how is that experience going to be for the clinician who probably is burned out because of too many clicks and too many pages in the EMR? So, we start with that and say, "How do we fix it?"

ONYEKA NCHEGE: Yeah, and I think that's … I'll just piggyback on that, just from a personal perspective. That was one of the reasons why I wanted to come into the healthcare space, right? Be able to impact lives in a positive manner. And so, it wasn't necessarily up to your point about the technology as much as it was outcome. How do you impact lives? And how do we leverage the solutions that we have, the technologies that we have, the operations that we have, the processes that we have? How do we use that to impact lives? So that was important to me as well.

DAVID TYLER: Yeah, certainly easy in healthcare to draw a circle around what you do and find goodness and altruism in the middle of it somewhere. And that may be a little bit different.