Practicing in a World of Disruptive Technology

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- **Faculty coordinator of The OSU College of Optometry Business Management Program**

- **2006 Benedict Professor: University of Houston**

- **1980 – 2007 founder: Professional VisionCare, Westerville, Ohio**

Course description

- Disruptive technology has been around for long time. The people who survive are not the people who are the strongest, but rather the people who adapt the fastest. The course tells you where and how you need to adapt.

Course Objectives

The course attendee will be able to …

1) Understand how to think about disruptive technologies

2) Understand how to use disruptive technologies to help patients

3) Understand how to manage disruptive technologies
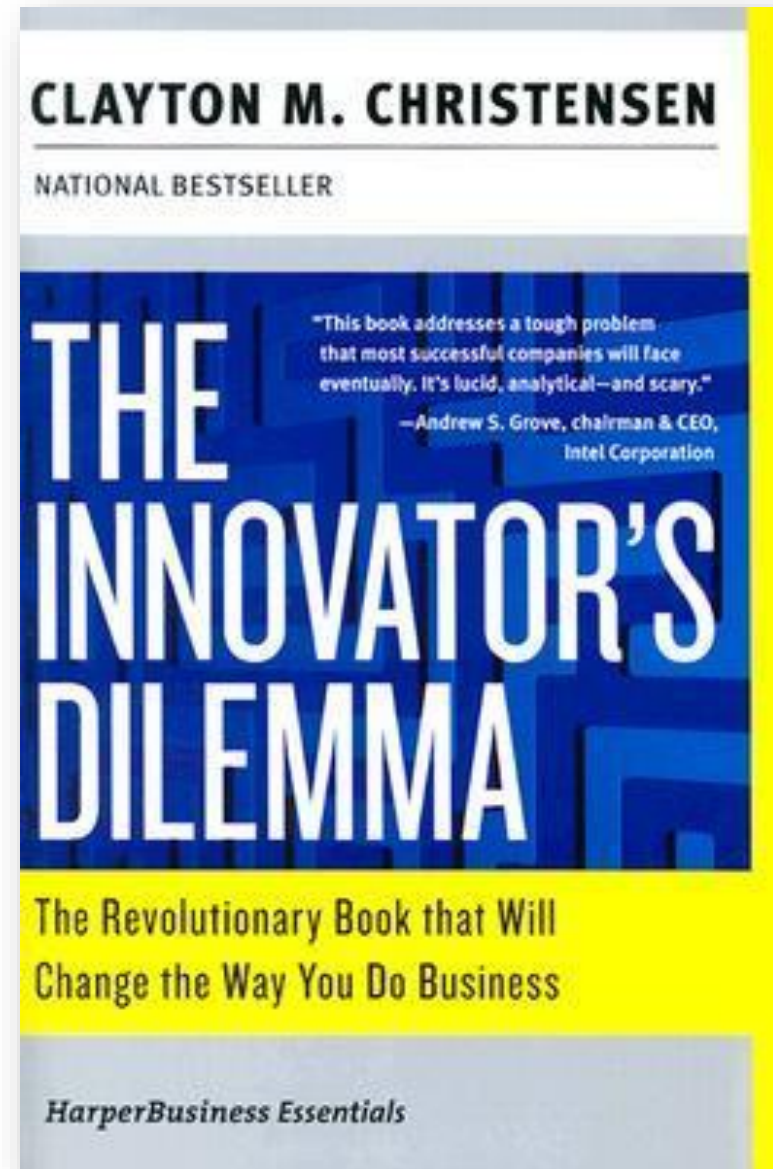
Car assembly line

Autorefractor

On-line Contact Lens Sales

Clayton Christensen
Harvard Business School

- Professor Clayton Christensen is largely credited with coining the phrase disruptive technology and detailed the concept in his 1997 best-seller, *The Innovator's Dilemma (Management of Innovation and Change)*.

