

Tapping Your Inner Futurist

The Future of Health & Wellness Experiences



Garry Golden
Forward Elements
January 11, 2018

Start

End



***Warm up +
In the News***



**Changes Ahead
2018 – 2030**



diigo

***Scanning for Signals +
Headlines from the Future***

More or Less Change Ahead?

Last
ten years

Next
ten years

2007 – 2017

2018-2028



Images Removed



In the News

UK's NHS (CHOICES) is partnering with Google's DeepMind Health on a pilot to bring AI-driven healthy living to families with children.

Families receive a stipend for food purchases in exchange for Google's AI guiding supermarket purchases and meal preparation.

Food stipends are increased when youth health outcome targets are met.



True

False

Context of the *Creepy Line*

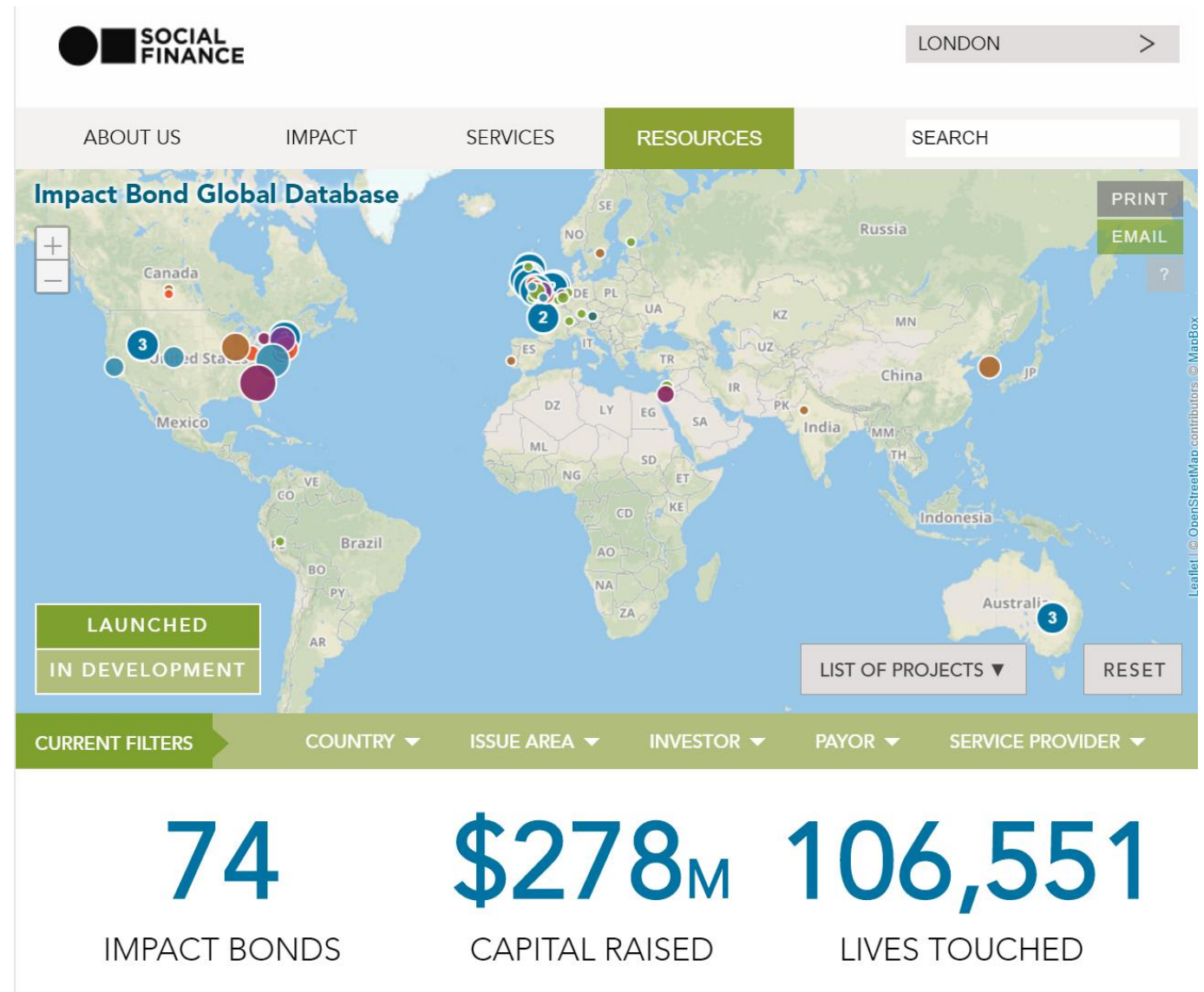
Google

Inevitability of Dealing with the *Creepy vs Compelling Line at the..*

Health & Wellness Experiences

Creepy vs Compelling Aspects of Alternative Funding Models

Social Impact Bonds



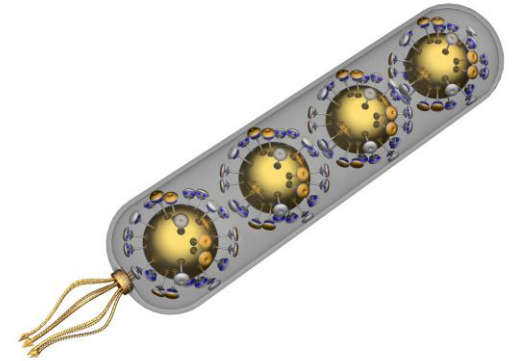
The *Not so Far Away* Creepy vs Compelling Lines of...



CRISPR/Cas9

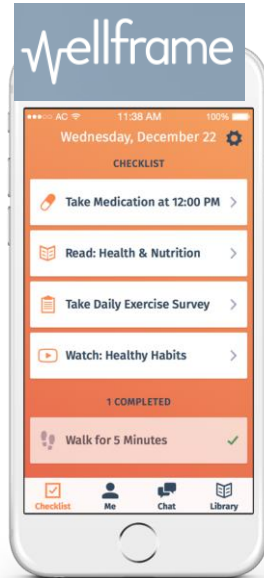


**Sequencing
Everything**



**Functional
Nano-materials**

The Creepy vs Compelling Line of... Digital... Design... Behavioral Science



Hi, I'm Cortana.



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

- Cellist, Yo-Yo Ma

Four Futures Thinking



**Continued
Growth**



**Disciplined
Constrained**



Transformed



**Decline
Collapse**

Four Futures Thinking



**Continued
Growth**



**Disciplined
Constrained**



Transformed



**Decline
Collapse**

End



**Changes Ahead
2018 – 2030**

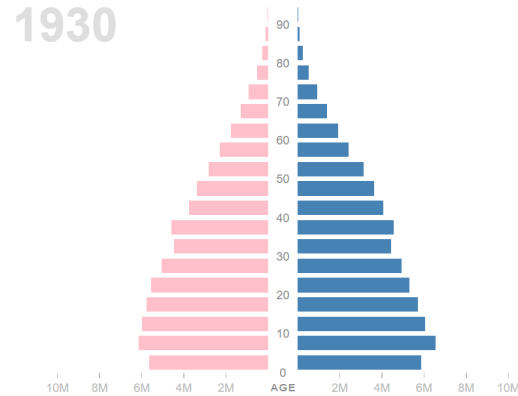


Discussion

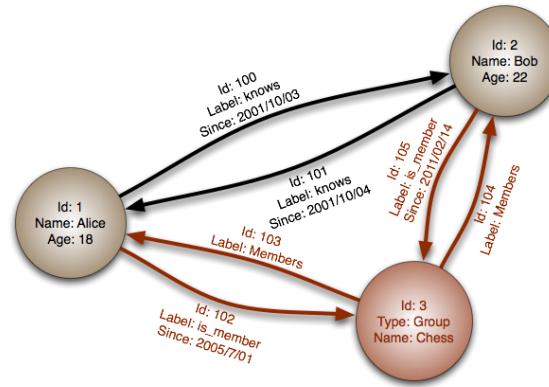
What is our Bridge Strategy to 2030?

U.S. Census Population Pyramid, 1850-2000

Source: U.S. Census & Minnesota Population Center, ipums.org.



**Demographic
Destinies**

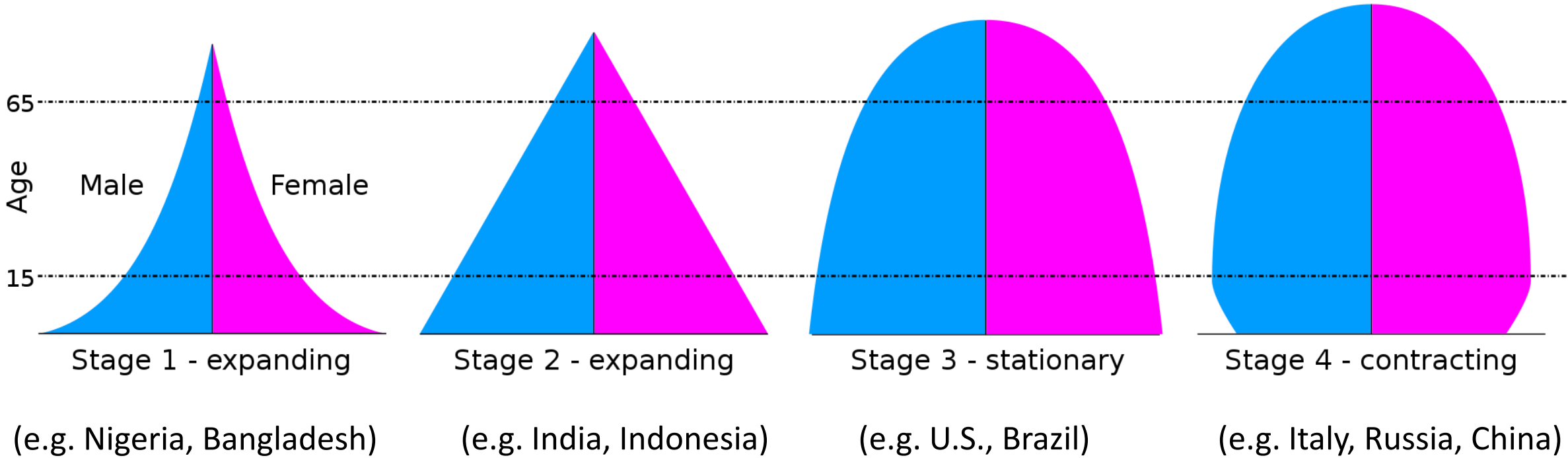


**Graph Thinking
in an Outcomes World**



**Blockchain &
Trusted Transactions**

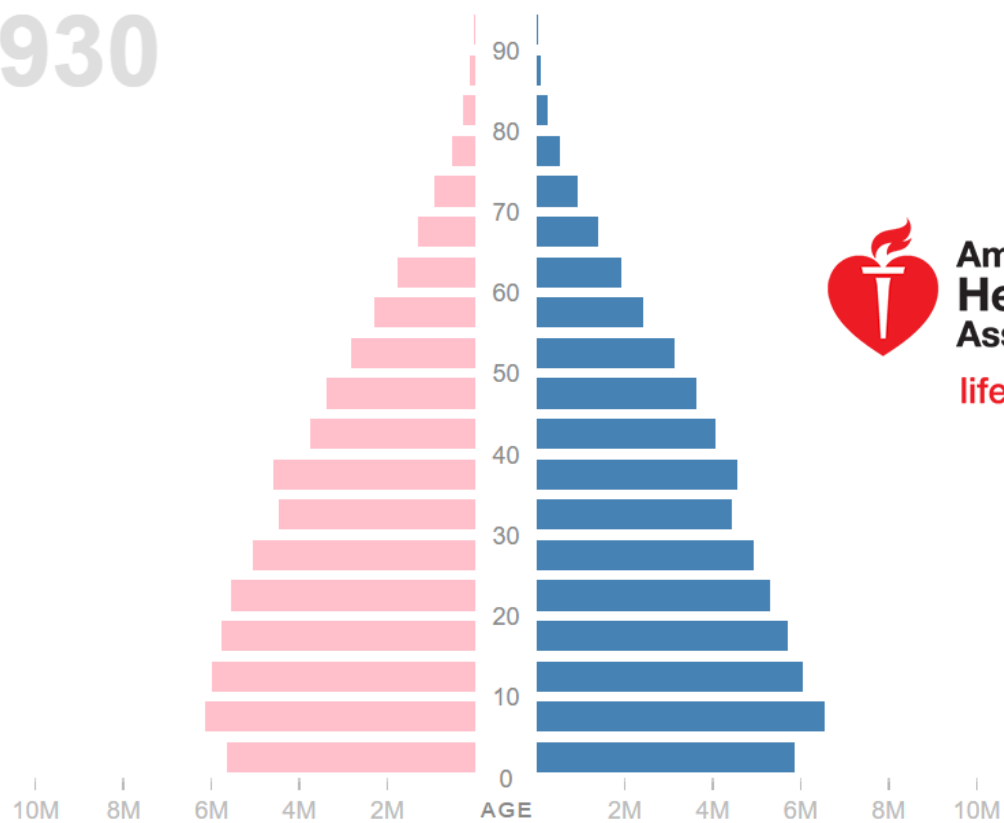
Why Talk About *Demographics as Destiny*?



U.S. Census Population Pyramid, 1850-2000

Source: U.S. Census & Minnesota Population Center, ipums.org.

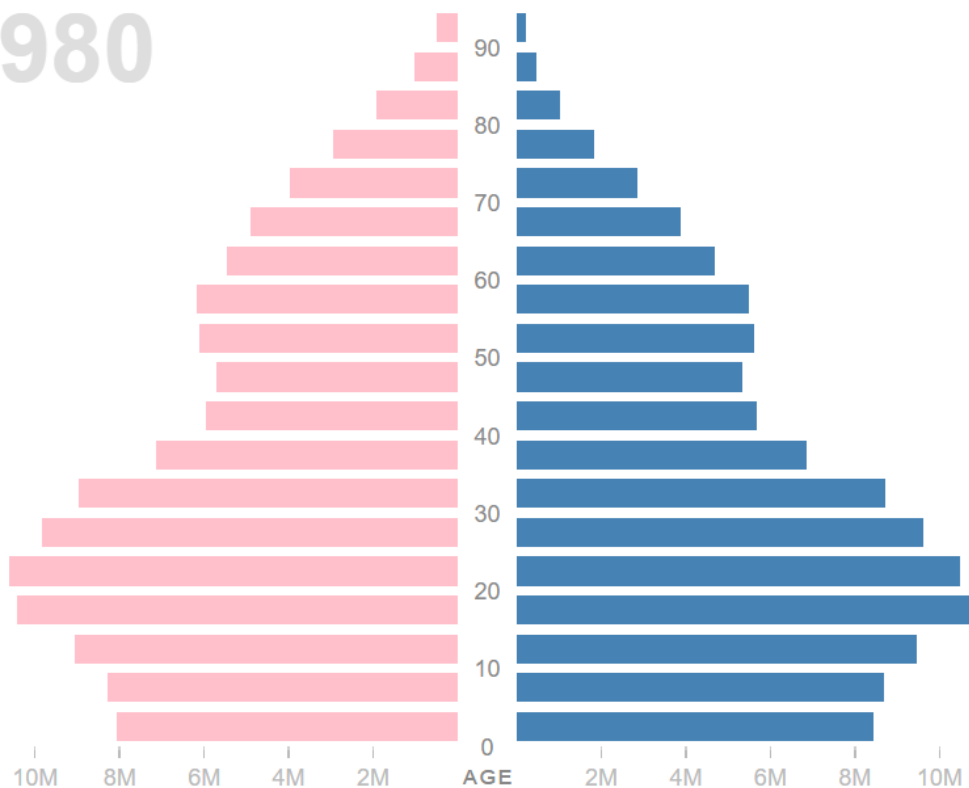
1930



U.S. Census Population Pyramid, 1850-2000

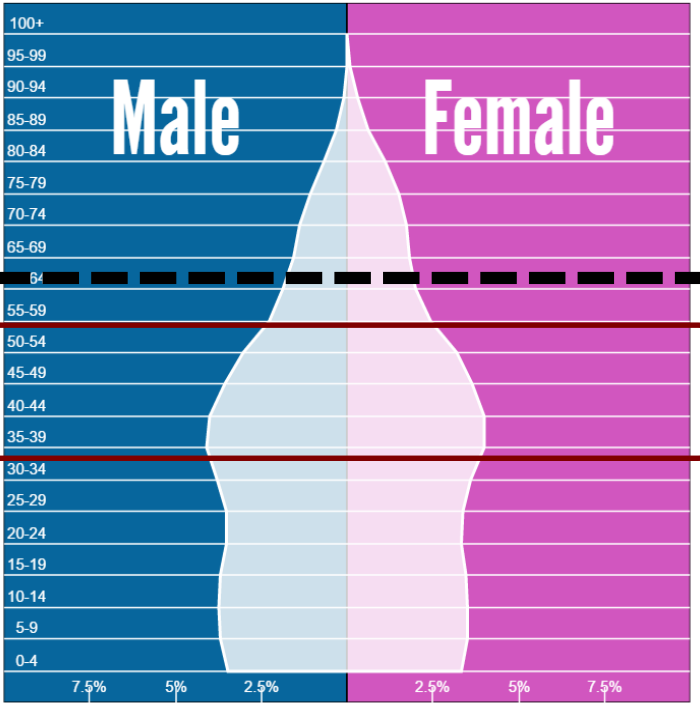
Source: U.S. Census & Minnesota Population Center, ipums.org.

