AUGUST 8 – 10, 2017

ACE 2017

AUGUST 10, 2017

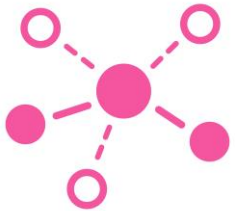
TAPPING YOUR INNER FUTURIST

Garry Golden

Agenda

Foresight 101

Intersections of Change



Learning More

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Thinking Like a Futurist…?

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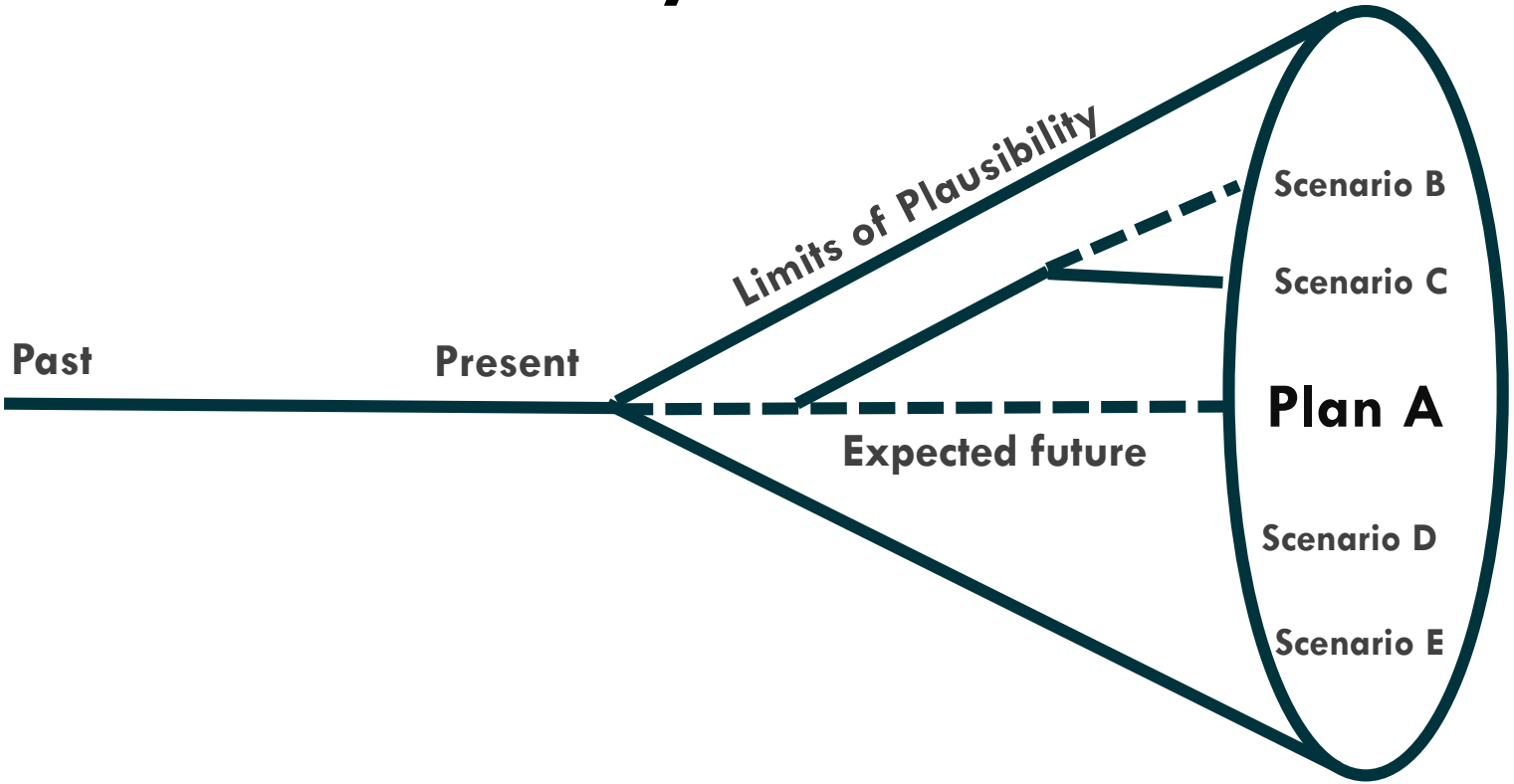
Cone of Plausibility



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Slides Removed

Every day I make an effort to move toward what I do not understand.

