



ONE EIGHTY

A new perspective for your enterprise performance

October
2012

Innovator's Prescription

Upcoming Events

- APQC Webinar: ***Insights into the Patient Experience***
November 13
- Arkonas Go-To-Meeting: ***Review and Discuss PCF for Hospitals***
November 15
- CAM-I Fourth Quarter Meeting
December 9-12
Cary, North Carolina

Person in the News

- Norm Frause in celebration of his 45 years of continuous employment at the Boeing Company

Links

- [Innovator's Prescription Website](#)
- [Sign up for APQC Webinar](#)

“Our health care system is in critical condition. Each year fewer Americans can afford it, fewer businesses can provide it, and fewer government programs can promise it for future generations. We need a cure, and we need it now”.

So says the Harvard Business School's Clayton M. Christensen, whose bestselling *The Innovator's Dilemma* revolutionized the business world.

Christensen is correct. In the United States, Health Care is a 2.5 trillion dollar industry accounting for 17% of Gross Domestic Product.

Innovator's Prescription, is a must read for those of us who work for or with health care providers and anyone else interested in learning more about health care.

The book provides historic examples of how industries other than health care were disrupted by new business models that changed the way products were made and services delivered.

Based on Christensen's book we developed a high level Process Classification Framework (PCF) for hospitals. Like most industries, the three main processes are developing new products/services, maintaining services, and delivering services as illustrated for a hospital in the next column.

Develop New Services

Maintain Services

- Service Line
- Patient data
- Business recurring/non recurring

Delivery Processes (pathways)

- Diagnose
 - Prevention and early detection
 - Specialist (non coherent)
 - Specialists (coherent)
- Treatment
 - Rule based (precision)
 - Empirical based
 - Intuitive

Under the delivery process the two main items are diagnose and treatment. Sometimes diagnosing a disease or illness is as simple as a blood test. Other times it requires a single specialist or a group of specialists.

Rule based (precision) treatments are those cases where a disease can be precisely diagnosed, whose causes are understood, and can be treated with rule based therapies that are predicatively effective.

Intuitive treatment is for conditions that can be diagnosed only by their symptoms and only treated with therapies whose efficacy is uncertain.

You can learn more about a PCF for hospitals by attending our Go-To-Meeting on November 15.

Join us on November 15...

Carlos Pulido

