

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



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