- Cellist, Yo-Yo Ma

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In the News

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UT Austin students recently won second place for an Alexa chatbot called ***Belle*** that assists aging populations with phone conversations. ***Belle*** helps with scheduling appointments, prevent scammer abuse and confirm retail purchases.

True

False

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Context of the *Creepy Line*

Inevitability of Dealing with the *Creepy vs Compelling Line around…*

Healthcare Experiences

How do we…

- ❑ ***Deliver outcomes and balance privacy and compliance***
- ❑ ***Communicate benefits of data- and AI-driven innovation***
- ❑ ***Maintain the human element for our patients and employees***

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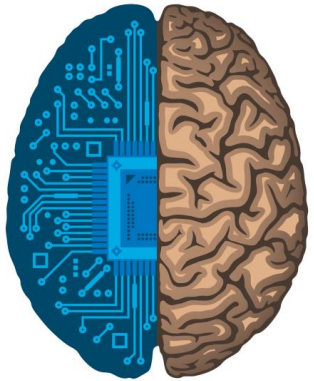
Intersections of Change: 2018 – 2028



Experience Data
+ Behavior Change

Blockchain
+ Trusted Transactions

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Social Norms for the Anonymous-Access Web 1993

"On the Internet, nobody knows you're a dog."

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Social Norms & the Social Web

2008

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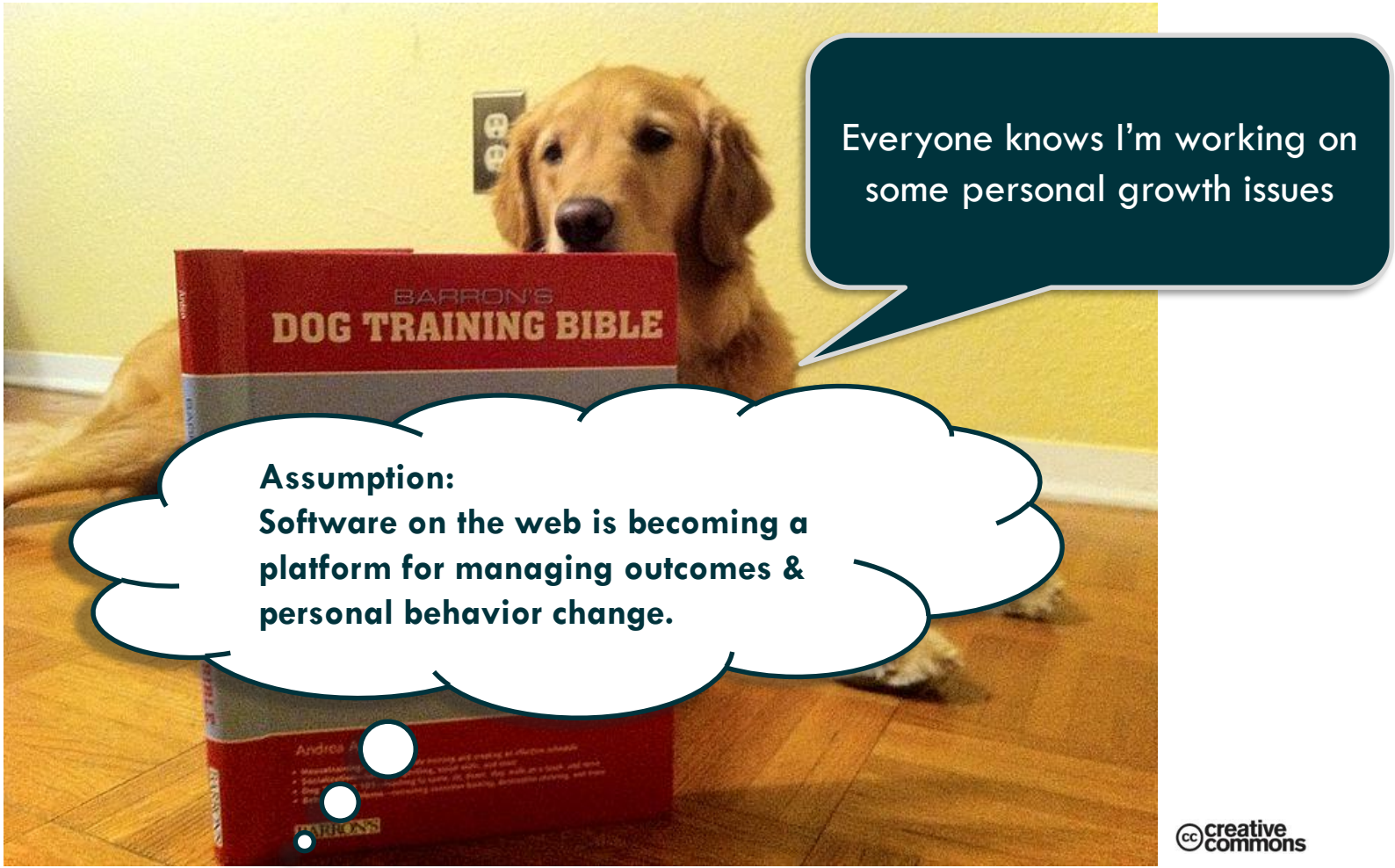

