

P4: Warm Breezes of Healthcare Hope

Predictive, Preventive, Personalized and Participatory techniques may offer the best promise of real progress

The Idea In Brief

The enormity of US healthcare spending, contrasted to its demonstrable and manifold inefficiencies, will circumscribe some of the largest and most important web-based eCommerce opportunities that we'll ever see. And, the stage is being set both by rapidly emerging medical as well as Internet technologies

Specifically, there are four sets of change agents about to reshape nascent "P4 Medicine" and Web 3.0 dynamics...

Predictive...

Largely ignored *health risk assessment* methods (questionnaires, screening, modeling, etc) are now combining with genome mapping to enable effective...

Preventative...

Approaches that are, by far, the least expensive, invasive and otherwise disagreeable way to manage *health* (vs. sickness); but when inevitable ills strike...

Personalized...

Individual strategies can now be mounted involving uniquely-effective medicines, procedures, therapies and even spiritual approaches aimed at...

Participatory...

Involvement of family, friends and even similarly-positioned strangers as well as care providers: approaches that have proven remarkably potent agents in both the maintenance and return to health

Advancing web **Search** technologies are emerging that both assist individuals' ease in finding the most relevant information as well as identifying the more **serious social networks** of P4-practicing communities that can help.

Private *consumer-driven health plan* (CDHP) proliferation has slowed a bit; and National Health Plans will stall too unless and until they adopt the right mix of CDHP, Web 2.0/3.0 and other end-user/patient-centric methods. Ultimately, next-generation healthcare will turn upon individuals' needs and initiatives.

The Idea in Practice

Understanding Your Position & Potential

"Presidential candidates aren't the only high-profile figures weighing in on how America can fix the broken parts of its healthcare system."

-Clay Christensen

Any system as "broken" (and as big) as America's healthcare can't help but be ripe for any number of *disruptive technology* jolts. Incumbent players and bureaucrats alike can already sense as much; and, unwittingly or otherwise, most of them are tripping over one another to maintain the status-quo. But, if ever there was an industry "too large to fail" it's this one. And, just because it is quite clearly failing already, would-be disruptive players are already beginning to gather for the wake.

Christensen also teaches that incumbents aren't *always* laid waste to a "disruptive technology"; but, they usually are, simply because they feel that they've more to lose than to gain. In all events, anyone that has (or wants to have) a stake in the largest of all industries by far, needs to have as clear a view as they can get on things like P4, CDHP and Health 2.0/3.0.

Charting & Testing Your Own Web P4 Potential

"We weren't encouraged to ask questions; rather, to depend on so-called experts. Not having a say in our own healthcare frustrated and angered us. We didn't have the information we needed; so, we decided to find it for ourselves"

-Nancy Miriam Hawley

How many of your customers feel this way already? How many will soon? And who else could scratch their collective itch? Can they be beneficently influenced by your competitor: e.g., What does paid search look like in the coming P4 era? Who will be its Google, its Facebook, its PayPal and Apple? Will the general trend that attends most disruptive technologies play out here: e.g., will incumbent players (including Google and Facebook) tend to be disadvantaged?

These are but a few of the questions that *require* answers from any/all current and/or would-be stakeholders. Your role in the emerging P4/CDHP ecosystems could well be the most strategic issue in the life of your company (an/or your own career). A well conceived and executed plan of action is, therefore, imperative; and the time to act is now!