CLAYTON M. CHRISTENSEN

NATIONAL BESTSELLER

"This book addresses a tough problem that most successful companies will face eventually. It's lucid, analytical—and scary."
—Andrew S. Grove, chairman & CEO, Intel Corporation

THE INNOVATOR'S DILEMMA

The Revolutionary Book that Will Change the Way You Do Business

HarperBusiness Essentials

POLICY

The Innovation Health Care Really Needs: Help People Manage Their Own Health

by Clayton M. Christensen, Andrew Waldeck, and Rebecca Fogg

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SUMMARY   SAVE   SHARE   COMMENT [15]   H TEXT SIZE   PRINT   **$8.95** BUY COPIES

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Disruptive Technologies

Upside

- Displacing sustaining technologies
- Altering the way things are done
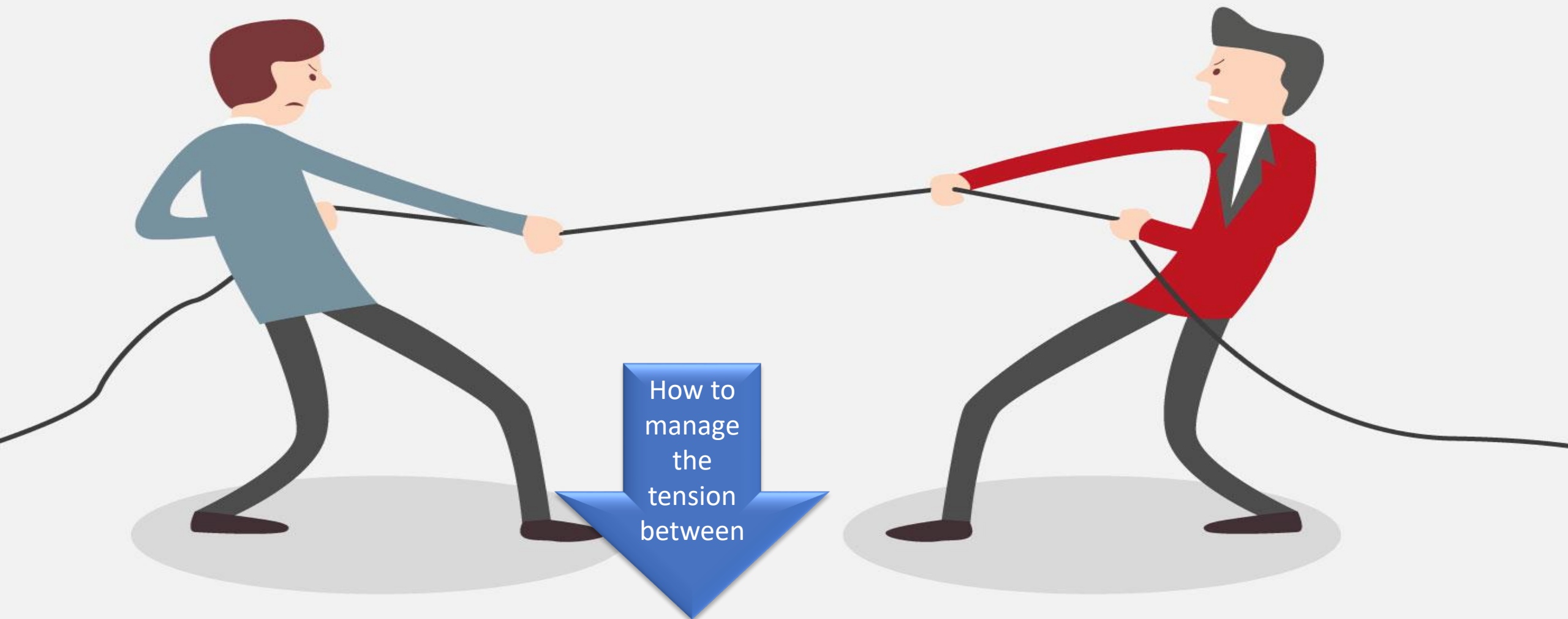- For the betterment of all

Downside

- Disruptive
- Setbacks
- Collateral damage

U.S. health care is the world's most expensive system per capita

- About twice that of the UK, Canada, and Australia

- Chronic conditions such as diabetes and heart disease now account for more than 80% of total spending

How does Competition in Healthcare Work?

