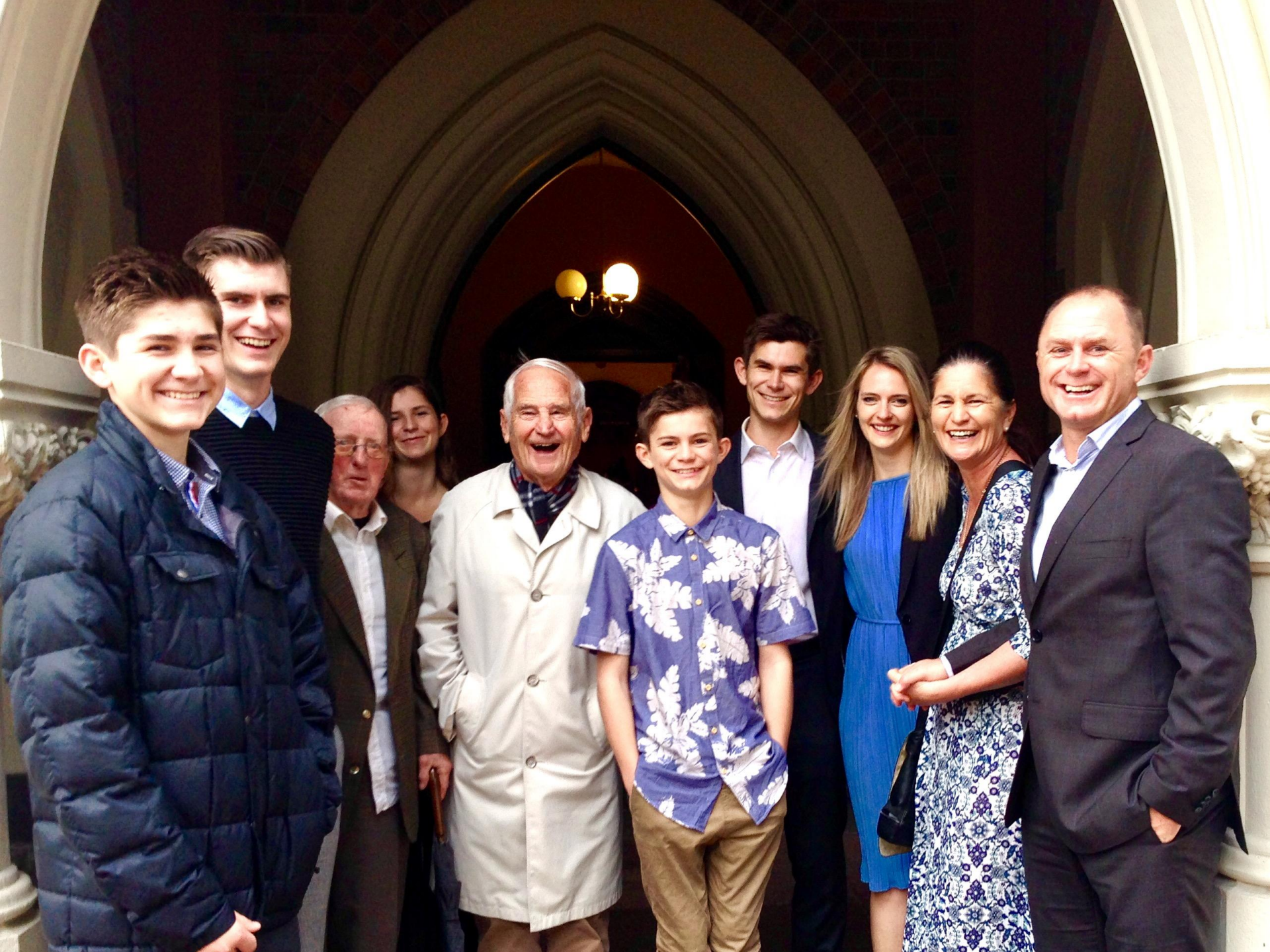





Surfing the digital wave

Tim Corbett
Director of Thinking
Deep Limited



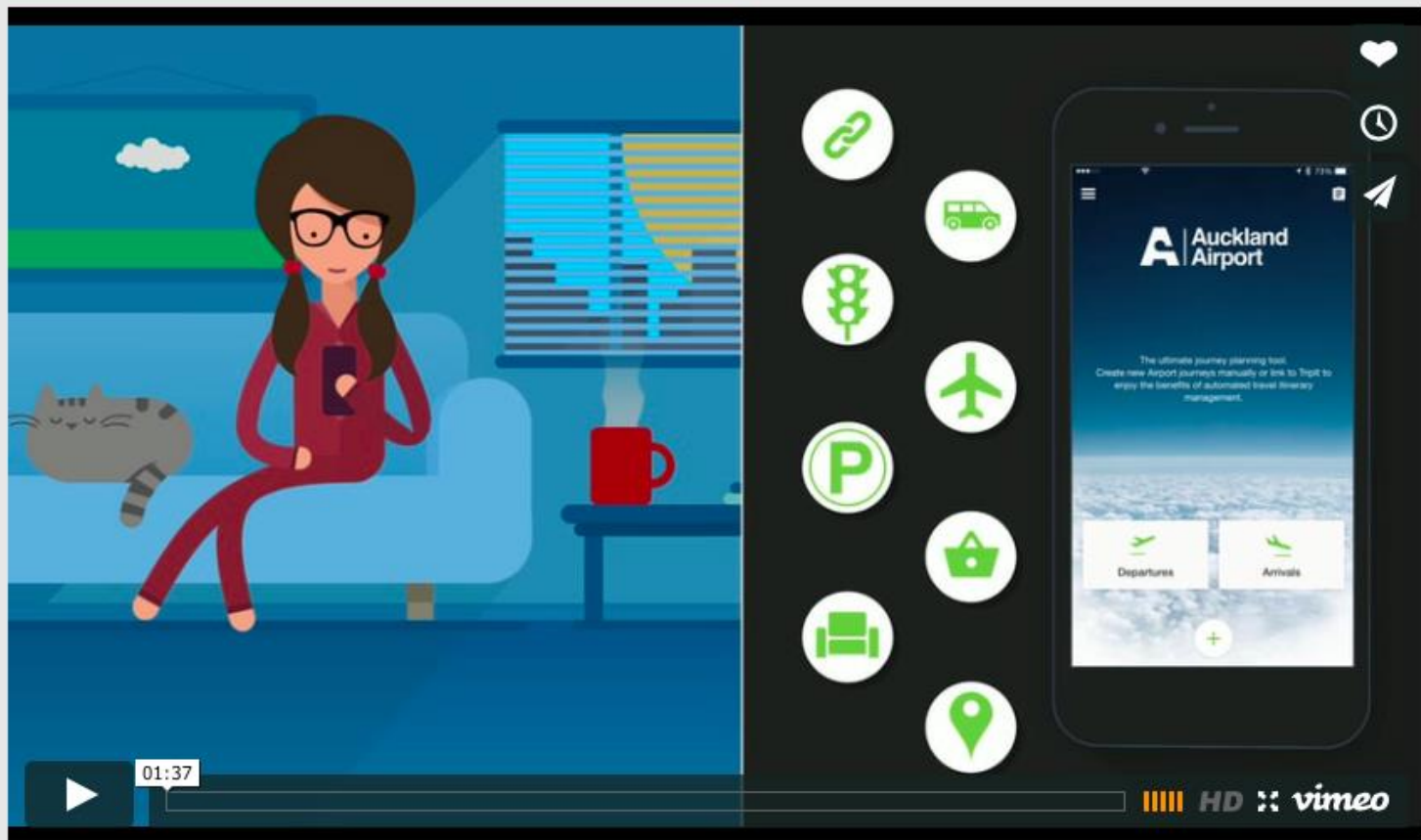


Using digital to make health easier to use and easier to run



Once hard to
use
Now easy to
use

Our new app is like having your own personal assistant
at the airport



Banking

Before

After



[HOW IT WORKS](#)[MY FOOD BAGS](#)[NADIA](#)[OUR STORY](#)[FARM TO PLATE](#)[LOGIN](#)[ORDER](#)

