



**HEALTHTRUST**  
UNIVERSITY CONFERENCE



# Innovation in Healthcare

---

Panelists:

**Jeffrey Carter, M.D.**

**Christopher Page, M.D.**

**John Young, M.D., MBA**

Moderator: **Chris J. Stewart**



# Disclosures



- Dr. Jeffrey Carter has a vested interest in or an affiliation with Spectral AI.
- Dr. Christopher Page has an ownership interest in ROM Technologies, Inc.
- The other panelist and moderator have nothing to disclose as it relates to the content of this presentation.

Note: The content presented is for informational purposes only and is based upon the presenter(s) knowledge and opinion. It should not be relied upon without independent consultation with and verification by appropriate professional advisors. Individuals and organizations shall have sole responsibility for any actions taken in connection with the content herein. HealthTrust, the program presenter(s) and their employers expressly disclaim any and all warranties as to the content as well as any liability resulting from actions or omissions of any individual or organization in reliance upon the content.

This program may contain the mention of suppliers, brands, products, services or drugs presented in a case study or comparative format using evidence-based research. Such examples are intended for educational and informational purposes and should not be perceived as an endorsement of any particular supplier, brand, product, service or drug.

# Learning Objectives



*At the end of this session, participants should be able to:*

1. Identify components of the emerging technology market in healthcare.
2. Recall how to analyze benefits and potential risks to patient outcomes when adopting innovative technologies in healthcare systems.
3. Discuss real-world examples of innovative technology adoption within hospital systems.



# INNOVATION IN HEALTHCARE

---

A Panel Discussion



CONFIDENTIAL – Contains proprietary information.

Source: Getty Images. Used with permission of HealthTrust.

# Let's define it...



Adoption and diffusion of innovative ideas and technologies can be slow, challenging and difficult to implement.

Innovation in healthcare is often described as

*“...a novel idea, product, service or care pathway that has clear benefits when compared to what is currently done.”*

Sources:

1. Kelly CJ, Young AJ. “Promoting innovation in healthcare,” *Future Healthcare J.* 2017 Jun;4(2):121-125.
2. Jain N. “What is Innovation? Definition, Types, Examples and Process,” *IdeaScale*. Published July 15, 2023. <https://ideascale.com/blog/what-is-innovation/>. Accessed 5/17/2024.

# Emerging Technology



- ❖ Artificial Intelligence
- ❖ Automation
- ❖ Predictive Analytics
- ❖ Robotics
- ❖ 3D Bioprinting
- ❖ Telemedicine
- ❖ Wearable Technology
- ❖ Remote monitoring

## Sources:

1. Junaid SB, et al. "Recent Advancements in Emerging Technologies for Healthcare Management Systems: A Survey," *Healthcare (Basel)*. 2022 Oct 3;10(10):1940
2. Getty Images. Used with permission of HealthTrust.

# Poll Question



Does your facility currently have a multidisciplinary team to review innovative product submissions?

- a. Yes
- b. No
- c. I don't know

# Analyzing Innovative Technology



## Benefits

- Potential for improved outcomes
- Enhanced quality of care
- Increased efficiencies
- Potential cost savings
- Improved communication

## Risks

- Unproven outcomes
- Legal liabilities
- Potential revenue loss
- Cybersecurity risks
- Overreliance on technology

## Barriers

- Budgets & cost limitations
- Slow moving Value Analysis / IT process
- Pressure of workflow process; changes to it can be costly in regard to time & error rates

## Challenges

- Sustainability of change
- Competing initiatives
- Regulatory
- Clinician trust, if an innovative process has failed in the past that trust hurdle can be harder to overcome

### Sources:

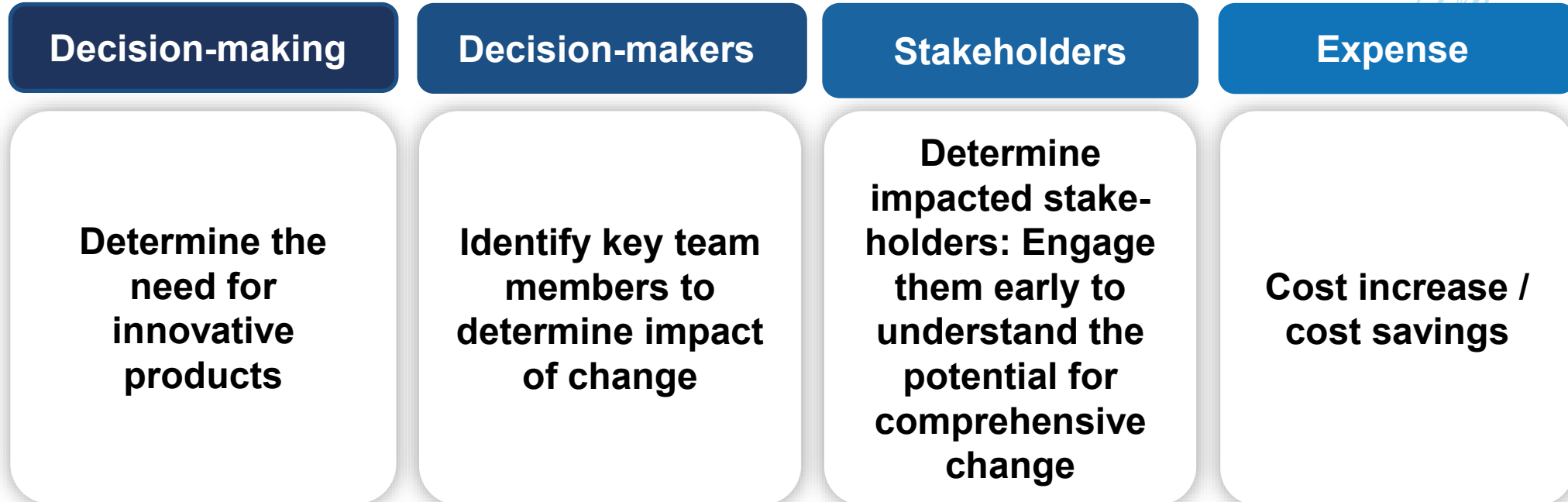
1. Kelly CJ. Et al. "Promoting innovation in healthcare," *Future Healthcare J.* 2017 Jun;4(2):121-125.
2. Bardach S, et al. "Hurdles of innovation-insights from a new healthcare delivery innovation program," *Learn Health Syst.* 2022 Nov 2;7(3):e10353.
3. Holon Solutions . "The Benefits and Drawbacks of Healthcare Technology," *Holon Solutions.* Published April 3, 2023. <https://www.holonsolutions.com/the-benefits-and-drawbacks-of-healthcare-technology/>. Accessed 5/17/2024.



# Vetting Innovation in All Care Areas



# Preparing for Change



Sources:

1. Flessa S, Huebner C. "Innovations in Health Care-A Conceptual Framework," *Int J Environ Res Public Health*. 2021 Sep 24;18(19):10026.
2. Bardach S, et al. "Hurdles of innovation-insights from a new healthcare delivery innovation program," *Learn Health Syst*. 2022 Nov 2;7(3):e10353.

# Polling Question



Do you think innovative technologies could be adopted quicker in an ASC or Hospital setting?

- a. ASC
- b. Hospital

# Innovation in Ambulatory Surgical Centers & the Outpatient Arena



## How does it differ?

- Decision-makers
- Procedure selection
- Review & approval process
- Implementation
- Measuring outcomes



Source: Getty Images. Used with permission of HealthTrust



# Innovation Technology Adoption

## Panel Discussion



# Thank You