How to manage the tension between

Employers ⟷ **Insurance companies**

Hospitals ⟷ **Physician practices**

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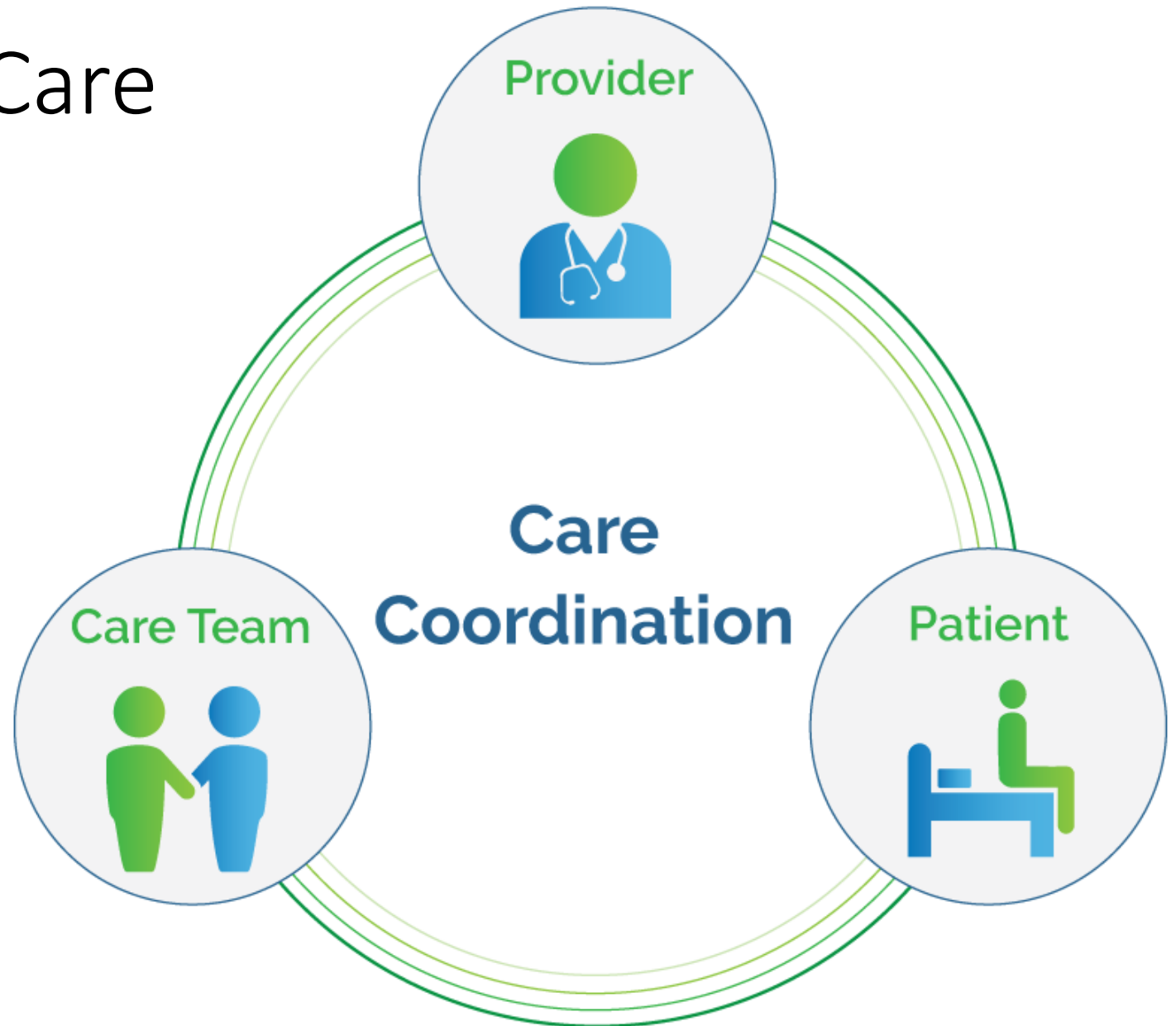**Employers - Insurance companies**
- Access to patients
- Loyal vs Satisfied patients
- Social Media Reviews
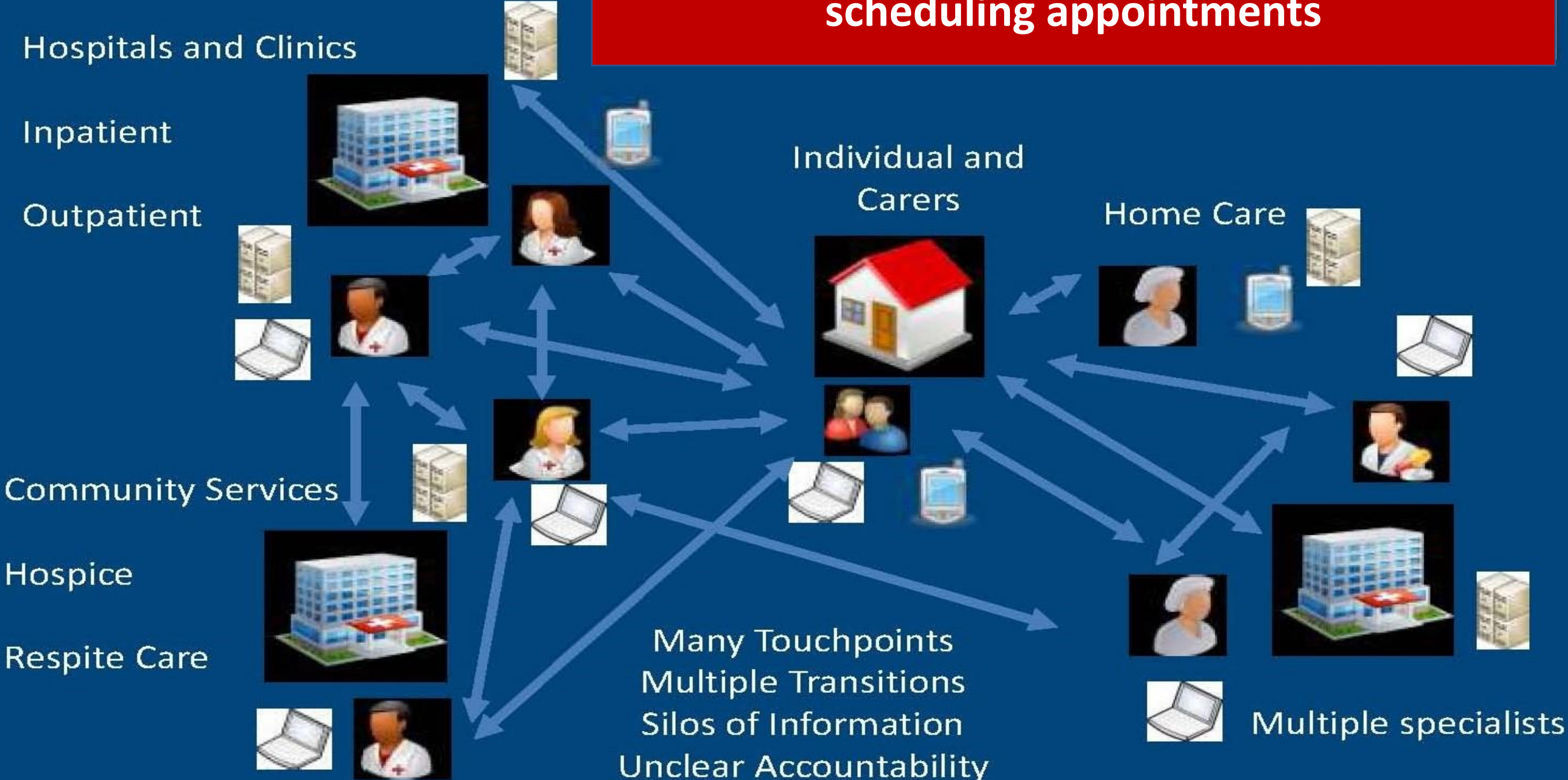
Hospitals - Physician practices
- Coordination of Care