creative commons

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Data, AI + Design for Behavior Change

Why Software is Eating the World…

THE WALL STREET JOURNAL.

By MARC ANDREESSEN

August 20, 2011

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Who delivers the nudge for behavior change?

… it is clear that the most powerful technology companies are investing immense resources to make virtual intelligent assistants ubiquitous before the end of the decade.

– Daniel Nadler, CEO of Kensho

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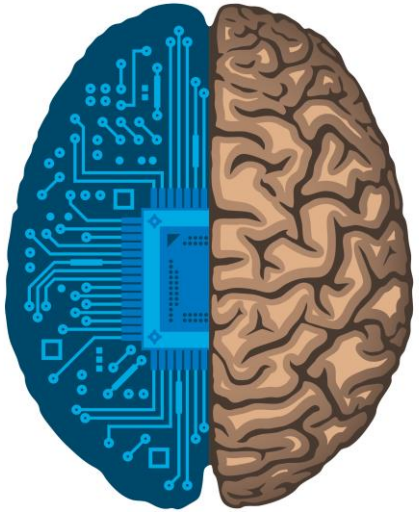
Focusing on Experience Data Foundations

What is the best lens of change?

Era of AI + Healthcare = Engaged Employee Culture



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Classroom Training vs Performance Support

3 hours

Course

“I did this…”

Statements

xAPI Layer inside Software + Connected Devices

300 hours

Real World

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Scenario: Talent Embraces Experience Analytics

"I did this…" Statements

- ❑ Lucy ***read*** an article on virtual reality for aging populations
- ❑ Lucy ***watched*** *a* Youtube video on Social VR Experiences for Aging Boomers
- ❑ Lucy ***interviewed*** *the Director of MIT's* Age Lab
- ❑ Lucy ***attended*** an MIT workshop on VR simulations
- ❑ Lucy ***wore*** an 'aging suit' at MIT Age Lab
- ❑ Lucy ***mentored*** with the Head of Innovation at AARP
- ❑ Lucy ***designed*** a new VR social space using Facebook Oculus dev kit
- ❑ Lucy ***demonstrated*** her VR experience for Aging populations at a NYC Meetup
- ❑ Lucy **won** an Webbie award for Social VR platform
- ❑ Lucy ***taught*** a Coursera MOOC on Universal Design and VR experiences
- ❑ Lucy **was hired** as head of Social VR for Aging Populations at Facebook