1980

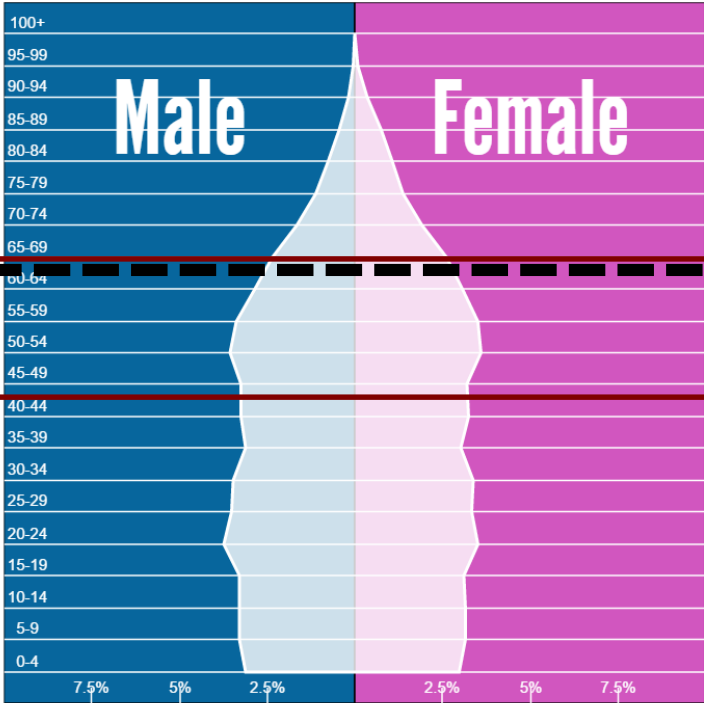


Society, Policy & Norms Re-align around Demographic Transitions

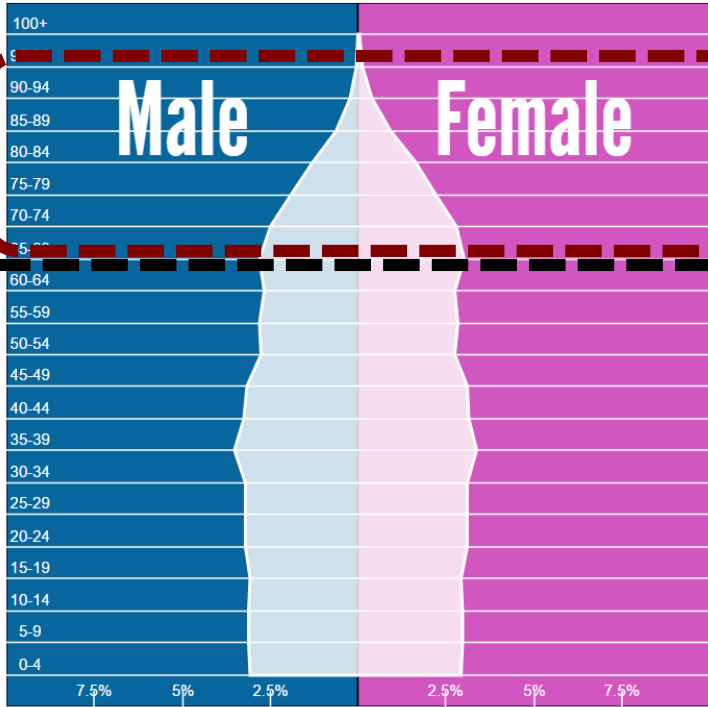
United States of America
2000
Population: 282.895.000



United States of America
2015
Population: 321.773.000



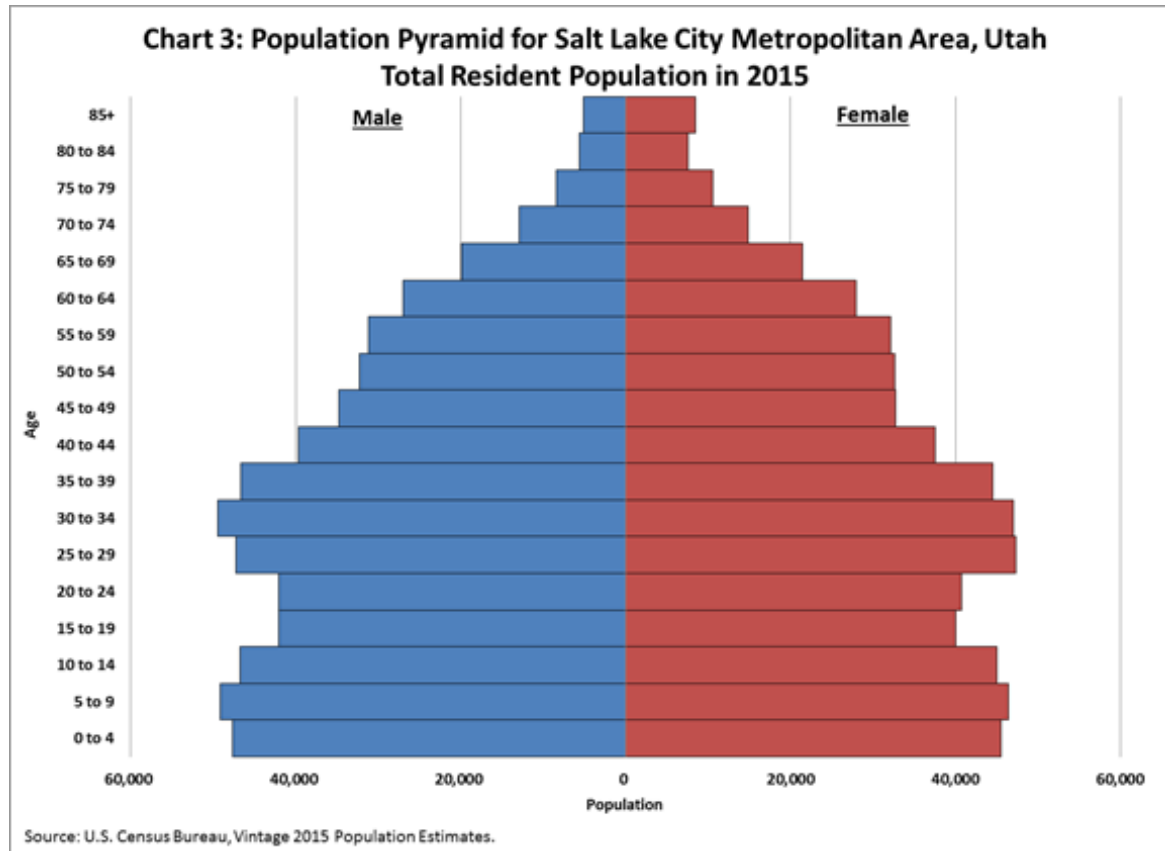
United States of America
2030
Population: 355.764.000



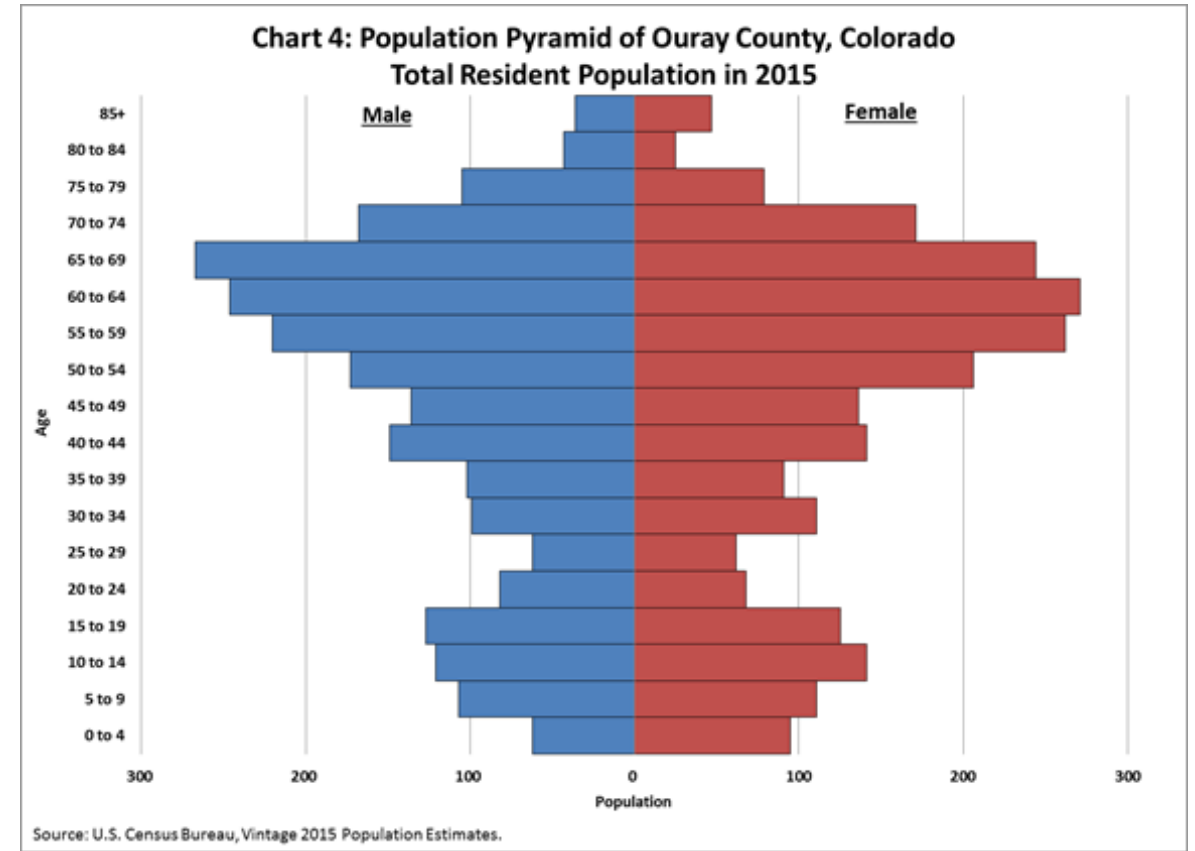
Source: populationpyramid.net

Bifurcated Demographic Destinies...?

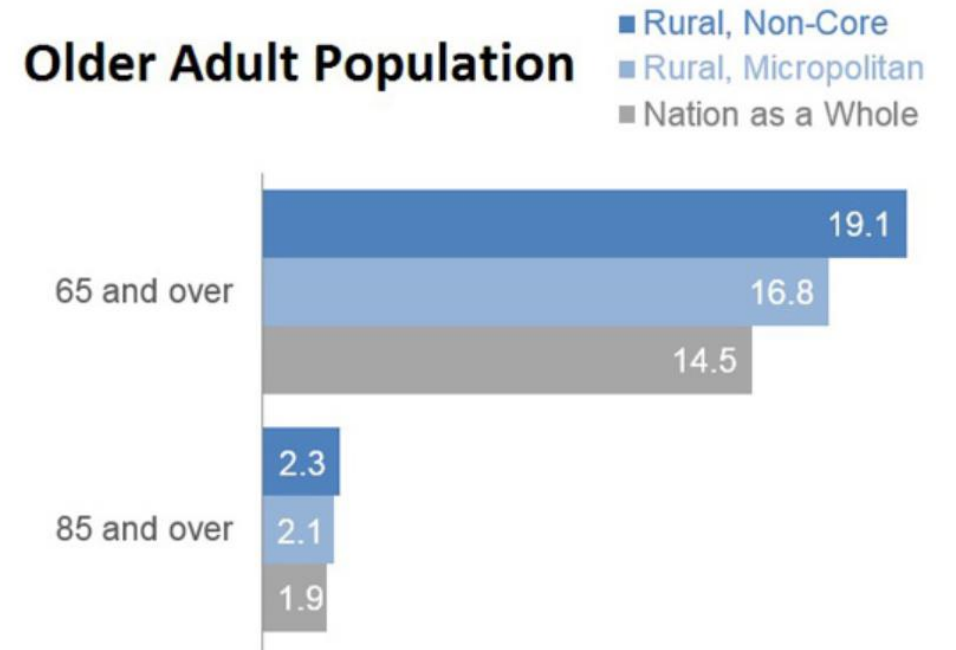
Metropolitan Pyramids



Rural & Small Town Pyramids



The Futures of Rural Communities...



Source: Geographic Comparison Tables [0103](#) and [0104](#), 2012-2016
American Community Survey 5-Year Estimates

How might AHA leverage a more nuanced approach to *demographic destinies* in our programs and partnerships?



Radical Solutions needed for...

Aging Populations

- Aligning Civic Institutions, Social Policies & Market Mechanisms:
Aging in Place; Creative Aging + Active Aging***
- The Professionalization & Democratization of Care Givers***
- Extending Work life & New Retirement Dynamics (Partirement)***
- End of Life Planning***

Rural

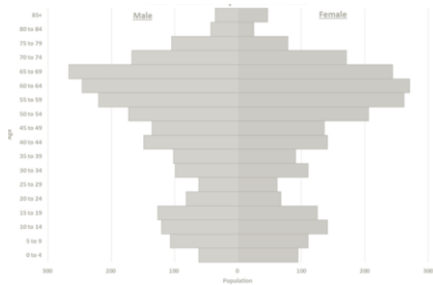
- Empowering Local Community Infrastructure***
- Telehealth and Augmenting Local Healthcare Staff***
- Mobility solutions (Access & Emergency Response)***

Early Childhood

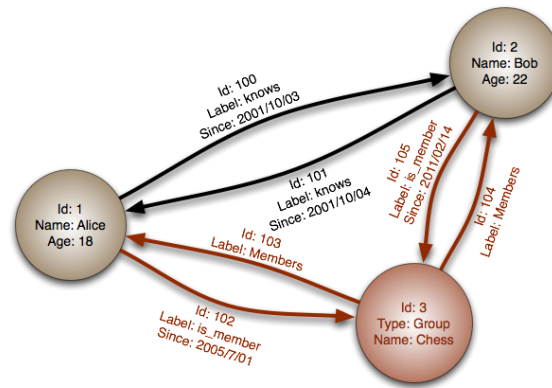
- Entering a Golden Age of Childhood Development Policies?***



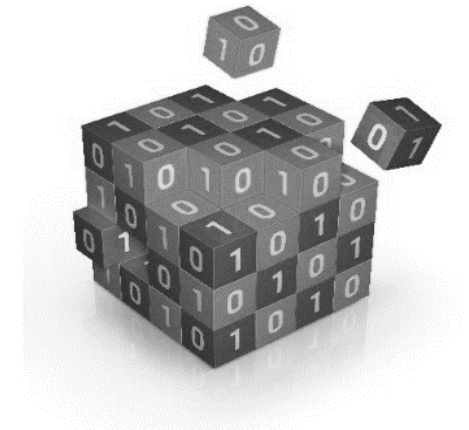
What is our Bridge Strategy to 2030?



Demographic Destinies



Connected Data
In an Outcomes World



Blockchain &
Trusted Transactions

AI *Design for Behavior Change*

Why Software is Eating the World...

THE WALL STREET JOURNAL.

