Queensland Health – A Service Overview

The Age of the Consumer – A Quick Summary

Digital Disruption

How Do We Change

Questions...
Queensland Health comprises of...

- **16** Hospital and Health Services
- **182** hospitals and primary healthcare centres
- **70,000** full-time equivalent staff
  - 3,882 ambulance service staff
  - 8,487 doctors
  - 26,907 nurses

**delivering more than...**

- **1,800,000** emergency services
- **40,000** babies
- **10,000,000** non-admitted and **3,200,000** admitted patient services in acute public hospitals each year

**with an annual expenditure greater than $19.3 billion**
The Age of the Consumer

• For thousands of years The Age of the Seller has dominated the relationship between seller/provider and the consumer
• Seller controlled product and product information and consumer (usually) controlled purchase
• In the Age of the Consumer the consumer now has control over product and service information
• The consumer armed with consumer technology is now the major disruptor in determining business strategy
• Gartner Research - >80% of companies believe customer experience is primary basis for competition (up from 36% just 5 years ago)
What about healthcare?

• Historically patients have been subservient in the doctor-patient relationship
• And then along came *Dr Google*!
• Consumers (Patients) want to feel empowered
• The healthcare system however is not structured to empower patients
If airlines were run like hospitals...
Digital Disruption
Digital Disruption

32% of the Australian economy

SHORT FUSE, BIG BANG

Retail trade
ICT and media
Finance
Professional services
Arts and recreation
Real estate
Accommodation and food services
Wholesale trade
Construction

LONG FUSE, BIG BANG

Education
Transport and post
Health
Recruitment and cleaning
Agriculture
Government services
Utilities
Manufacturing
Mining

17% of the Australian economy

SHORT FUSE, SMALL BANG

18% of the Australian economy

LONG FUSE, SMALL BANG

Courtesy Deloitte
More Disruption is Coming

Tomorrow’s Supply Chains Will be Impacted by a Nexus of Disruptive Technologies

**Wearable Devices**

Devices, such as Google Glass, will transform how digital information is accessed & shared across the enterprise allowing

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**3D Printing**

3D Printers will manufacture parts on demand and contribute towards the introduction of the ‘zero length’ supply chains

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**Advanced Robotics**

Next generation advanced robotics will work side by side with human operatives, helping to automate more production processes

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**Drone Logistics**

Drone aircraft will transform the delivery of parts/finished goods to customers across short distance logistics networks

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**Internet of Things**

Introduction of more connected IoT devices/equipment will allow manufacturers to develop more responsive supply chain networks

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Courtesy:
Digital Disruption in Healthcare

Nanotechnology
- Nano-medicine
- Cell-staining
- Nanobots (sensors)
- Microscopy

3D Printing
- Prosthetics
- Dental work
- Organ Replication
- Facial Reconstruction
- Skin Fabrication

Genomics
- Diagnosis
- Therapies
So What Do We Change?

**Tailored Engagement**
- don’t treat patients like a production line

**Put the Patient in Control**
- Allow patients to have input into flexible components of workflows

**Transparency**
- Where clinically appropriate – no secrets – “nothing about me without me”
What Would the Future Look Like

**Authentic Patient (Consumer) Engagement**
- Services go to patient, not other way around
- Patient provides input into their care plan
- Patient is trusted to be part of the care team

**Health Information Must be Shared**
- Secure Access
- Timely Access
- Semantic Interoperability

**Health Care Ecosystem Must be Connected**
- Longitudinal Care needs to be facilitated and managed
- Systems have to interoperate
- PCEHR is only part of the solution
How to Start the Journey

- Include Patients in Process Design
- Design an IT Architecture that supports patient-centred models of care
- Begin building patient apps that are integrated with hospital systems
- Baseline and measure outcomes
The Rise of the Machines...

Future Chief Information Officers?