Creating value with new business and operating models

- Learning how to scale, enterprise-wide solutions, creating value in novel ways—companies are exploring new ways of doing business and applying an enterprise-wide approach to digital transformation
- Adopting a consumer-driven model—a “B2C thinking” is transforming the patient experience
- Digital tools for engaging patients—a third of consumers are interested in using apps for health care engagement
- Finding new revenue models—Transforming from a product sector to services sector
  - What is their role in the patient-journey and the value they provide?
  - Patients want care and solutions that are simplified, coordinated, customized, and accessible
  - New entrants are demonstrating that health consumers are willing to pay for convenience
  - Focus on wellness—move from ‘sick’ care to ‘health’ care
  - Data as being seen as a possible revenue generator, particularly in Medtech