Coordination of Care

- **Care coordination** is an approach to healthcare in which all of a patient's needs are coordinated with the assistance of a primary point of contact.

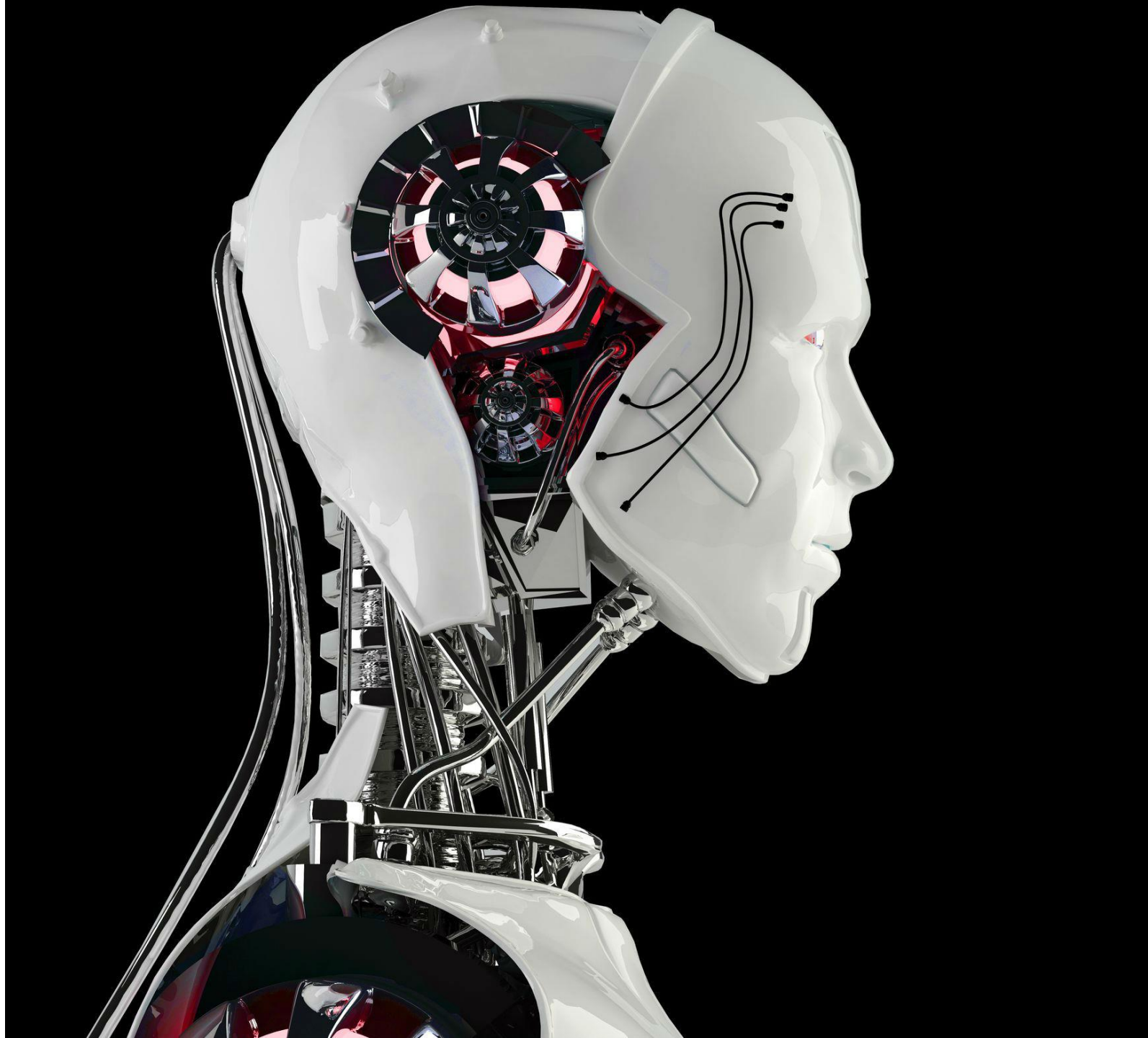Care Coordination is much more than just scheduling appointments

Hospitals and Clinics

Inpatient

Outpatient

Individual and Carers

Home Care

Community Services

Hospice

Respite Care

Many Touchpoints
Multiple Transitions
Silos of Information
Unclear Accountability