By MARC ANDREESSEN

August 20, 2011

Social Norms for the Anonymous-Access Web

1993



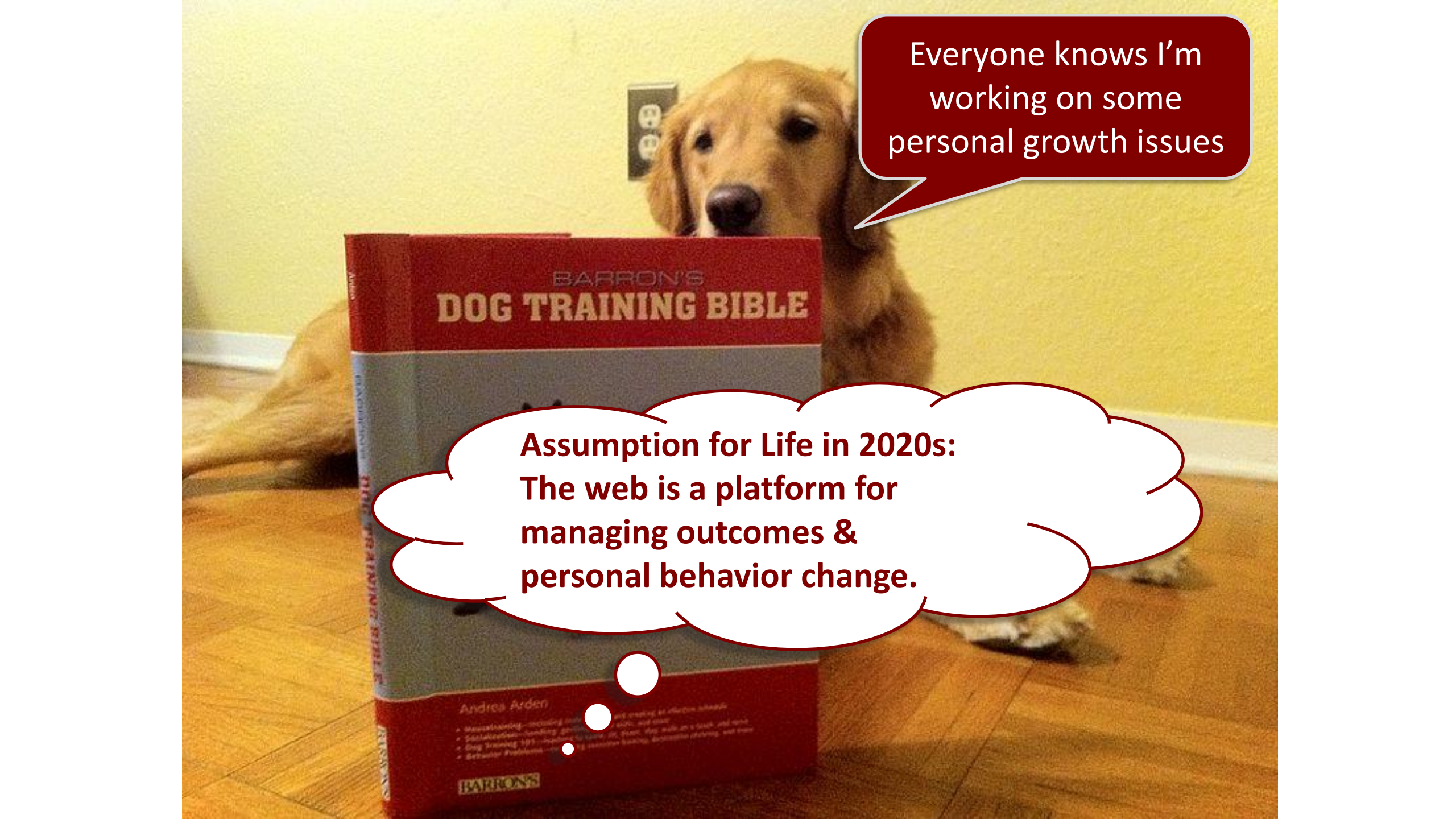
"On the Internet, nobody knows you're a dog."

“On Facebook, 273 people know I’m a dog.
The rest can only see my limited profile.”

Social Norms & the Social Web

2008





Everyone knows I'm
working on some
personal growth issues

**Assumption for Life in 2020s:
The web is a platform for
managing outcomes &
personal behavior change.**



**Social
Data**



**Health
Data**



**Device +
Infrastructure**

EXPERIENCE
API

“I did this...”

**Learning & Life
Experience Data**

Lots of talk about Data & Outcomes....

Data & Experience Design



Johanna Blakley @Mojojohanna · 1h

"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP
#artsdata

Can we all agree...?

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.

- Deanna Day

Signal from L&D : Experience Data Is Coming



EXPERIENCE
API

Activity Streams
<Actor, Verb, Object>

“I did this”

Learning Management Systems (LMS)

Why Experience Data? Connect Training to Outcomes



Course



“I did this...”

Statements

Seamless Integrated into

- Software + Connected Devices
- Manager & Team Tools



Real World

Scenario for 2020s: Experience Data Appears in the World

How might experience data drive volunteerism, internal AHA work, scientific research and population health management?

Scenario: Talent Embraces Experience Capture Analytics



"I did this..."
Statements

- Lucy **read** an article on virtual reality for aging populations
- Lucy **opened** an Evernote folder on aging solutions
- 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 **wrote a blog post** highlighting VR social engagement for seniors
- Lucy **taught** a Coursera MOOC on Universal Design and VR experiences
- Lucy **was hired** as head of Social VR for Aging Populations at Facebook

Assumption to Explore

**By 2025, Experience Data Will Become
Our Most Valuable *Digital Age* Asset**



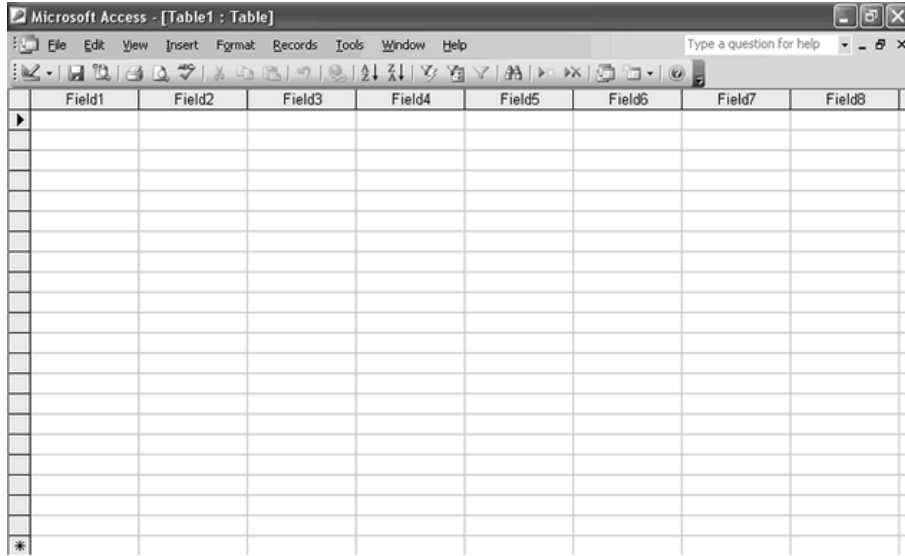
“I did this...”
Statements

How do we approach regulatory?

How do we make sense of it?

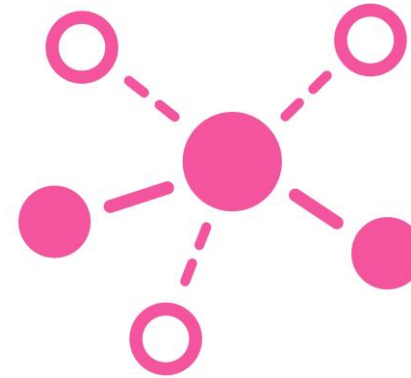
How do we avoid the creepy line?

Connected Data is foundation for outcomes-based operations...



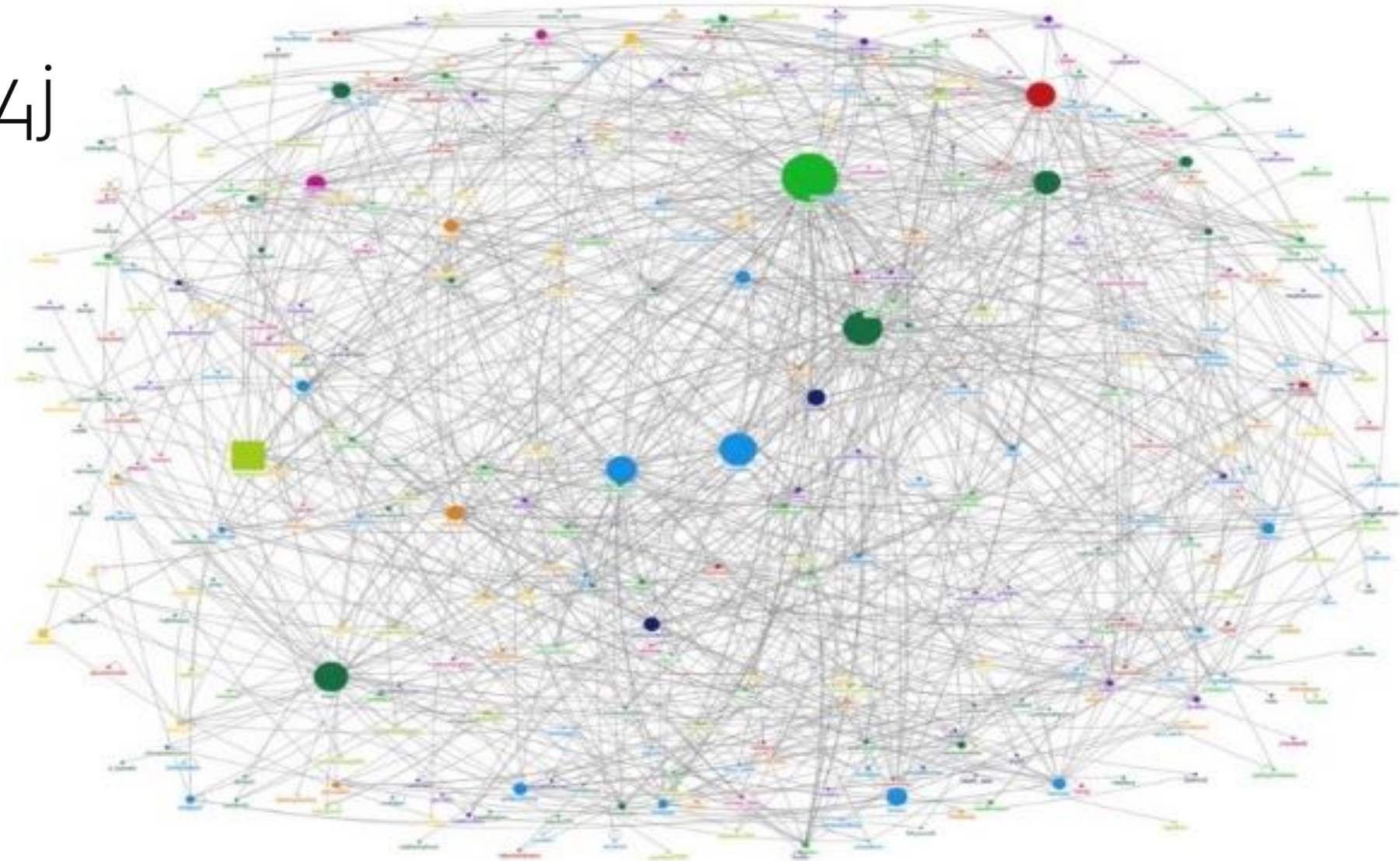
A screenshot of the Microsoft Access application window. The title bar reads "Microsoft Access - [Table1 : Table]". The menu bar includes "File", "Edit", "View", "Insert", "Format", "Records", "Tools", "Window", and "Help". A search bar contains the text "Type a question for help". Below the menu bar is a toolbar with various icons. The main area displays a table with 8 columns labeled "Field1" through "Field8" and approximately 20 empty rows. A small asterisk is visible in the bottom-left corner of the table area.

Row & Column Thinking



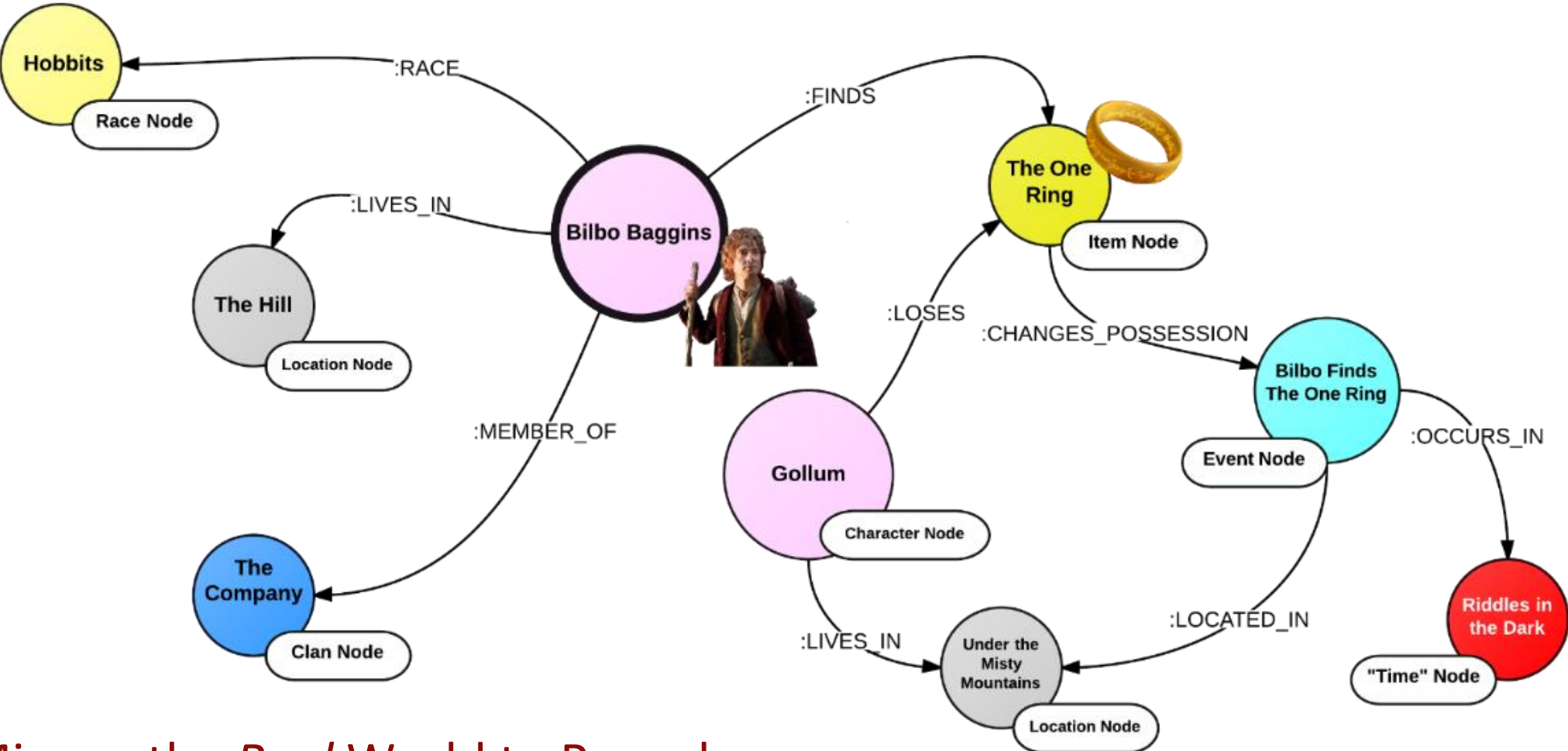
Graph Thinking

Organizational Capacities for Graph Analytics



Understanding Relationships, Connections & Pathways

How might we leverage longitudinal research and pathway driven outcomes?



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

Scenario: By 2030 We Build Out the Next Valuable Digital Assets

2005 – 2015

Emergence of...

Social Graphs



2018 – 2030

Emergence of...