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Early Days of ExperienceAPI (xAPI) Pilots

Watershed

xapiapps

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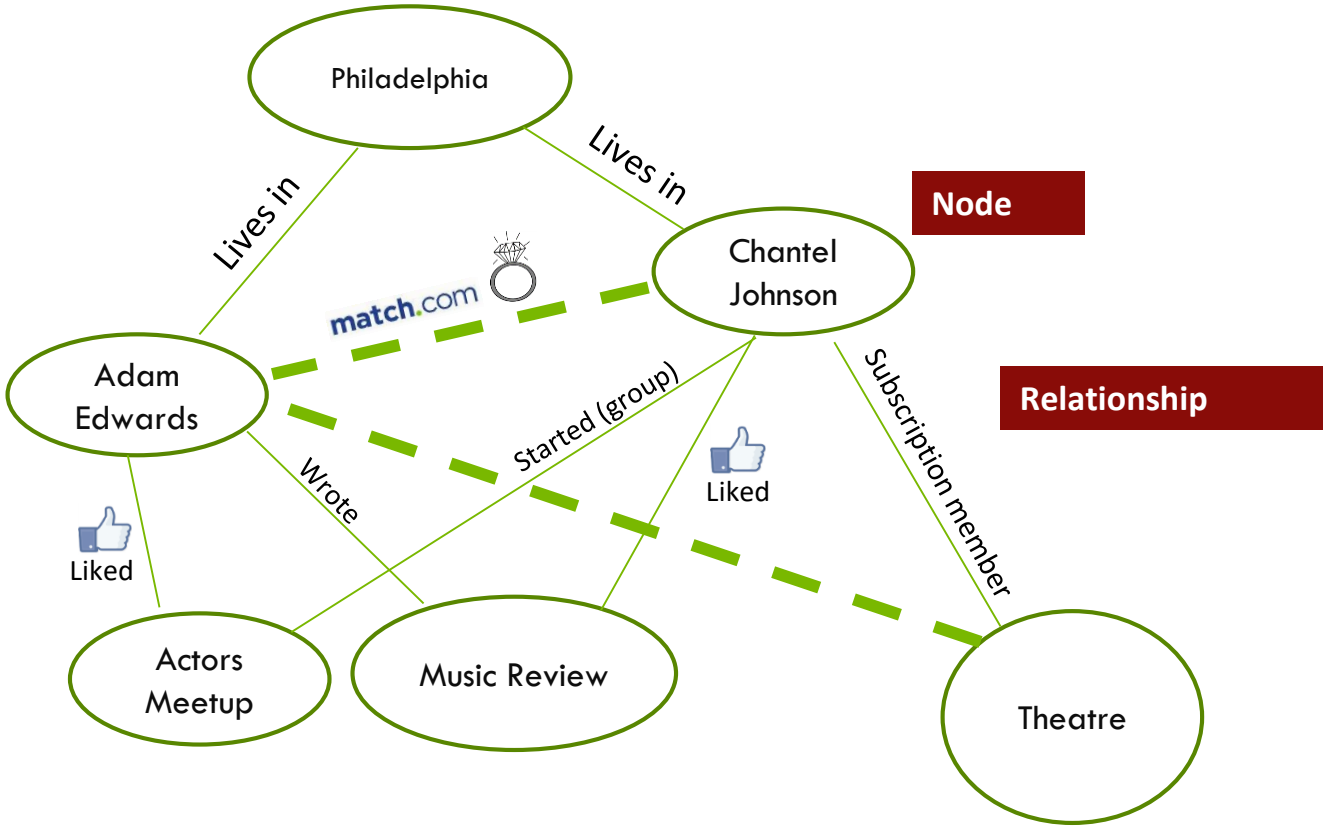
From Social Graph to Experience Graph?



