Co-Creating Patient Experience: Technology, Analytics & The Future of Patient Engagement

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May 19, 2014
Agenda

1. Changing Patient Expectations
2. Co-Creating Value: A Spectrum of Engagement
3. What Can Engaged Patients Do?
Breaking the Rules

There are two rules for success...
1. Never reveal everything you know
The World Has Changed
The World Has Changed

2013

[Image: A crowded scene with people holding up their smartphones and tablets, taken from NBC News.]

[Brand: SmartPatient]
The World Has Changed

2009
Four Years Later
After 244 Years: 2012 = Encyclopedias Out of Print

**Encyclopedia Britannica Hard Copy Sales, 1990 – 2011**

- **1990** – Sales Peaked at 120K/year
- **1993** – Microsoft Introduced Encarta Encyclopedia for PC @ $99
- **2008** – Microsoft Shut Down Encarta
- **2012** – Encyclopedia Britannica Announced End of Print Editions

*Current as of 2023.
Johns Hopkins Medical Library: 2010 – 2nd Largest in the World
Johns Hopkins Medical Library:
2011 – Closed for Electronic & Mobile Only
Mobile Wins:
Avg. Time Spent on Screens

- 147 minutes (TV)
- 151 minutes (Smartphone)
- 103 minutes (Laptop)
- 43 minutes (Tablet)
the world before social media...
Digital Natives
Adoption Begins Immediately
Learning How to Text and Drive
Dear Santa - Amazonification

Dear Santa,

How are you? I'm good. Here is what I want for Christmas.

http://www.amazon.com/

GP/product/B0032HF60

M/rec=59_hps_bw_g21

ir03?pf_rd_m=ATVP

DK11XODER8&pf_rd
TAKing Notes
In the 21st Century
Exploding Data Collection

- 90%+ of US adults have a cellphone (55% of those are smartphones)
- 90% check phone as part of their morning routine after waking, before work
- 90% text message
- 80% use smartphone to search for health information
- 75% use smartphone in bed
- 67% sleep with the device in reach
- 46% use phone while eating with friends present

Source: C. Balet; Human Face of Big Data
Almost There
Information Overload

Source: Village Voice
Great Inflection of Medicine

Source: Eric Topol, *Creative Destruction of Medicine*, 2012


Acceleration of Technology

- Cell Phone
- Personal Computer
- Internet
- Genome Sequencing
- Digital Devices
- Social Networks
- Big Data

The Great Inflection of Medicine

Source: Eric Topol, *Creative Destruction of Medicine*, 2012
Comparative Health Costs by Age


Source: IOM 2012
IOM: Estimated $765 Billion Annual Waste in Health Care

Source: IOM 2012