- Experience Graphs
- Knowledge Graphs
- Population Health Graphs

Provocation #1: Experience Graph Analytics for Our Research Network

Global Partners

+



Industry Collaboration
Data Streams

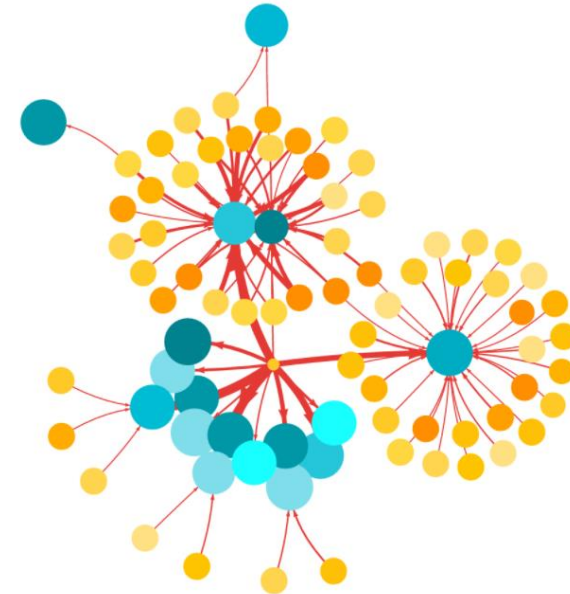
+



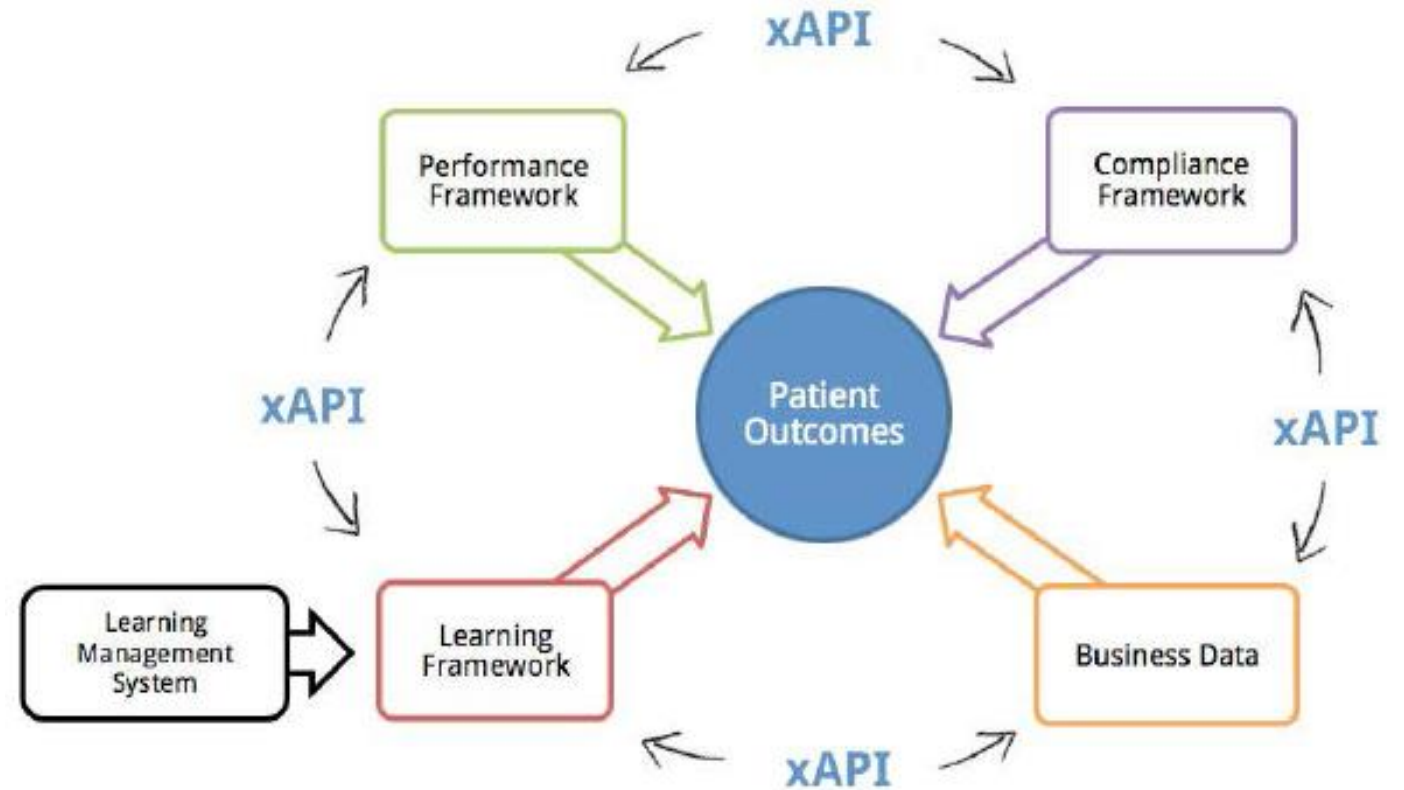
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CV Network, ECC + RQI Experience Graphs

Yellow are people. Blue are the things they do.



Early Days of Pilots and Case Studies: Code Blue



Emergence of Enterprise Knowledge Graphs



the answer company

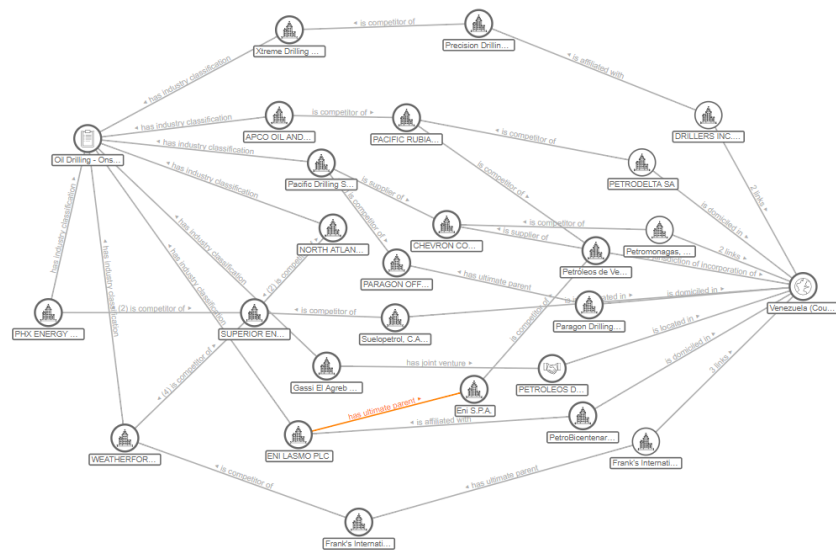
THOMSON REUTERS

OCTOBER 23, 2017

Thomson Reuters Launches first of its kind Knowledge Graph Feed allowing Financial Services customers to accelerate their AI and Digital Strategies

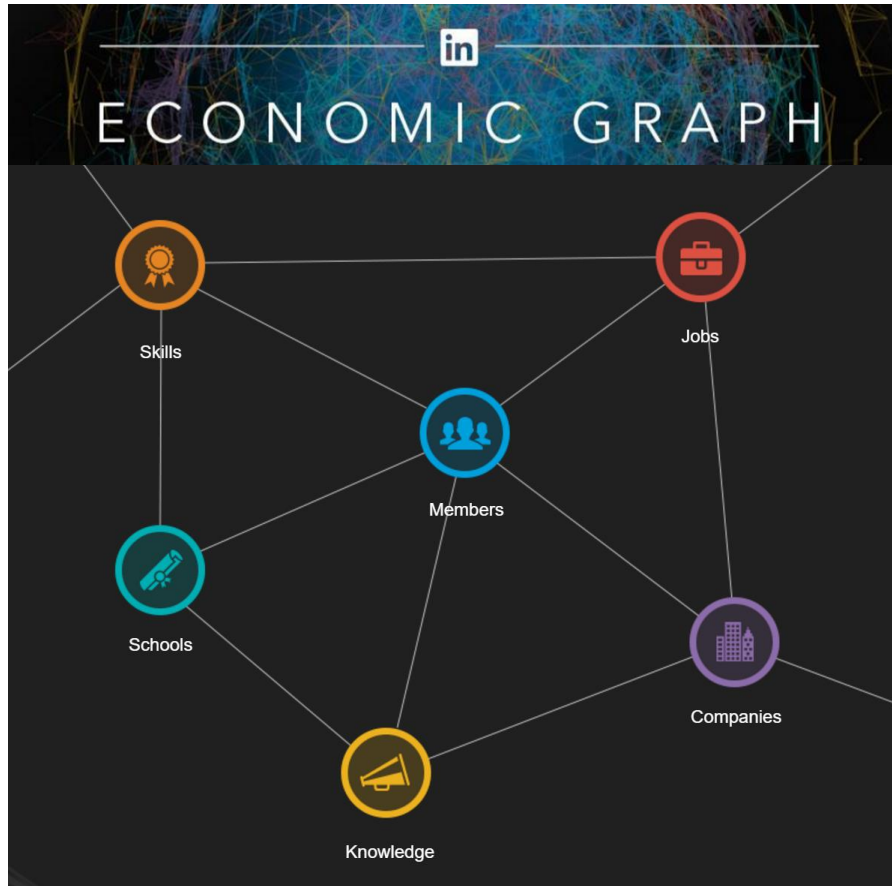
Graph network of 2 billion relationships brings to life a comprehensive view of the financial ecosystem so that users can uncover new, unexpected or difficult to find insights from connected data.

Provocation #2: Knowledge Graphs for...

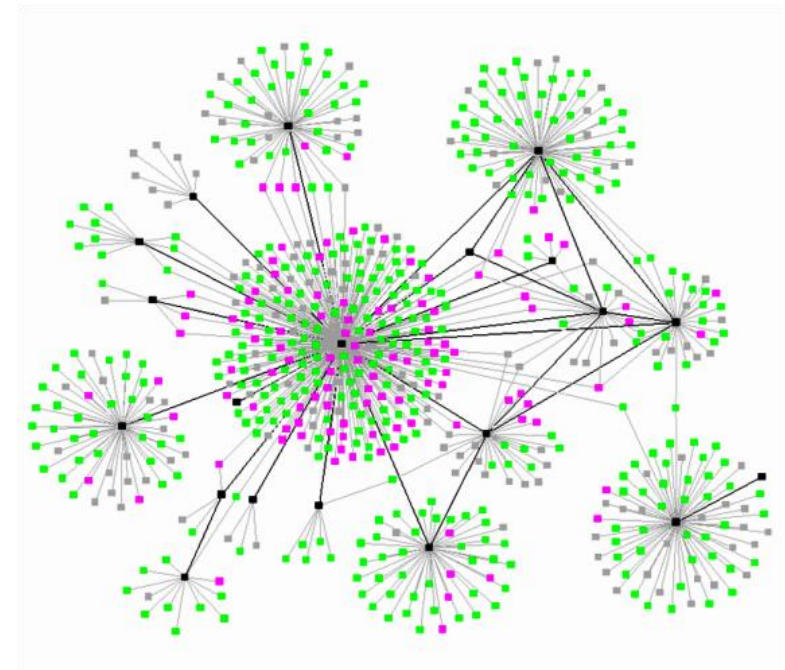


- Internal AHA Operations
- CV Research
- Social Determinant Research
- Policy & Regulatory Frameworks
- Individuals & Families
- Localized Knowledge Graphs

Provocation #3: Analytics for Population Health Management Graphs



Population Health Graph

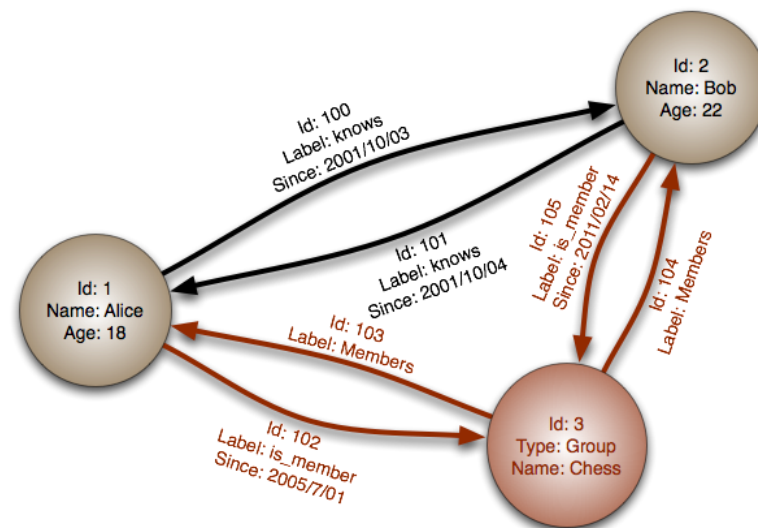


Benefits, Trade-offs & Pitfalls

**By 2030,
what type of new questions might we be able to ask about our communities?**

Graph Thinking + Analytics could help to transform:

- Budget & Spending Decisions
- Volunteer On-boarding & Engagement
- Support for Scientific Community
- 'Pathway' Programs in Pop Health



Learning Curve Starts Now!

Push xAPI / LRS
Beyond L&D

Watershed^{LRS}

xapiapps

WaxLRS
by SaLTBOX

Yet Analytics

Graph Analytics

neo4j

Stardog

Solr

Get Involved in
Working Groups

Advanced Distributed Learning

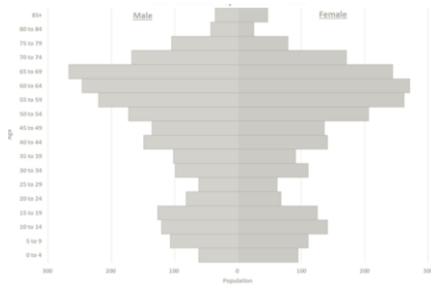
MedBiquitous

TORRANCELEARNING

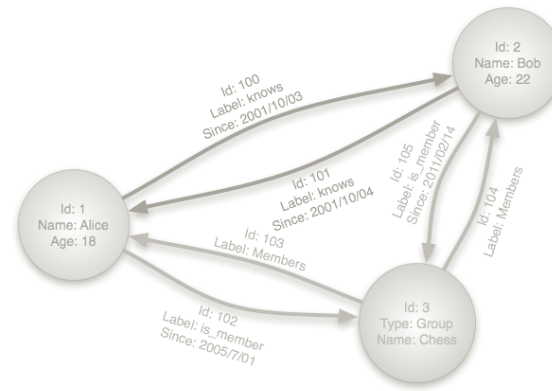
How might AHA leverage a connected data and graph thinking approach to its programs and partnerships?



What is our Bridge Strategy to 2030?



Demographic Destinies



Graph Thinking + Outcomes World



Blockchain & Trusted Transactions

Rethinking Trust, Identity and Community



**Blockchain, Smart
Contracts & Tokenization**

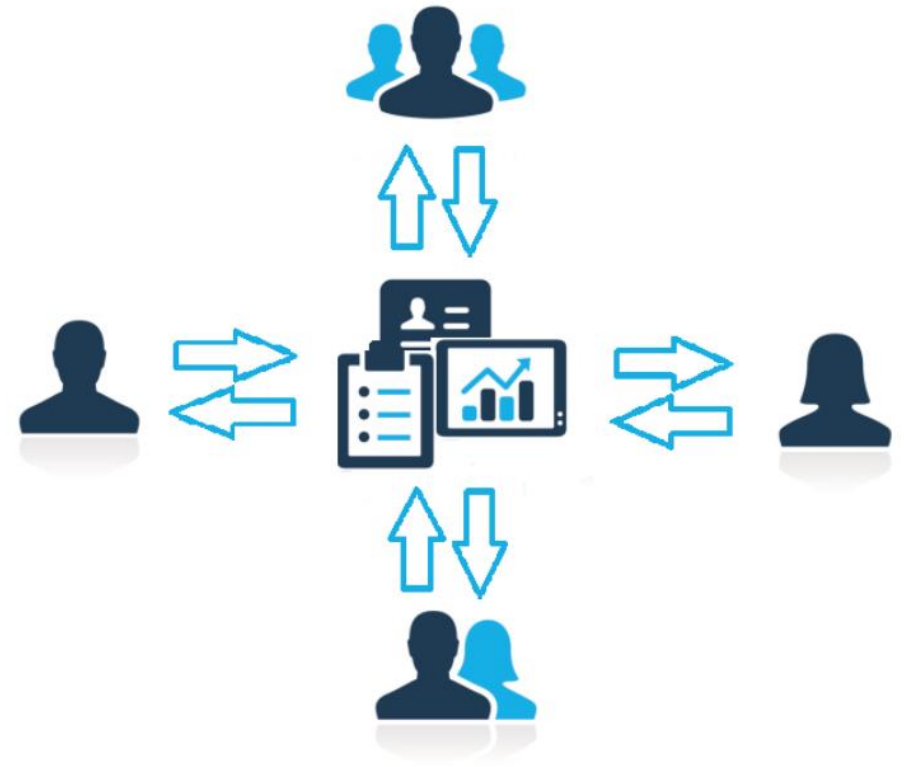


World Economic Forum Survey Projects Blockchain 'Tipping Point' by 2023

By 2025, 10% of Global GDP will be orchestrated by blockchain applications.