**WHAT ARE
WE HAVING
FOR DINNER
TONIGHT?**

GET STARTED

WATCH VIDEO 

SIMPLE
HEALTHY
DELICIOUS



15,000 + \$80mill

"It removes probably 90 per cent of
the pain points in the process"

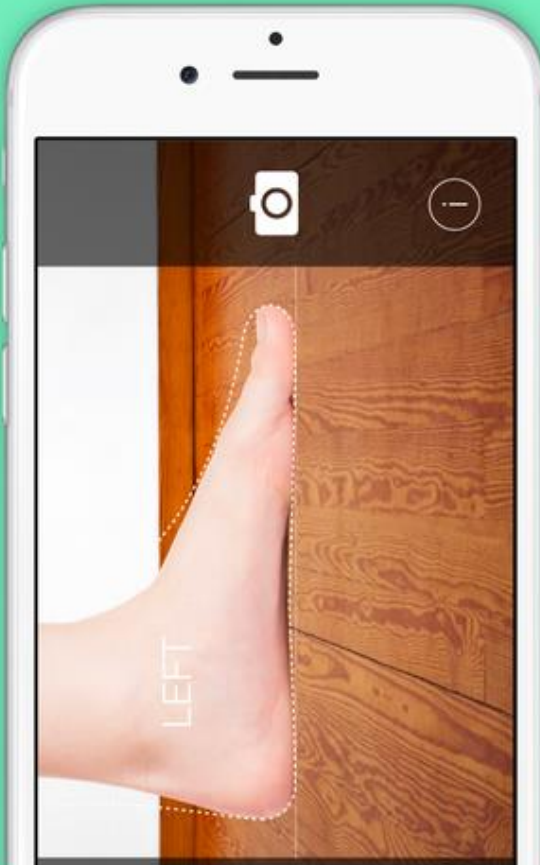


Podiatry

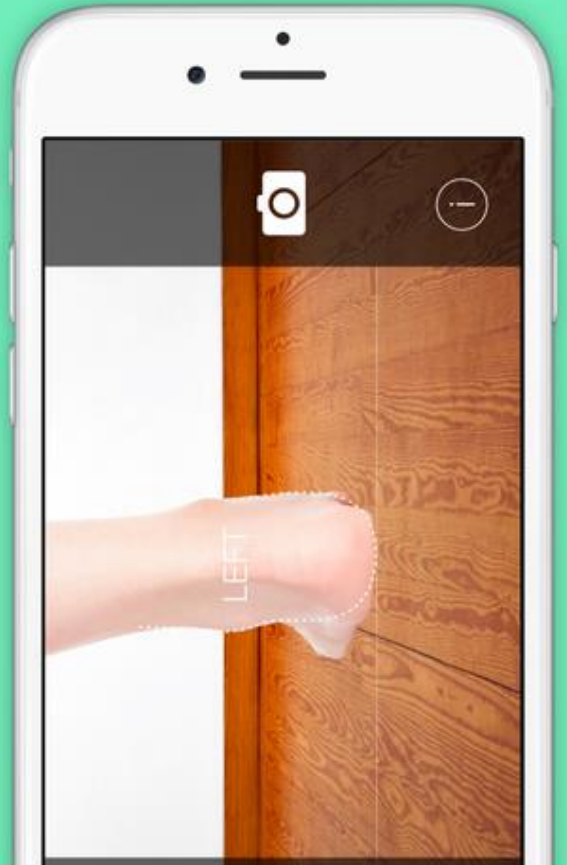
Before

After

All you need is your phone,
a friend and your feet.