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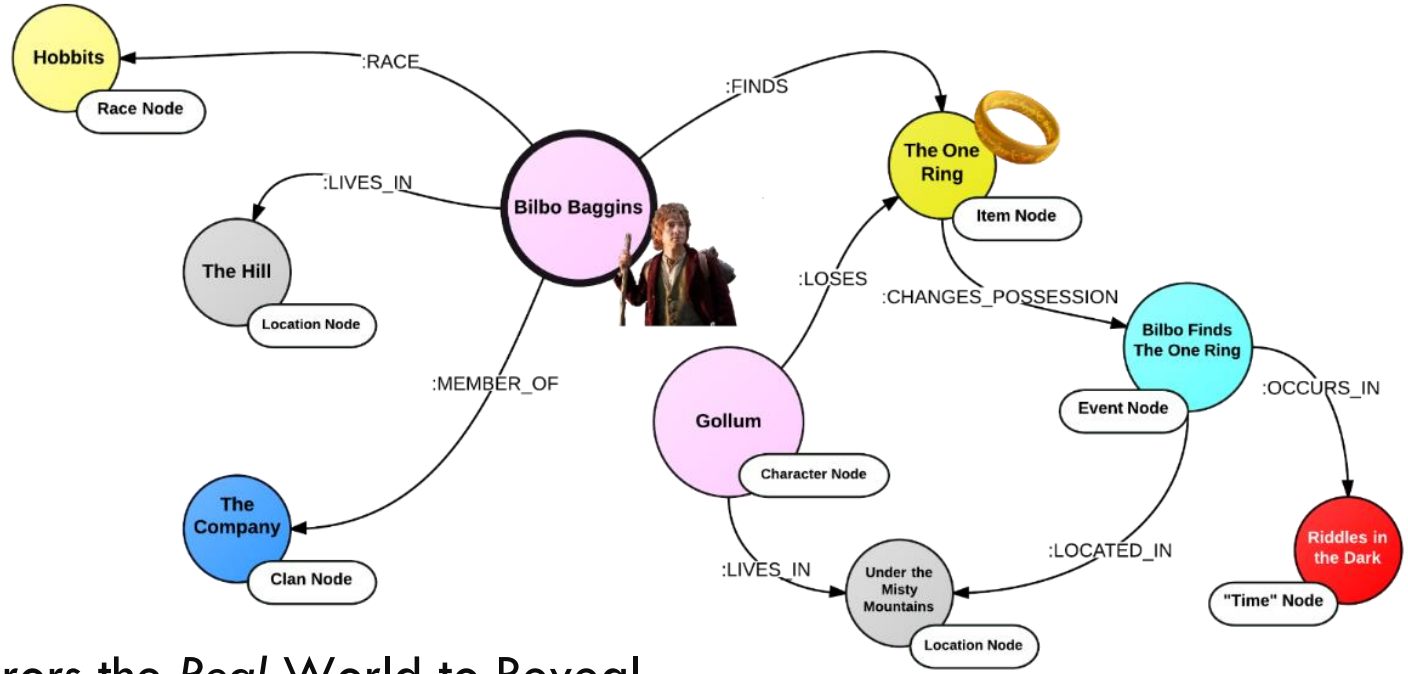
Graph Analytics:
Support the Journey of Building Skills



Mirrors the *Real* World to Reveal
Influencer Profiles, Decision Pathways and Recommendations

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Next Mission? Build a Population Health Graph

Members – Companies – Jobs – Skills – Schools – Knowledge

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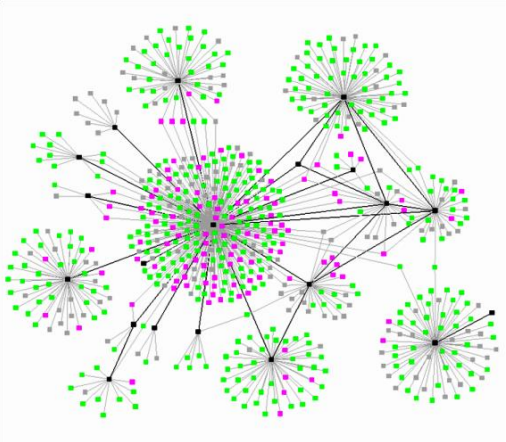
Healthcare Industry + Experience Graph?