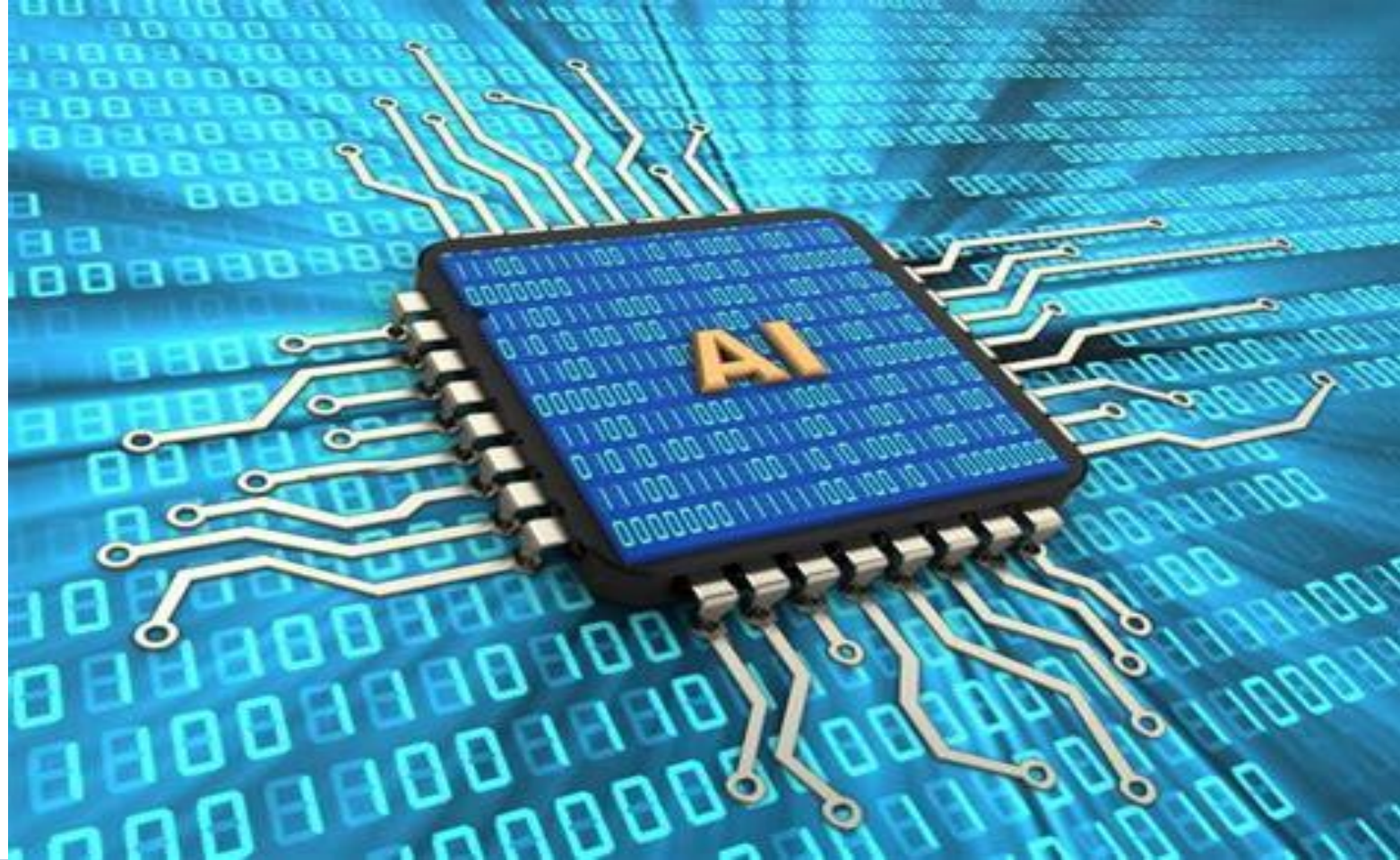Multiple specialists

Care without coverage | Coverage without care

TRUMPCARE VS OBAMACARE

Artificial intelligence in EHR

- "Clinical decision support"

- Automated interfaces that work together

- Billing and coding decisions

Artificial

Intelligence

in EHR

We will apply this immediately in our practices

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Wearable technology

Driver: appetite for information, entertainment, and connectivity

Eye-wearable technology will be the next computer console

CL tech reporting to your smartphone ... a contact lens-enabled wearable display system

Wearable devices that can aid those with macular degeneration, diabetic retinopathy, ocular albinism, forms of glaucoma and many other sight-threatening conditions.