Is Blockchain the Answer to Healthcare's Big Data Problems?

Can a blockchain approach to big data solve the healthcare industry's issues with security, interoperability, and care coordination?



Remember, It Was Hard to Explain the Internet in 1994



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?'

Evolution of the Web: Trust for Transactions



*Internet of Files
(Websites)*



*Internet of
Social Networks*



*Internet of
Transactions*

Learning Curve: Development Platforms

 **bitcoin**

 **ethereum**

 **CARDANO**
FOUNDATION

 **patientory**
Making Healthcare Personal
 **ethereum**

 **HYPERLEDGER PROJECT**

MONAX

r3

Public

Private

CØSMOS 

Healthcare-related blockchain projects

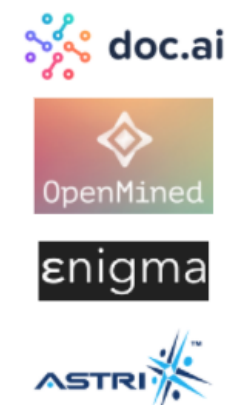
Healthcare Data Infrastructure (e.g., Blockchain-as-a-Service)



Electronic and Patient Health Records



Healthcare Analytics



Med Device & IoT Security



Identity



Supply Chain (e.g., Pharma)



Digital Medicine & Care Delivery



Advisory, Dev Shop & More



Applications: Supply Chains



CHRONICLED

Preparing for Drug Supply Chain Security Act (DSCSA)

IBM partners with Nestle, Unilever and other food giants to trace food contamination with blockchain

- IBM has announced a blockchain collaboration with food giants including Nestle, Unilever and Walmart.
- The corporation said blockchain would enable food businesses to trace the source of contaminated produce in mere seconds.
- Blockchain maintains a digital ledger of transactions rather than a physical one.

Applications: Clinical Trial Design



Practices > Management Consulting > Blockchain

Research Snapshot: Blockchain in Clinical Trials

Lowering the costs and complexities of clinical trials.

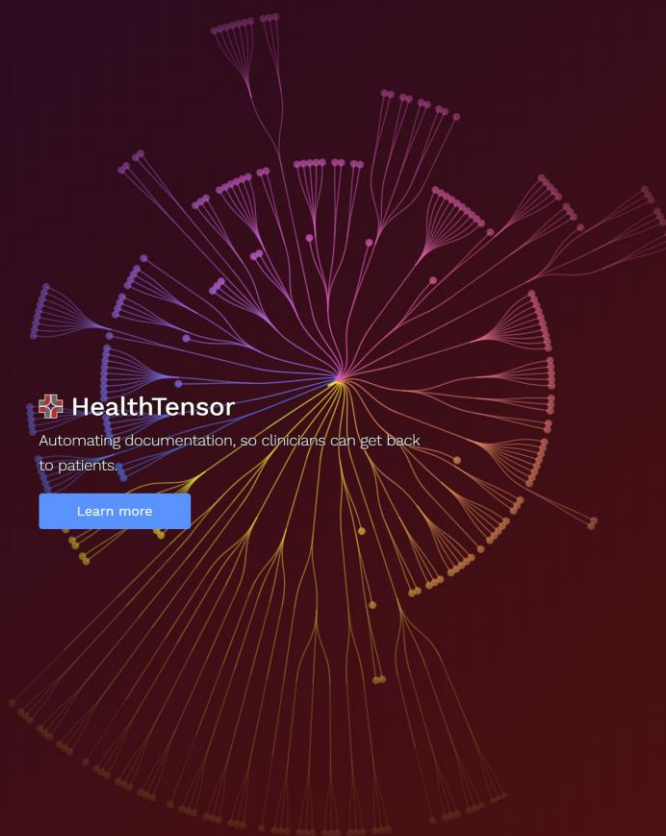


Blockchain + Smart Contracts = Clinical Trial Design

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

Applications: Physician Workflow Documentation

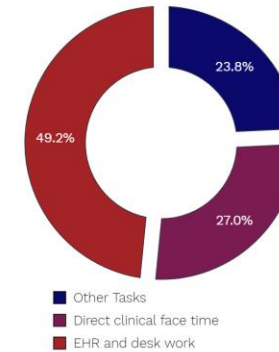
PROBLEM SOLUTION CONTACT CAREERS



HealthTensor
Automating documentation, so clinicians can get back to patients.

[Learn more](#)

Physician Time Study (2016)



THE PROBLEM

Doctors are burned out on documentation.

Physicians spend half of their day reviewing data & documenting on the computer and less than a third of their time with patients. The result is physician and patient dissatisfaction.

Poor documentation means lost revenue.

Without documentation, physicians and hospital systems cannot get reimbursed. Physicians sacrifice documentation quality to spend more time with patients, but vague or incomplete documentation leads to an estimated \$10B in lost reimbursements each year.

THE SOLUTION

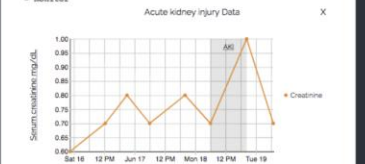
Documenting with AI.

HealthTensor develops artificially intelligent systems to automate documentation for physicians. Our technology mines the medical record for pertinent information, assists in diagnosing key conditions, and generates proper documentation.

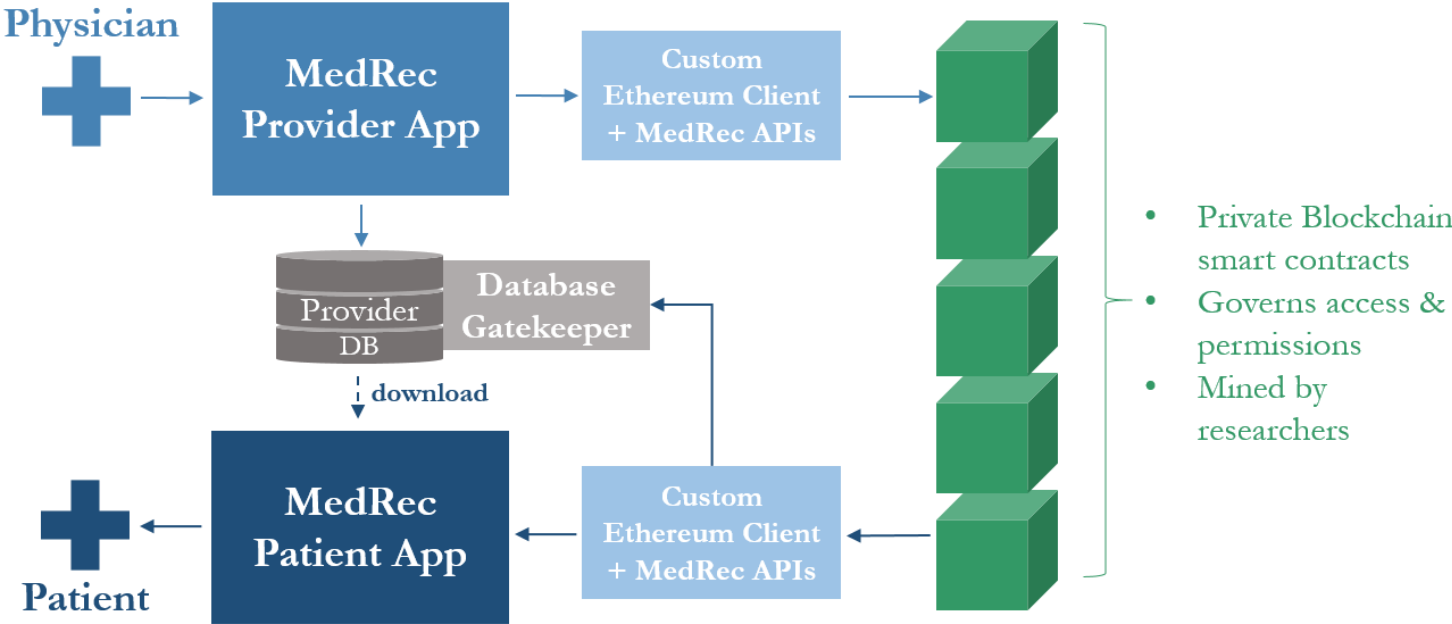
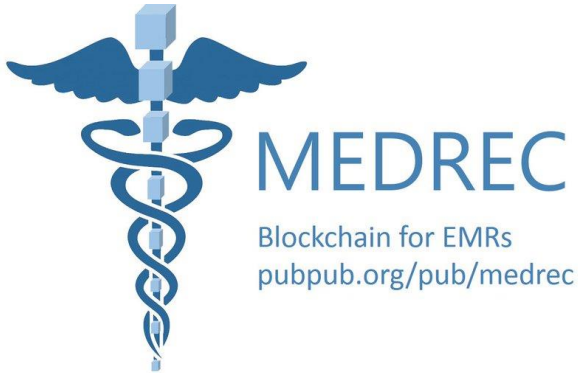
By integrating into the workflow, HealthTensor can provide trusted, evidence-backed notes directly to physicians to save time, reduce liability, and optimize appropriate reimbursements.

ASSESSMENT & PLAN SAMPLE

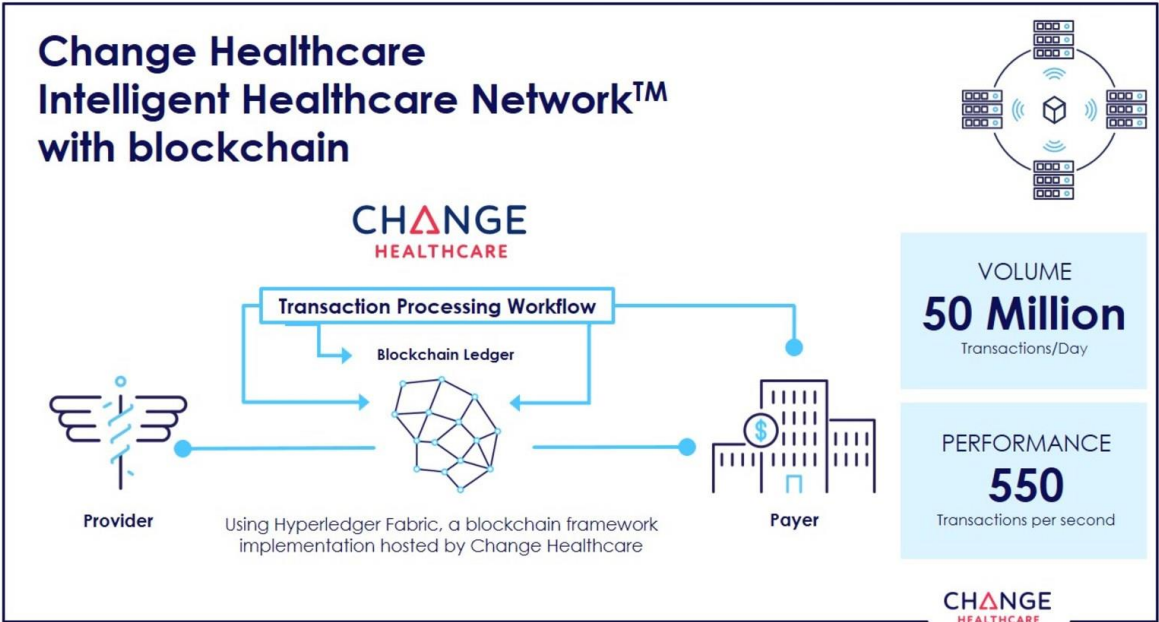
Acute kidney injury due to unknown etiology; resolved
• most recent serum creatinine: 0.7 mg/dL (6/19/17 1:35PM)
• serum creatinine: 1.0 mg/dL (6/18/17 7:21PM) up from 0.7 mg/dL (6/18/17 11:05AM)
- start IV fluids
- avoid nephrotoxic agents
- consider obtaining urine sodium and creatinine
- monitor



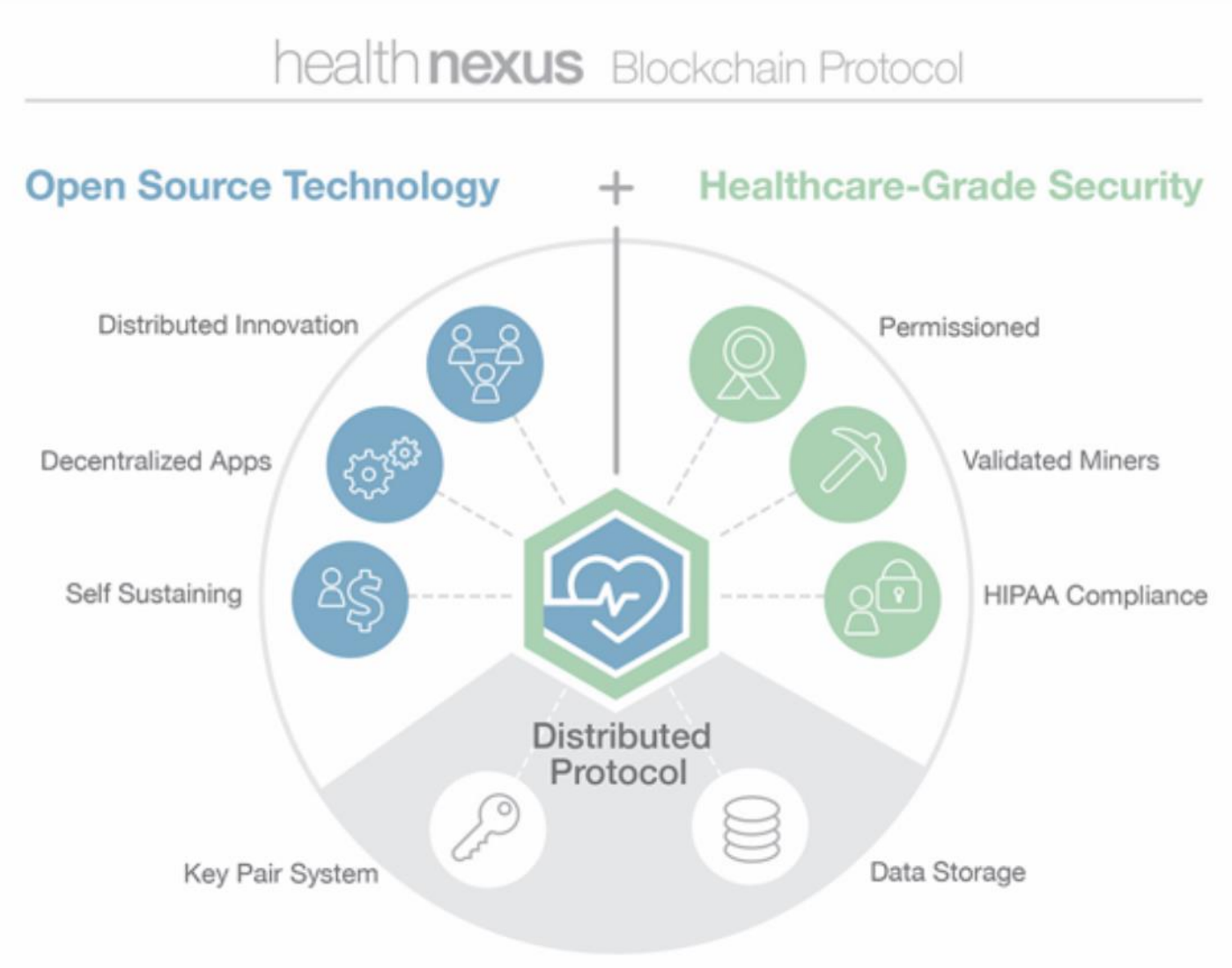
Applications: Connected Medical Devices (IoT) + Wearables




Applications: Business Processes & Revenue Cycle



Applications: Business Processes & Revenue Cycle



Applications: Business Processes & Revenue Cycle



Home Our Solution News & Updates About Contact Us

Innovative Contracting at Scale

Curisium's blockchain-based platform facilitates patient-centric innovative contracting in healthcare.