- **Experience Data Improves Outcomes**
  Performance Support for All Staff
- **ExperienceAPI for Wellness Analytics**
  HIPPA Compliant Experience Data?
  Platform for Population Health
- **Potential Challenges**
  Creepy Line Kills Culture
  Integration or Adoption Stalls

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Start Learning from…

xAPI & LRS Community

Connected Data + Graph Analytics

Get Involved in Working Group

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Blockchain + Smart Contracts

Rethinking Trust,
Identity and Community

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Why is the Internet Important?

1994: "Today Show": "What is the Internet, Anyway?"

All descriptions failed:

- ❑ **It's a billboard**
- ❑ **It's a massive network**
- ❑ ***You write to it, like mail***
- ❑ **Great for emergencies**
- ❑ **'You don't need a phone line to operate the Internet?'**

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Evolution of Web

Internet of Files

Internet of Social Networks

Internet of Trusted Transactions

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Need to Know: Platforms for Innovation

Public

Private

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Supply Chains

TheLinkLab

CHRONICLED

Preparing for Drug Supply Chain Security Act (DSCSA)

IBM 合佳医药

Hejia

Blockchain-based Supply Chain Financial Services Platform for Pharmaceutical Procurement

Healthcare providers may be able to authenticate medicines at the point of administration, view their product's path through the supply chain and manage inventory.

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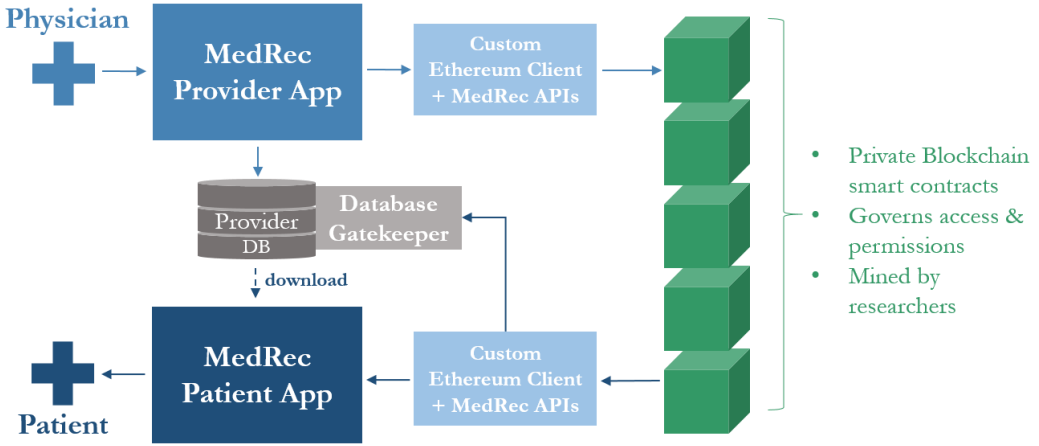
Connected Devices