We transform photos
into 3D models.





General Practice?

Before

After?

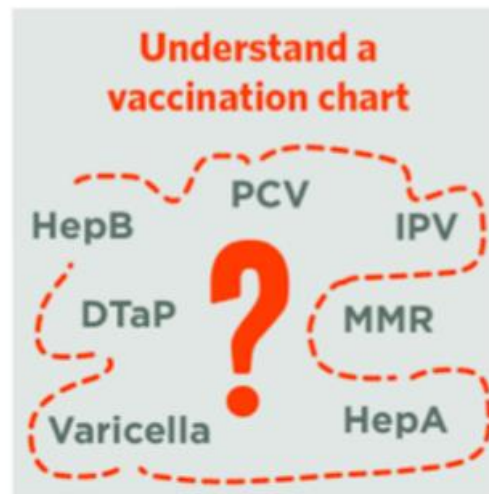
Doctor Waiting Room



**If you die whilst waiting
to see the doctor please
cancel your appointment**



-----> **More than 1 in 2 adults can't:** <-----



on mobile
Major League



60% of patients
leave the GP not
understanding what
was said

17%

of patients
read the
brochures

85%

search online



People have moved

Taylor Swift v sheep
Mum's on Facebook
#1 household appliance
Videos on mobile
NBA v Major League
Gaming

Patients
have
moved





The world has



Alibaba, the most valuable retailer, has no inventory.



Uber, the world's largest taxi company, owns no fleet.



AirBnb, the largest accommodation provider owns no real estate.