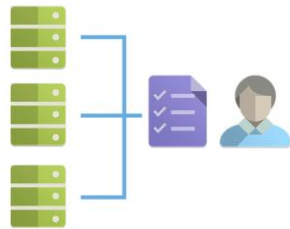
[Learn More](#)



ULTIMATE DATA PRIVACY

Use data, without sharing any. Our secure computation enclaves ensure that data is only used for a priori agreed upon contracts, and cannot be used for anything else.

[Read More](#)



PATIENT-LEVEL VERIFIED OUTCOMES

Effective use of healthcare data is challenging, especially when it comes to verifying individual patient outcomes. Our health state-based data model makes concise, readable contracts possible.

[Read More](#)

IRREFUTABLE AUDIT TRAIL

Avoid disputes and compliance issues before they happen. All activity on our platform is tracked by an irrefutable, cryptographically secure audit trail.



AUTOMATED PAYMENTS

Eliminate costly, inefficient integration between separate contract and reimbursement systems. Our platform combines both functions to drastically reduce administrative burden and facilitate new payment models.

[Read More](#)



Applications: Tracking Program & Donor Spending

DELIVERING DIGITAL ENTITLEMENTS VIA BLOCKCHAIN TECHNOLOGY AND DIGITAL IDENTITY

AID:Tech



SECURITY



Every Transaction Is Secured using a Distributed Ledger

TRANSPARENCY



Every Transaction Is Permanently Recorded And Can Be Traced From Start To Finish

INSTANT



All Transactions Are Instantly Verifiable

ANTI-FRAUD

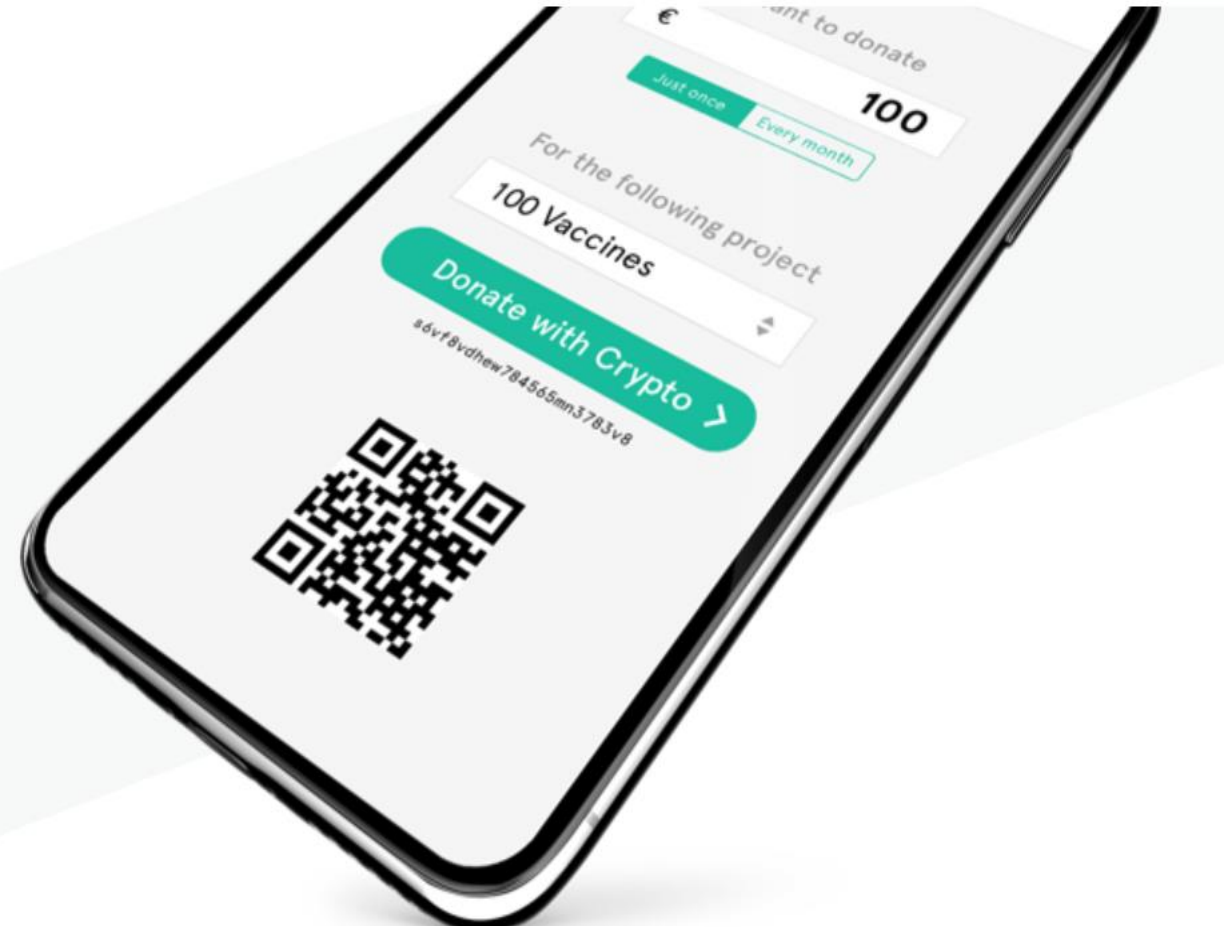


Records Cannot Be Manipulated On The Distributed Ledger

We provide enterprise level solutions to international NGOs, governments and corporates to help them tackle some of most entrenched issues in their fields. By making it possible to deliver digital entitlements through Blockchain technology and Digital Identity, we address some of the largest obstacles in global development, including legal identity, financial inclusion and corruption.

AidPay

AidPay is a payment gateway/embeddable widget that allows charities registered on the AidChain platform to accept donations in different cryptocurrencies directly on their website. The cryptocurrencies are then instantly converted into AidCoin. This allows charities to simply manage all donations received within a single wallet while providing transparency and traceability



AidCoin is a project conceived and developed by [CharityStars](#), the auction platform for charitable fundraising. CharityStars has raised more than \$10M supporting 500+ charities.

Applications: Impact Investing / SIBs



WHY ALICE

APPLICATIONS

WHITE PAPER

COMMUNITY

TEAM & ADVISORS

DONATIONS APP



Transparent donations

Alice's first live application creates trust by showing donors exactly what impact their money makes. It also automatically gives projects more if they achieve their goals.

[HOW IT WORKS →](#)



Impact management

Alice decentralises the evaluation, monitoring and reporting of impact. This reduces administrative costs while making it easier to compare and benchmark projects.

[READ ABOUT IT IN OUR WHITE PAPER →](#)



Impact investing

Alice dramatically reduces transaction costs for impact investors, thanks to cheap & reliable due diligence, automated payments and a native secondary market.

[READ ABOUT IT IN OUR WHITE PAPER →](#)



Grants DAO

Part of Alice's revenue is redistributed as grants to help social organisations launch high quality projects on the platform. Users vote to decide how.

[READ ABOUT IT IN OUR WHITE PAPER →](#)

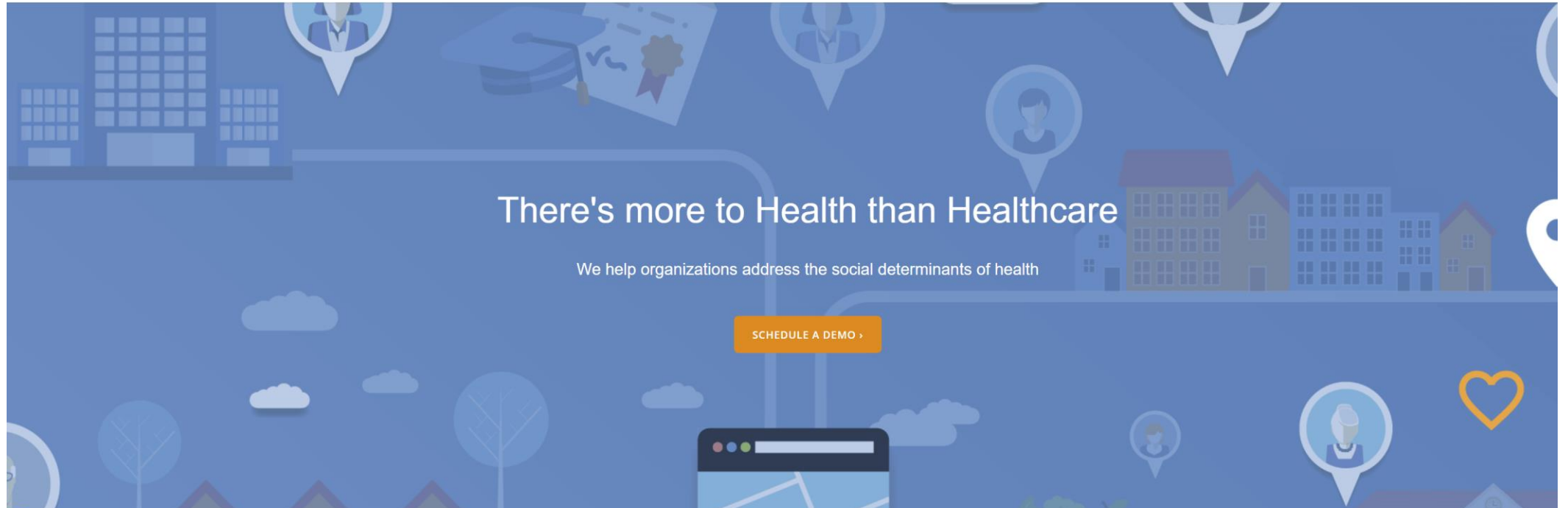
Application: Data Exchanges for AI/Machine-Learning Software



Future: Pop Health & Social Determinants



HOME PLATFORM INSIGHTS ABOUT US SIGN IN

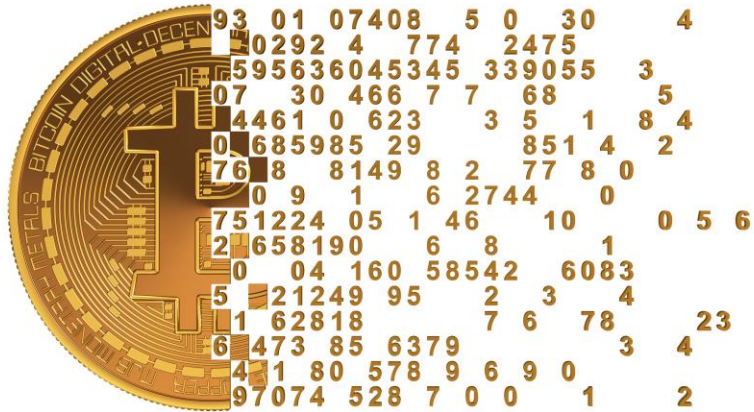


Solutions for Social Determinants

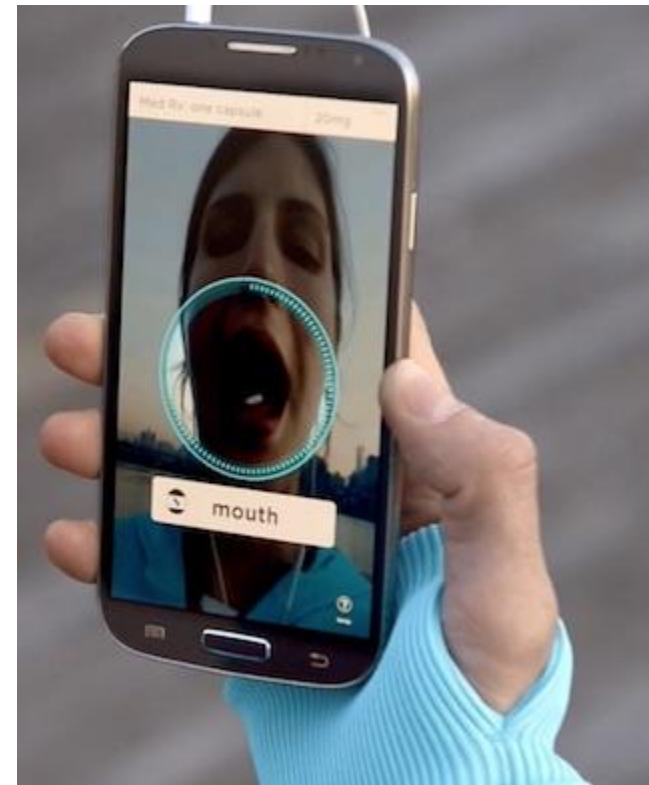
We help healthcare organizations find community services, track social needs, and coordinate referrals with community partners to radically improve the health of the people we serve.

Future: Crypto Currencies Tied to Behavior Change

Incentivized Patients...



**Crypto Currencies + Smart Contracts
Automate Incentives for Adherence**



Images Removed

Learning from Industry focused Learning Communities



MaaxMarket Video Case Study
- Patientory

Maax Market
172 views

Chrissa McFarlane



Panel 1: The Future of Healthcare, Powered by
Blockchain

Chamber of Digital Commerce
1 month ago • 146 views

Politico Pro e-health editor Arthur Allen leads a panel discussion on
blockchain and distributed ledger technology in healthcare.

How might we rethink the nature of AHA strategies in a world with more distributed trust and automated transactions?

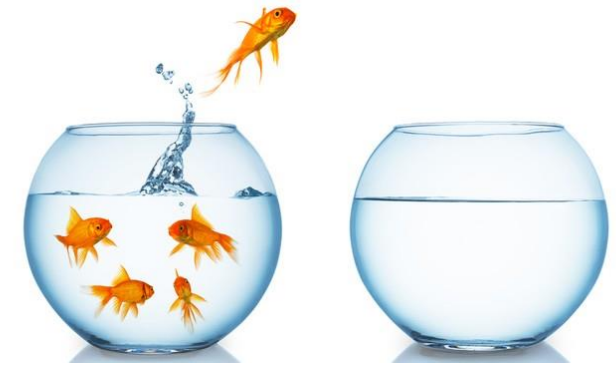


Lunch!!!

Bad News

What is the worst news you might hear about your work at AHA?

End



diigo

***Scanning for Signals +
Headlines from the Future***

Warm up



“That’s Great”

Person 1: (Delivers bad news)

Person 2: “That’s great, positive response”

Person 1: “That’s great, we can also do xyz

Person 2: “That’s great, we can do...”



“That’s Great”

Executives at GM

Person 1: NYC banning human driven cars by 2030

Person 2: “That’s great, we can make money managing self-driving car fleets”

Person 1: “That’s great, we can make money per mile, not per vehicle sold. Our customer is New York City.

Person 2: “That’s great, we can reduce manufacturing footprint and inventory”

“That’s Great”



Find a Partner

Person 1: (Delivers bad news)

Person 2: “That’s great, positive response”

Person 1: “That’s great, we can also do xyz

Person 2: “That’s great, we can do...”

Possible Bad News..

We are changing our name and brand

There is a protest about your new program on ____.

We love the project but your budget has been cut in half.

You must ...



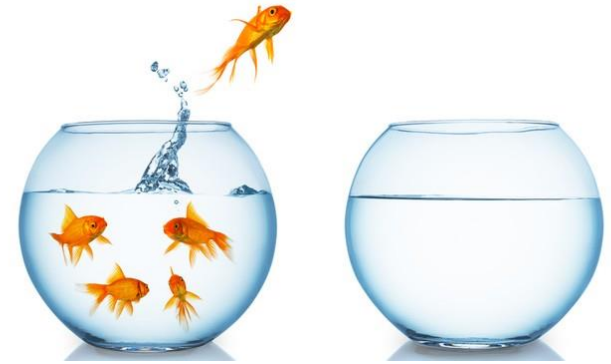
“That’s Great”

- ❑ Fun, high energy
- ❑ Builds mental muscles for positive reactions
- ❑ Borrows from ‘Improv’ Innovation
 - Yes, and
 - Make Your Partner Look Good
 - Tell a Story with Motivations
- ❑ Dynamic: You can come with pre-set starters or let them make it up

***Encouraging and sustaining
behaviors and mindsets around...***

drigo

***Scanning for
Signals of Change***



***Taking Mental Leaps &
Creating Headlines
from the Future***

Scanning Tool

drigo

Habit: Seeking Signals of Change

Signals

A signal is a small or early step innovation, disruption or constraint that could grow into something larger across society, business or government.