Medical IoT, Identity, Credentials + Outcomes

MEDREC
Blockchain for EMRs
pubpub.org/pub/medrec



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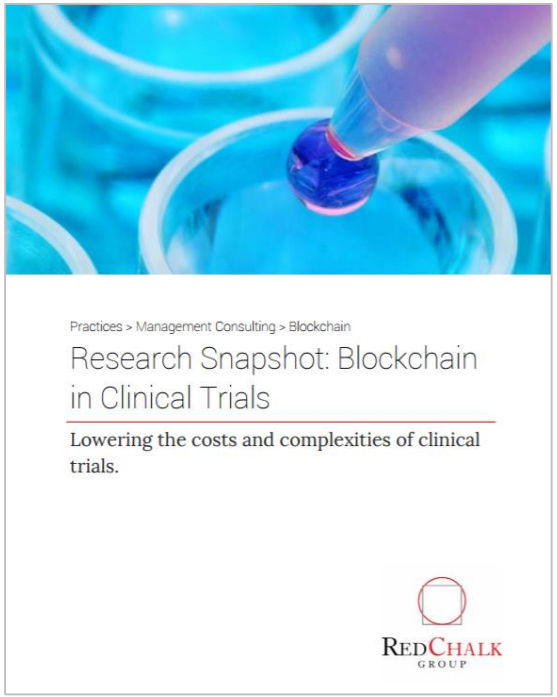
Clinical Trial Design



Blockchain + Smart Contracts =

- ❑ Data Security
- ❑ Data Interoperability
- ❑ Data Immutability
- ❑ Compliance
  (Automation + Oversight of Trial Protocol)
- ❑ Integrating CROs
- ❑ Trust between Parties

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Signals: Innovative Partnerships

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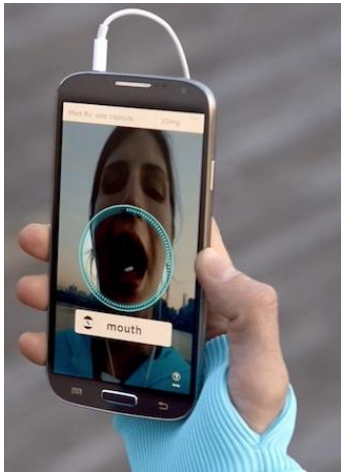
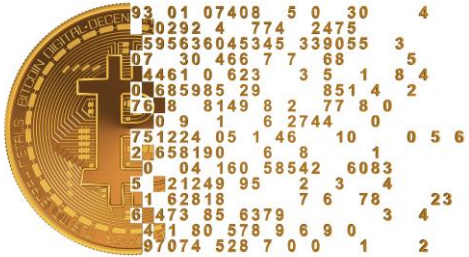
Radical Innovations



AiCure

Incentivized Patients (& Professionals)?



HEALTHCOMBIX

Crypto Currencies + Smart Contracts
= Automate Incentives for Adherence
(or Clinical Care Practices)

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Blockchain: Spectrum of Implications

- ❑Oversold Solutions
- ❑Garry was Wrong

- ❑Data Integrity & Integration
- ❑Secure Sharing
- ❑Reduce Regulatory and Compliance costs

- ❑Programmable Currencies Drive Behavior and Outcomes
- ❑Cyber Security Protection for Connected Devices
- ❑Integrated Project Delivery

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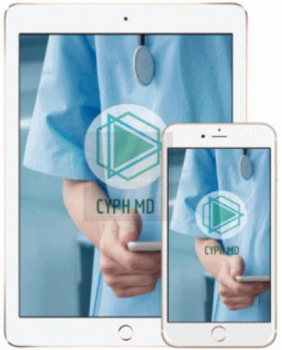
Getting Started on Learning Journey

HASHED HEALTH

Blockchain Challenge

The Office of the National Coordinator for Health Information Technology



CyphMD Dapp
by Bron Tech

Learning Communities

Projects

People & Pilots

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Step #1: Create Sense of Urgency

On the Plateau
'Managing the Decline'

- Incumbent mindset
- Incremental Improvement
- Fear, Uncertainty, Doubt & Denial

Big Bets,
Small Steps

- Entrepreneurial mindset
- *Prototyping Transformative Change*
- *Failing Forward*