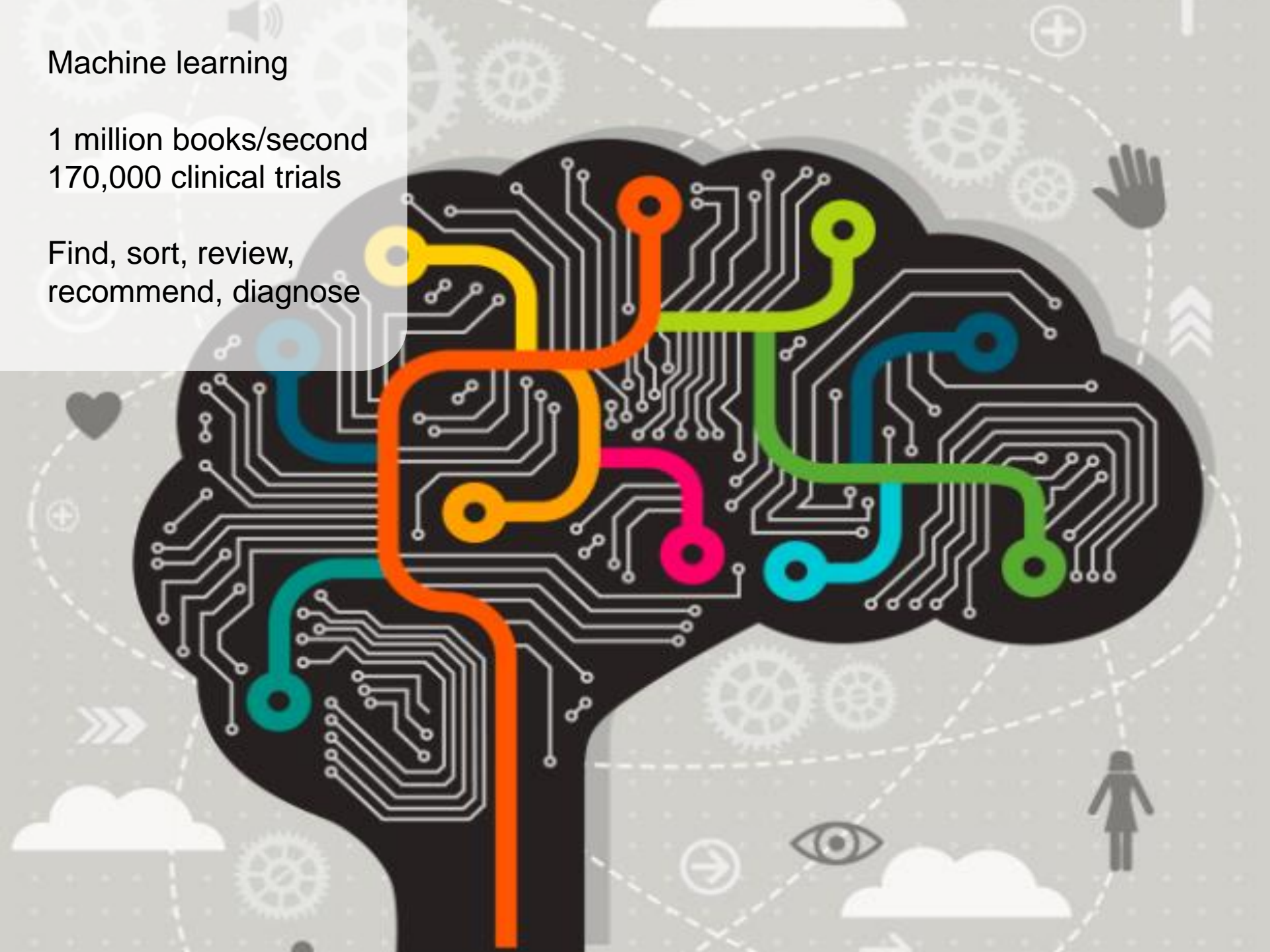



Facebook, the most popular media owner, creates no content.

Machine learning

1 million books/second
170,000 clinical trials

Find, sort, review,
recommend, diagnose



A large, solid orange circle is positioned on the left side of the image, partially overlapping the white background. Inside the circle, the text "More is coming here ..." is written in white, bold, sans-serif font, arranged in three lines.