A signal can be a news event, a new service, product, technology, policy, social movement, or conversation stream on Twitter!

Signals grab our attention but can also be easily dismissed as noise.

Seeing Futures Across STEEP Categories

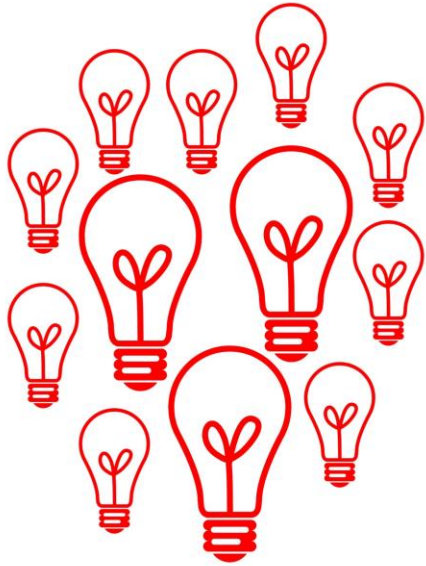
Society

Technology

Environment

Economy

Politics



Collect & Share Signals as Social Bookmarks

healthcare  → [View Popular](#), [Search in Google](#)

538 items total Filter: All Collapse Date Updated

[Innovation in the Health Field - Interview with the Co-Founder of SimplyVital Health](#) 7 minutes ago

www.huffingtonpost.com [interview](#) [healthcare](#) [blockchain](#)

[Value-based care: An interview with Katherine Kuzmeskas, SimplyVital Health - Un](#) 14 minutes ago

"What are the types of new innovations you are trying to build at SimplyVital Health and what problems are they solving that couldn't be solved before?"

We are focused on value-based care which is a growing trend in the USA and also globally. What we mean by value-based care is a care system in which payment or reimbursement is based on outcomes. Our platform aggregates a shared view of the patient and we are using blockchain now in a practical and realistic way: by creating an immutable audit trail of activity in the platform."

unblockevents.com [blog+post](#) [healthcare](#) [blockchain](#)

[Announcements: Simply Vital Health | The Bitcoin Podcast Network](#) 17 minutes ago

thebitcoinpodcast.com [interview](#) [blockchain](#) [healthcare](#)

[Can Blockchain Give Healthcare Payers Better Analytical Insight?](#) about 7 hours ago

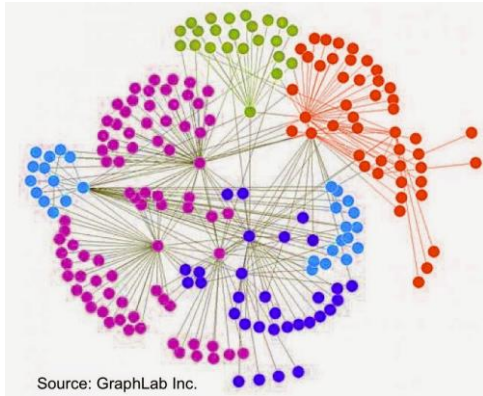
healthitanalytics.com [blog+post](#) [blockchain](#) [healthcare](#) 2016

[VisiQuate – You'll see.](#) Oct 31, 17

www.visiquate.com [company](#) [healthcare](#) [solutions](#) [revenue](#)

Scanning Tool
dingo

I love Graph Thinking



I Follow



Neo4j @neo4j · 23h

Replying to @NovasTaylor @sbahlavooni @jcdecker71

Have you seen our life science workshop proceedings? Perhaps some useful insights.

neo4j.com/blog/neo4j-lif...

I Found Story on Recent Gathering

The screenshot shows the Neo4j website header with navigation links: PRODUCTS, SOLUTIONS, PARTNERS, CUSTOMERS, LEARN, DEVELOPERS, and a search bar. The main content area features a blue banner with the text 'Neo4j Blog' and 'Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin'. Below the banner, there are two article teasers. The first is 'Big Data in Genomics: How Neo4j enables personalized therapies' by Martin Preusse (Knowing, Helmholtz Zentrum Munich), accompanied by a portrait of Martin Preusse. The second is 'Prioritizing SNPs using the Neo4j Galaxy Interactive Environment' by Thoba Lose (South African National Bioinformatics Institute), accompanied by a portrait of Thoba Lose. The text of the first article reads: 'Biomedical research generates vast amounts of data. New experimental technologies like DNA sequencing, metabolomics and proteomics drive the fast growth of available information and lead to a better understanding of the molecular organization of life.'



Proceedings from Berlin

(Neo4j Blog)←[:BACK]

By Michael Hunger & Petra Selmer, Neo4j Team | September 29, 2017

Often invisible to the people outside of the field, life science researchers have been quietly embracing **graph databases** instead of the traditional triple and relational stores.

On June 21, we invited a group of life science and healthcare researchers and practitioners to share their experiences in a full-day workshop.



Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

Add a description...

graph neo4j healthcare pharma bio

Recommended: robotics robots wellness singapore neo life sciences healthcare workshop berlin

Add to an outliner

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Neo4j, Important and Modelling

Kees Vegter

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[GraphQL | A query language for your API](#)

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Garry's **diigo** Tags (Social Bookmarks) on:

Healthcare

<https://www.diigo.com/user/garrygolden/healthcare>

Healthcare+ Data

<https://www.diigo.com/user/garrygolden/healthcare%20data>

ExperienceAPI(xAPI)

<https://www.diigo.com/user/garrygolden/xAPI>

Getting
Started



Information + Inspiration



Twitter is
Your Friend

Create Lists to Follow a Spectrum of People
(Sector leaders, Entrepreneurs, Agitators)

Periodically search by keywords or hash tags
(e.g. #data, #outcomes, #graph, #BPM)

Twitter Habit:

- Twitter Twice a Day
- Open up ten tabs for possible tags!

Conferences



Neo4j  @neo4j · 20h

See Michael Zelenetz, Senior Data Scientist at @nyphospital, present "Graphing a Hospital" at @GraphConnect:

r.neo4j.com/2fNYWNX



How might behaviors of scanning for signals of change help to transform our culture?



Activity: Futures Wheel

Output: Business News Headlines from the Future



Imagine Fictional New Headlines 2018-2028

You can't trust your judgement if your imagination is out of focus.

Mark Twain

Habit: Taking Mental Leaps of Radical Change

News Headlines from...

2005

World without
Civilian Drones

2015

World with
Civilian Drones



Amazon provides new details on its plan for a drone superhighway in the sky

By [Ben Popper](#) on July 28, 2015 12:33 pm



Drones Used to Stop Elephant and Rhino Poachers in Africa

by ELISHA FIELDSTADT



► Drones Used to Battle Rhino Poachers 2:27

f t g+ <>



Business Insider @businessinsider · 56m

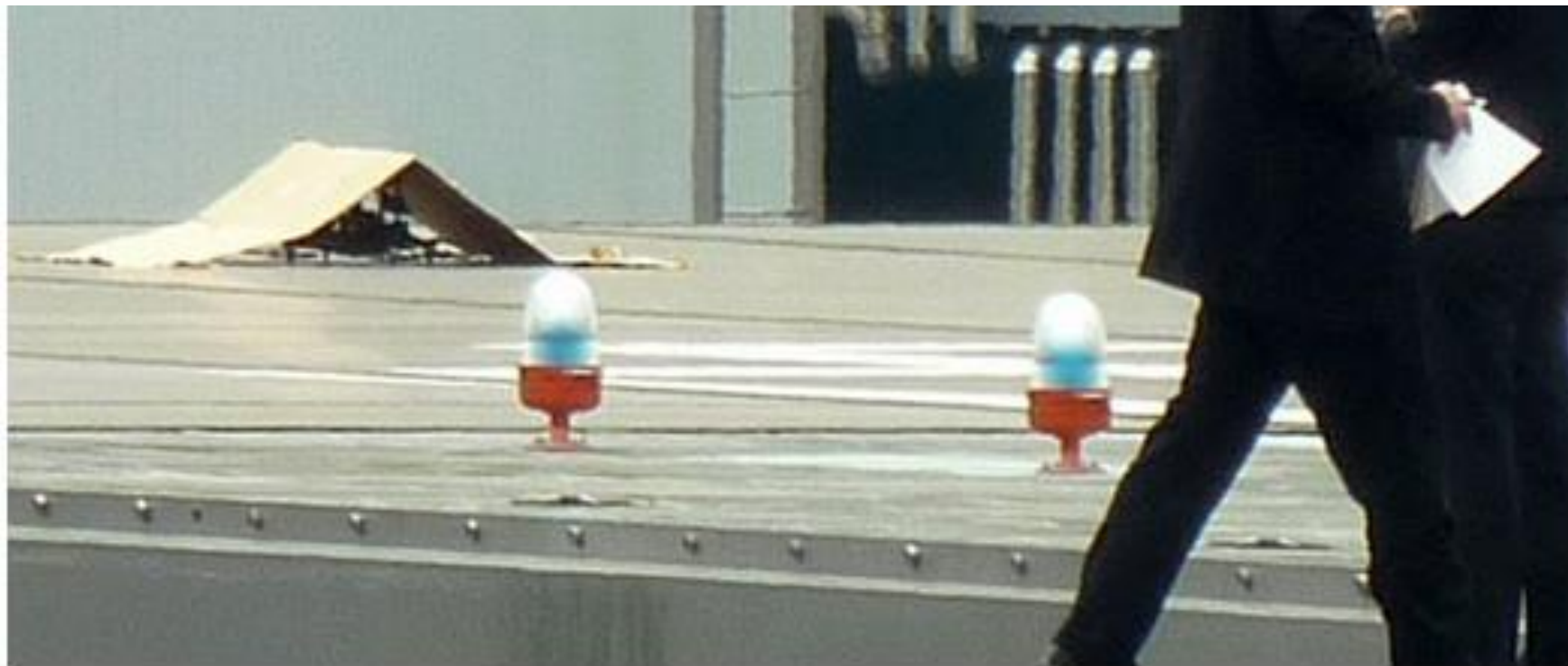
The Connecticut teen who rigged a drone with a handgun has been charged with assault read.bi/1SFbUYB



Arrest after drone with radioactive material lands on Japan PM's rooftop

By Junko Ogura, CNN

🕒 Updated 11:53 PM ET, Fri April 24, 2015



A small drone covered with cardboard is seen on the roof of PM Shinzo Abe's official residence in Tokyo on April 22, 2015.

Serbia and Albania game abandoned after drone invasion sparks brawl

By James Masters, CNN

updated 6:11 AM EDT, Wed October 15, 2014



STORY HIGHLIGHTS

- **NEW:** Brother of Albanian PM was arrested after the brawl, Serbian PM's office says

(CNN) -- Ethnic tensions in the Balkans and an incident involving a drone led to the abandonment of a major European international football game Tuesday.

TGI Fridays drone delivers bloody 'mistletoe mischief'

Karma Allen | @iam_karma

Tuesday, 9 Dec 2014 | 12:20 PM ET



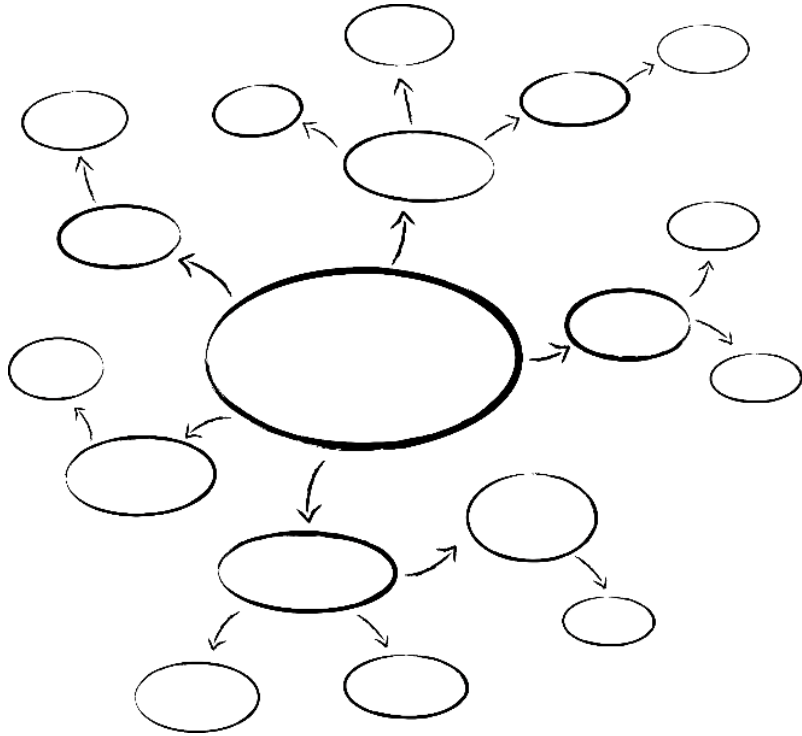
Source: TGIF | YouTube

The drones were intended to hover over couples and inspire a little "mobile mistletoe mischief," according to TGI Fridays.



Imagine if you had
seen those as 'fake'
headlines in 2005!

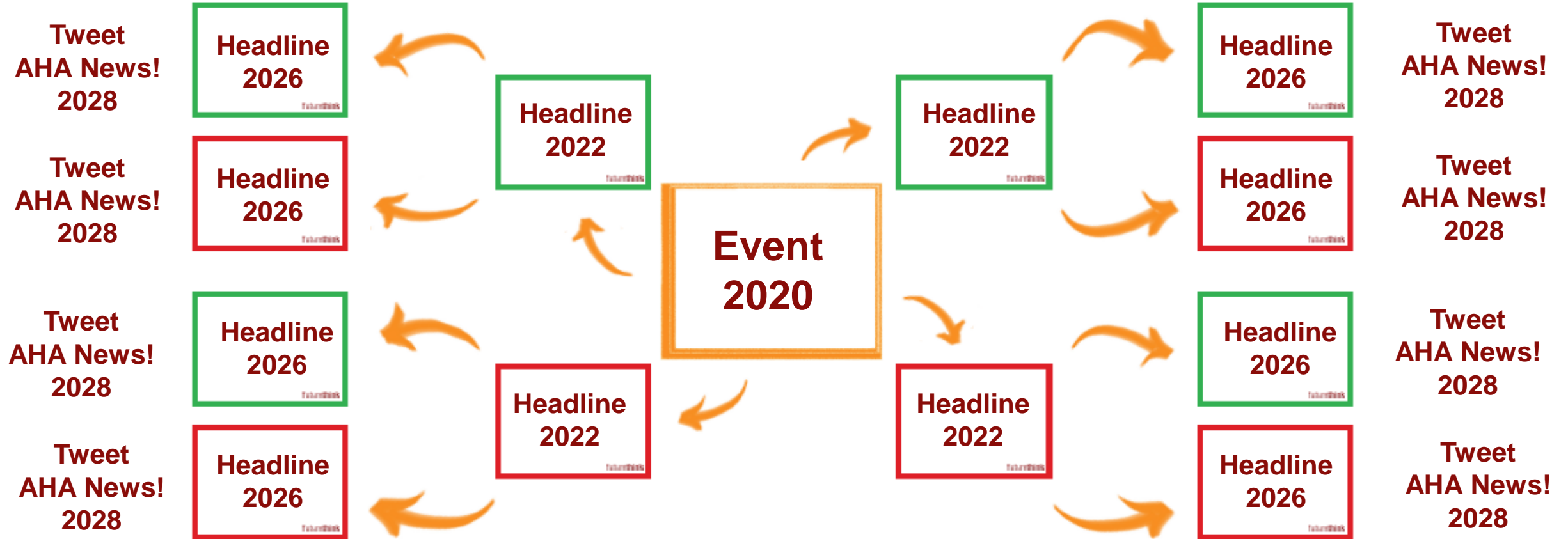
Futures Wheel Technique: Taking Mental Leaps



Fictional Headlines from our world...