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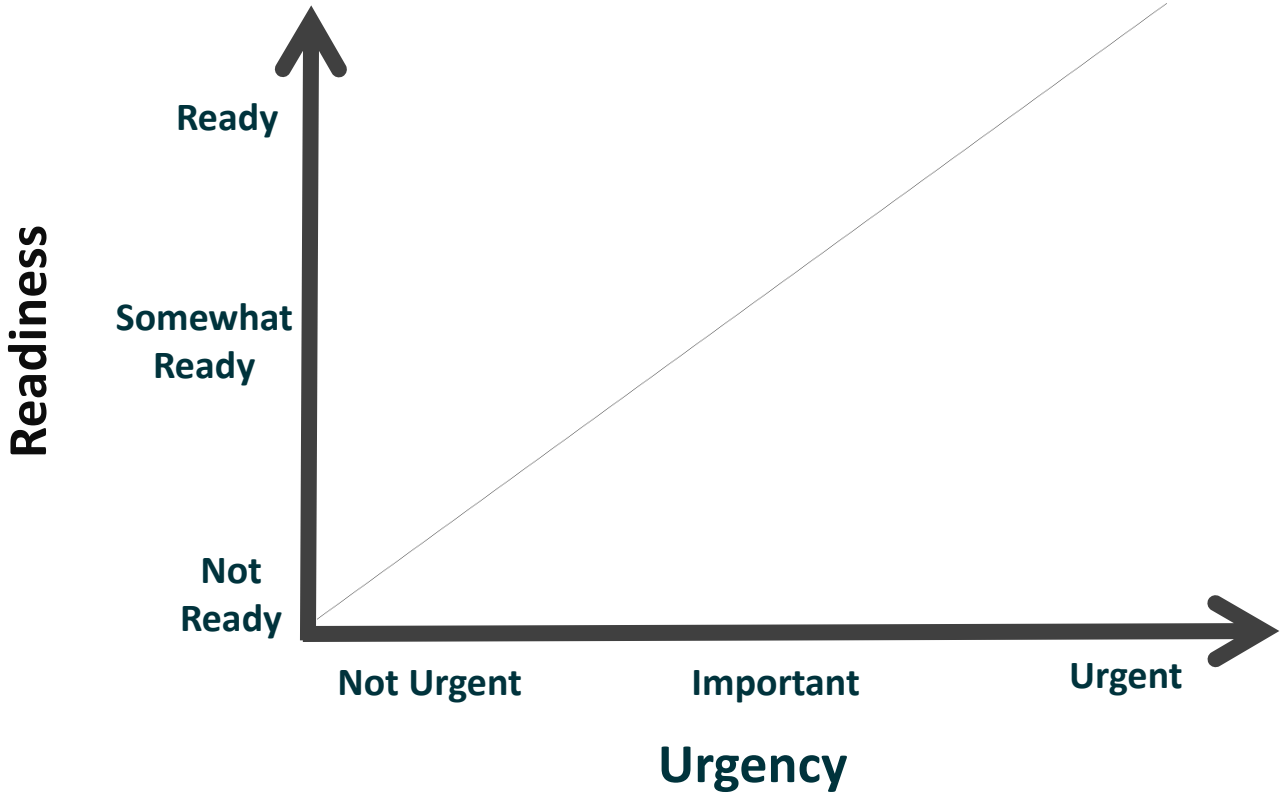
Step #2: Pulse Check on Position + Plans



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Step #3:
Start a Signal Team to Scan for Change

Twitter helps you Stand at Intersections of Change:

@onboardhealth

Healthcare +
Social Justice/Equity

CIRCULATION

@circulation

Healthcare
+ Mobility Services

Nonprofit Finance Fund®

@NFFSocialImpact

Healthcare +
Social Impact Financing

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Step #4:
Challenge Teams with Killer Questions

Following the success of HP's former Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' email message that spurs conversation about the future of healthcare experiences.

What is a need that does not exist today but in five years will be our most requested offering from internal teams and/or communities?

What skills set will be most in demand in five years that we do not currently address in formal training programs?

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Thank you!

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Learn More:
garrygolden.com/August10

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