**More is
coming
here ...**





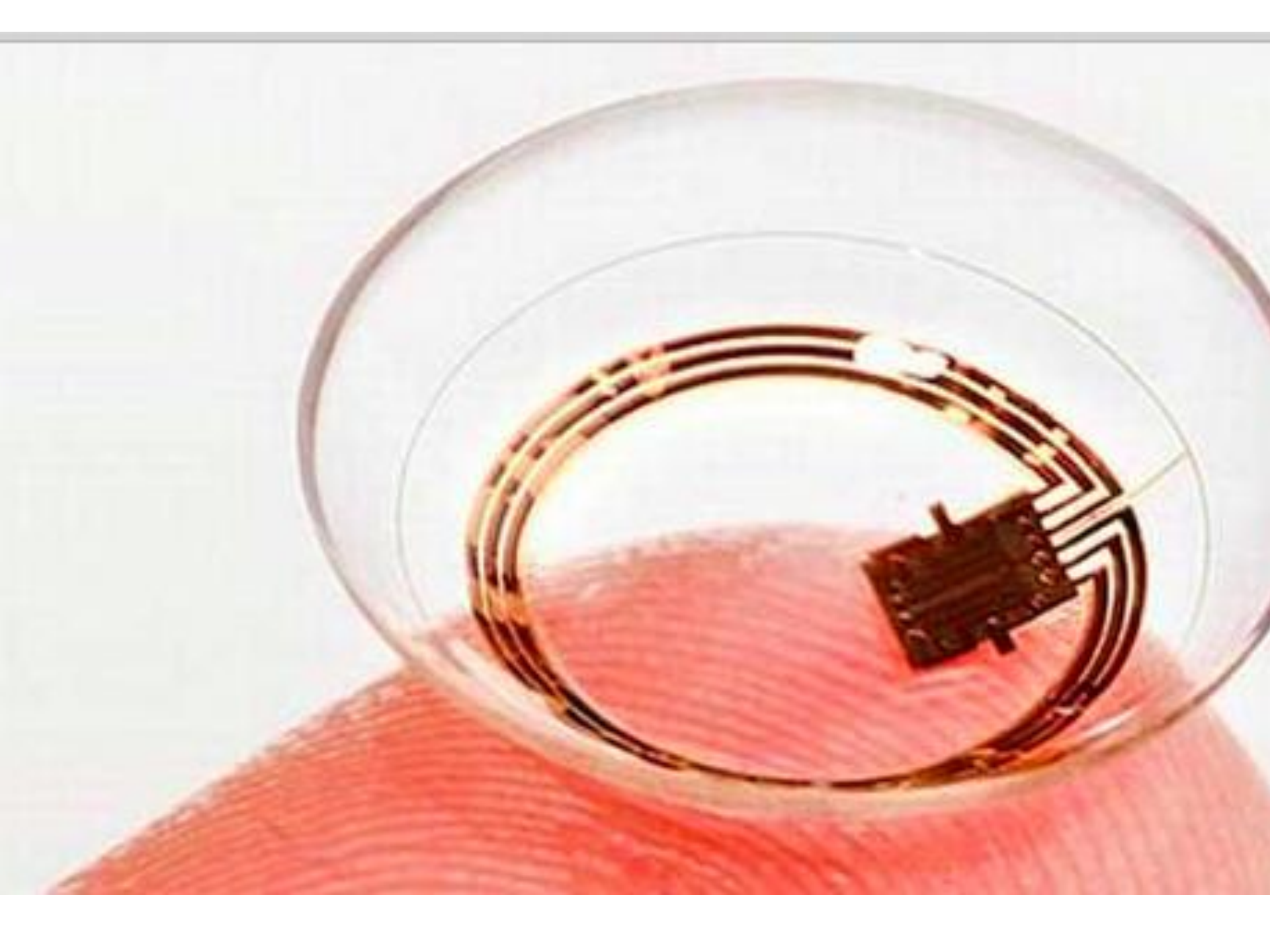
**Scientists have found a way
to make paraplegics move again**











Wearable sensors gamify physical therapy





Beat.fever



Tim

Home



Page

Messages

Notifications

Insights

Publishing Tools

Settings

Help



Beat.fever

@beatfevertribe

Home

About

Posts

Videos

Photos

Events

Notes

Likes

Manage Tabs

Promote



Liked

Message

More

Watch Video



Status



Photo / Video



Offer, Event +



Write something...

This Week

See All

9,459 ↑
Post Reach

0
Website Clicks

3
Watch Video

Cause

Search for posts on this Page



73 likes +32 this week

Marama Parore and 8 other friends



9,459 post reach this week



See Pages Feed

Posts from Pages you've liked as your Page



It's OK,
you're
allowed to
use social
media...

And you
should be

**“health professionals
“can use social media
to drive awareness, to
provide accurate
information, and as a
portal to communicate
with other physicians”**

Social media: how doctors can contribute. The Lancet, Volume 379, Issue 9826, Page 1562, 28 April 2012.