- Shifting Social Norms**
- New Policies**
- New Business Models**
- New 'Customer' Experiences**
- New Business Processes**

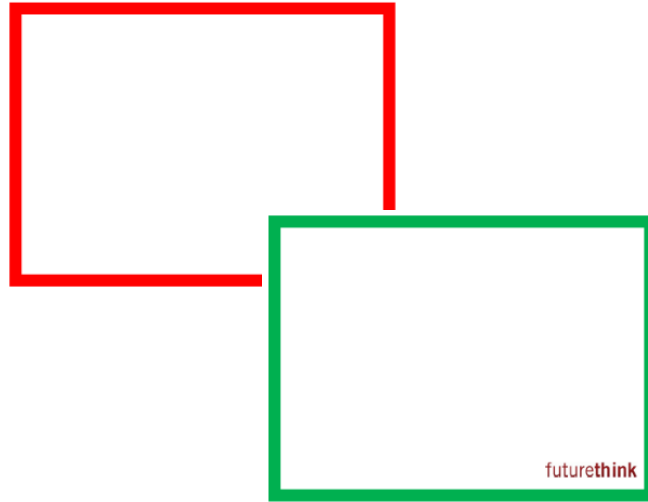
The Futures Wheel



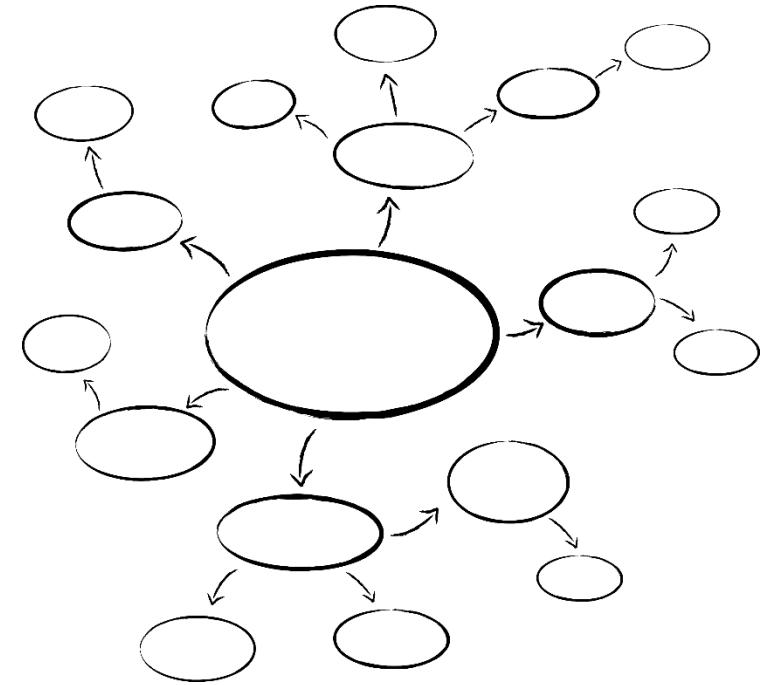
** Popularized by Joel Barker



Event



Headlines



Multiple Future Outcomes

Tips on Creating Headlines

- ❑ Bring it to Life (e.g. familiar people, places and companies)
- ❑ Leap, Don't Tweak
- ❑ *Art of Double Take*

Generic

Traffic accidents down 30%

AI destroying service jobs

Voice search at 80%

Bring it to Life

Nationwide Insurance goes bankrupt

India passes Universal Basic Income Law

Pew Survey: Millennial Parents fear their children won't learn to text

Thinking Behind the Futures Wheel

Surface

Signal Dynamics

Open-ended Question

How might this signal... ?

Discuss

Future Implications

Decisions, Tensions, et al

Develop

AHA Responses

Programs, policies, et al

Create

Headline or Tweet

Resolve or mitigate

Challenges in 2020-25

Signals of New Players in Population Health Management

Startup spun out from Google parent Alphabet looks to address health disparities

In early 2018, Cityblock is planning to open its first prototype clinics in New York, looking to use technology to offer community-based care tailored to improve outcomes and engage patients ... on a custom-built care facilitation platform called Commons. Cityblock's mission is to "radically improve the health of urban communities, one block at a time"

Thinking Behind the Futures Wheel

Surface

Signal Dynamics

Open-ended Question
How might this signal... ?

How might a profit-driven company address health inequities and population health?

Discuss

Future Implications

Decisions, Tensions, et al

- Population Health via Non-traditional Players
- Role of Data, AI and Experience Design Thinking
- Ability to Measure Outcomes
- Who Do Patients Trust?

Develop

AHA Responses

Programs, policies, et al

- Partner
- Machine-Readable Data Sharing with Alphabet
- Feel Threatened
- Role in Guiding or Advocating for Patients

Create

Headline or Tweet

Resolve or mitigate Challenges in 2020-25

- AHA Opens Community Health Hubs
- Google + AHA Announce Partnership to Develop Community Scale Outcome Tools

Seeing Signals and Taking Mental Leaps

A phone battery that lasts a WEEK is on its way: Smartphone maker signs deal to add tiny hydrogen fuel cells to handsets

- Hydrogen-powered cell can give handsets up to a seven-day battery life
- It is so thin it fits inside current handsets without making them bulkier
- Fuel cell contains a battery that creates energy from hydrogen and oxygen
- Intelligent Energy has previously tested the technology on the [iPhone 6](#)

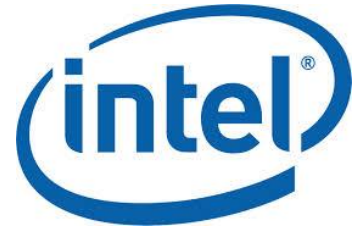
By [VICTORIA WOOLLASTON FOR MAILONLINE](#)

PUBLISHED: 11:46 EST, 8 February 2016 | **UPDATED:** 04:53 EST, 9 February 2016



htc

Hardware Makers
Unite to Kill Battery



Opens Fuel-cell
Plant in China



Unplugging at
Burning Man



2024



futurethink



House Construction
without Electrical Sockets



Become Top
Fuel Distributors

2030



futurethink

2020

2022



futurethink





Waymo Self-Driving Family 'Pod' Car of Year

futurethink



Govt issues 'Captain' License for 10 year olds

futurethink

Time Magazine: Soccer Moms Retires

futurethink

Teenagers take over Burning Man Festival

futurethink

LA County Bans Human Drivers by 2040

futurethink

Google Acquires Ford

futurethink

Last Human Driven Car Leaves Rouge Plant

futurethink

> @AccentureOps

Launching our own million vehicle fleet

📷 ⌨️ #

Tweet

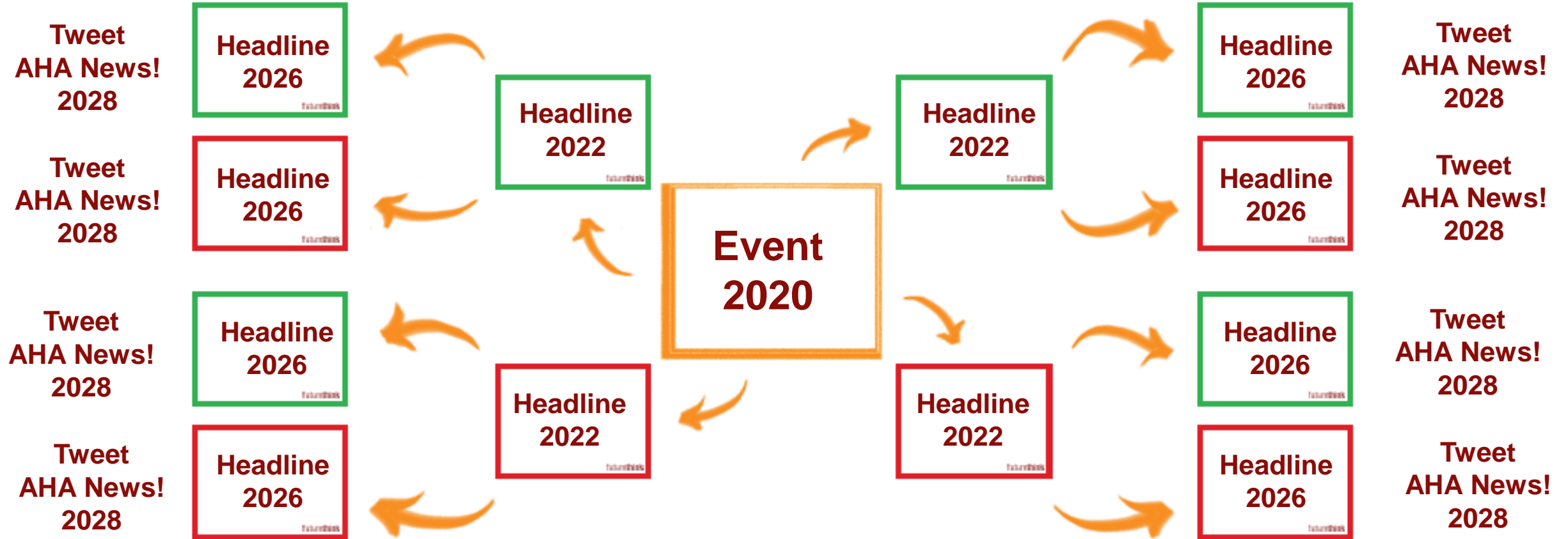
> @AccentureOps

Signs \$10B Contract for LA Govt Fleet Management Services

📷 ⌨️ #

Tweet

The Futures Wheel



** Popularized by Joel Barker

Headlines



Futures Wheel

2020 – 2022 – 2026 -2028

Make up your Headline!

Starter Event from 2018 - 2020

Or borrow from...

- Pfizer Turns Generics into Social Non-Profit
- China Announces \$5B Fund for CRISPR Startups
- Amazon Buys CityMD Urgent Care
- US Requires Blockchain for Clinical Trials
- President Winfrey Signs Universal Healthcare Bill

**Share your most provocative path...
& Tweet from 2028**



Simple Worksheet

Understanding Opportunities

Bringing the Future to Life



Understand Constraints

Worksheet

Taking Mental Leaps: Signals to Headlines



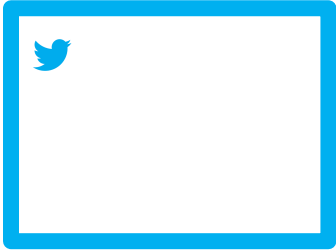
Signal
of Change



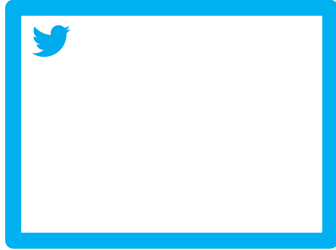
2019



2021



2023



What do we need to unlearn?

Biggest Risk... Opportunity...?

What can we commit to today?



Step # 1

Create a Healthy Sense of Urgency & Culture Aligned Around Anticipation

*On the Plateau
'Managing the Decline'*

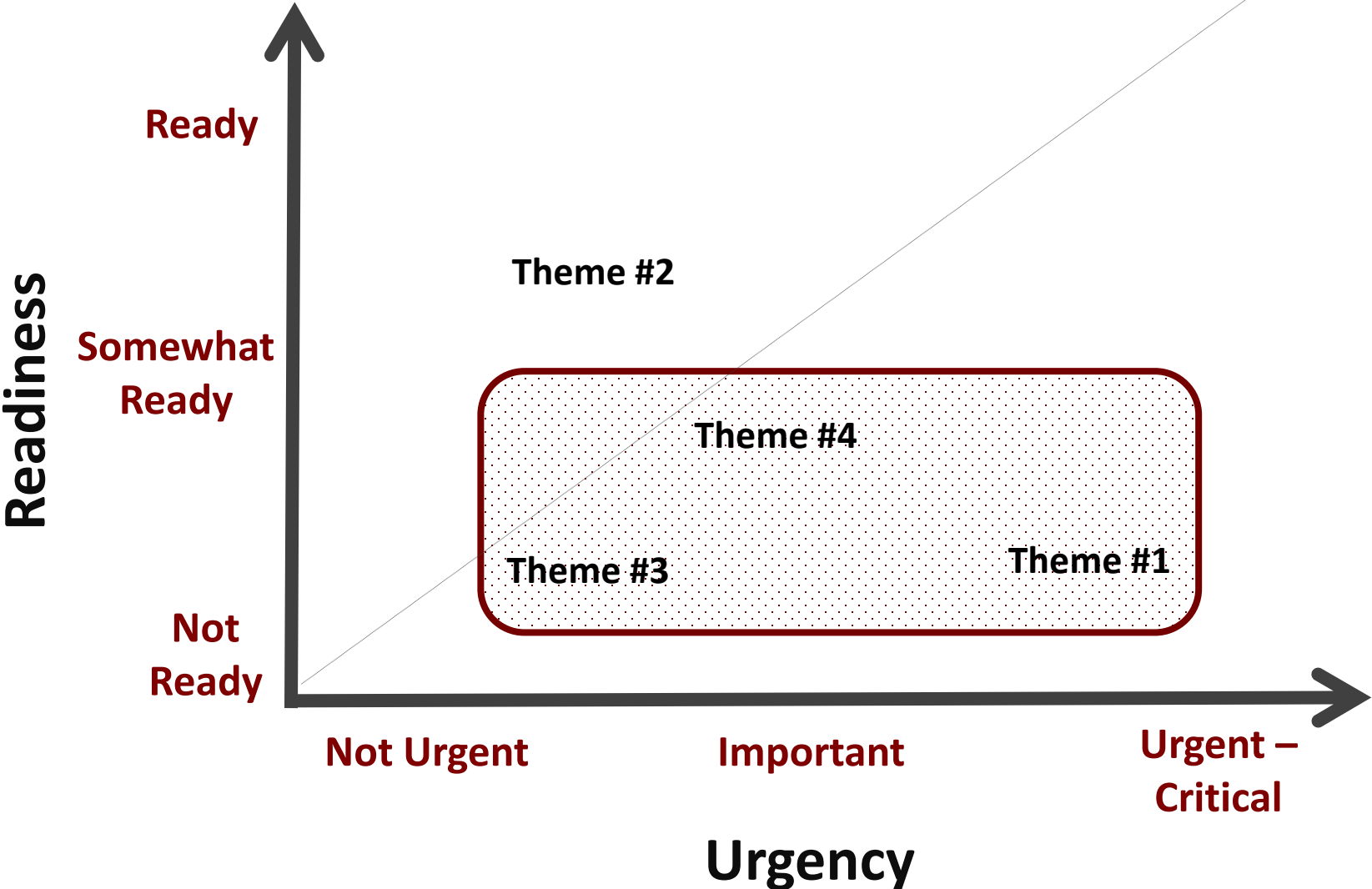
- Incumbent mindset
- Incremental Improvement
- Fear, Uncertainty, Doubt & Denial

*Big Bets,
Small Steps*

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

Step #2:

Take a Pulse Check on Emerging Trends vs Organizational Appetite

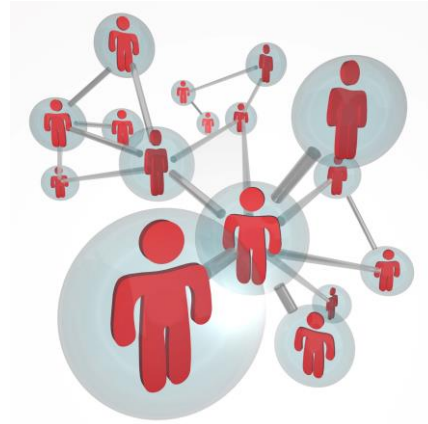


Step #3

Start a Signals Team: Follow Those Who Imagine Different Futures



**Blockchain &
Smart Contracts**



**Graph Analytics
*Connected Data***



@onboardhealth

**Industry Issues on
Equity & Access**

Step #4

Find the Right 'Killer Questions' to Brainstorm Ideas

Following the success of HP's Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' email message or 'Twitter' conversation that spurs conversation about the future of health & wellness experiences.

Within our organization, what capability does not exist today but will be our most innovative lever of change in ten years?

Which popular consumer brand today could make one of our efforts irrelevant in five years?

Step #5

Host a FailFare!

**Be Able to
Tell Stories
of Your Failures**

FAIL *fa*  *re*

Thank you!

Garry Golden

garrygolden@gmail.com (Two Rs)

PDF & Resources

garrygolden.com/January11