Low vision, vision therapy, vision development, and vision rehabilitation

Optometrists using wearables to manage images and data collected while face-to-face with a patient
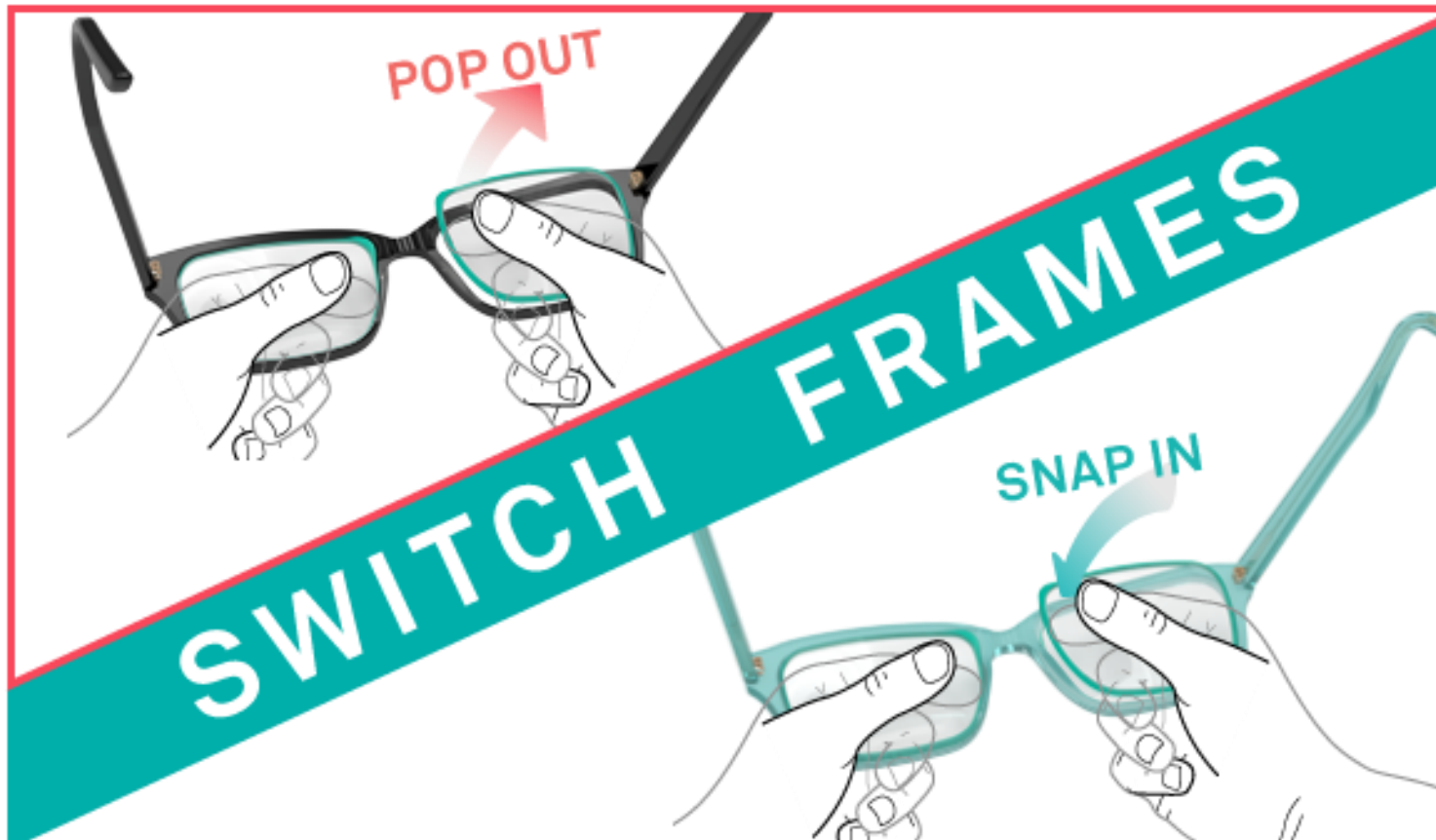
Wearable technology

Smart Contact Lenses

Wearable Technology

We will provide prescriptions, dispense these products, and help patients adapt to the devices

Virtual Try-on

POP OUT

SWITCH FRAMES

SNAP IN

Interchangeable lenses

Lenses that can pop-out of one frame and into another. This encourages people to try out new styles or change up their appearance easily without purchasing another lens.

3-D printed frames and lenses

3D Printing of CLs

Merging CL and Spectacle Lens Technologies

On-line or At-home refractions

Telehealth

- Distant eye exams

The Veterans Administration has been using telemedicine as a screening tool for diabetic retinopathy for years.

Telehealth

We will incorporate this technology.

Practicing in a World of Disruptive Technology

Response to disruptive technology

Fear

Acceptance

Thank You!