Orthopaedic white board with icon definitions

Ward 1 Patient List --AS OF 27/03/2014 09:51

Bed	Patient	M/F	Age	Nurse	Doctor	LOS	Diet	EDD	Notes (first 50 characters)	Icons
1A	SMITH	F	94	Bob S	SPOON	00	1	D08	Falls risk, B-C	DEF C
1B	PETERS	F	64	Bob S	HIVE	00	17	D08	28/03/2014 Falls risk, B-A	DEF A
1C	PATEL	F	67	Bob S	CENSUP	00	2	D08A	High Falls Risk B-B	B
1D	JONES		21	Bob S	HIVE	00	1			DEF
2A	BARRIED	M	63	Bob S	CENSUP	00	1	D08	TKJR ERAS	A K
2B	JANE	M	68	Bob S	GLASS	00	3	D08	28/03/2014 THUR Falls risk B-D	D
2C	POOL	M	73	Jane D	SONSON	00	2	D08	NBM ERAS Falls risk	DEF A
2D	WANG	M	73	Jane D	GLASS	00	10	D08	27/03/2014 B-B, TKJR bil falls risk	B
3A										
3B	HEWLETT	F	82	Jane D	HIVE	00	20	D08A	DUPLICATE, #NOF, B-D IDC	DEF D H
3C	SCRIBE	F	81	Jane D	SPOON	00	9	D08A	Falls risk B-C,	DEF C
3D										
4	FRED	F	71	John H	SONSON	00	38	D08	CONTACT ISOLATION Falls risk, B-B MRI done	DEF B
5	GEORGE	M	87	John H	GLASS	00	2	D08	High falls risk, B-B	DEF B
6	ALBERT	M	72	John H	CENSUP	00	6	D08	Falls risk, isolation MRSA +ve,B-C	C
7	HAROLD	F	78	John H	RONER	00	14	D08	B-C, ESBL+ Falls risk,	DEF C
8A	SWEET	M	43	John H	SONSON	00	2	D08	Falls risk, 02 therapy, HEP B STRICT FBC B-B ERAS	DEF B
8B	CAKE	M	73	John H	HIVE	00	1	D08	Falls risk TKJR ERAS	A K
8C	REX	M	71	Dolly S	SONSON	00	2	D08		DEF A
8D										
9A	LOVE	M	72	Dolly S	SPOON	00	14	D03	ORTHO RV #NOF; falls risk B-D	D
9B	JOY	M	76	Dolly S	RONER	00	2	D08	B-D, High Falls Risk TKJR ERAS	D K
9C										
9D	PEPPER	M	80	Dolly S	HIVE	00	54	D03	B-D, Falls risk red tray mob GF	D
10A	INDIGO	M	46	Rupert B	SPOON	00	1	D08		DEF A
10B	COLD	M	79	Rupert B	GLASS	00	9	D08	Falls Risk, B-C, L)THUR,	B
10C	CHISEL	M	21	Rupert B	CENSUP	00	21	D08	B-D High falls risk DUPLICATE red tray	D
10D	SOUND	M	68	Rupert B	RONER	00	2	D08	Falls risk, L) THUR, B-C ERAS	B
11A										
11B	APRIL	M	79	Rupert B	RONER	00	17	D08	Falls risk, B-C red tray	B
11C	MAY	M	29	Elizabeth W	SONSON	00	2	D19	27/03/2014 FALLS risk moonboot thur	D
11D	JUNE	M	78	Elizabeth W	GLASS	00	6	D08A	Falls risk, NBM 0200	D

Ortho-
surfers



Hutt Valley
surfers



A high-angle photograph of several surfers riding a large, powerful wave. The water is a deep blue-green, and the wave's crest is white with foam. An orange semi-transparent circle is overlaid on the left side of the image, containing the text 'The demands have changed' in white. The surfers are positioned at various points along the wave's face, with one surfer in the foreground on the right riding a yellow surfboard.

**The
demands
have
changed**

**Terminal is now chronic
Living longer, but with ...**

**HIV
CVD
Cancer
Diabetes
Mental health
(and attitude)**





60% of GPs are looking to retire in the next 10 years

**Their average age?
50**

"We have to change, we can't just sit back and we can't just wait for the funding contract to get better, because it's not going to."

"There has never been a better time to change what you are doing; it's a strategic way to establish a future income."

Chin Loh
www.antidote.co.nz



What patients want

Ease
Connection
Comfort
Solution
Guidance
Assurance

What you want

Relief

Best care

Great place to work

Make a difference

Feel on top of it

Lead

Make better....



**What will it
take to surf
the digital
wave?**



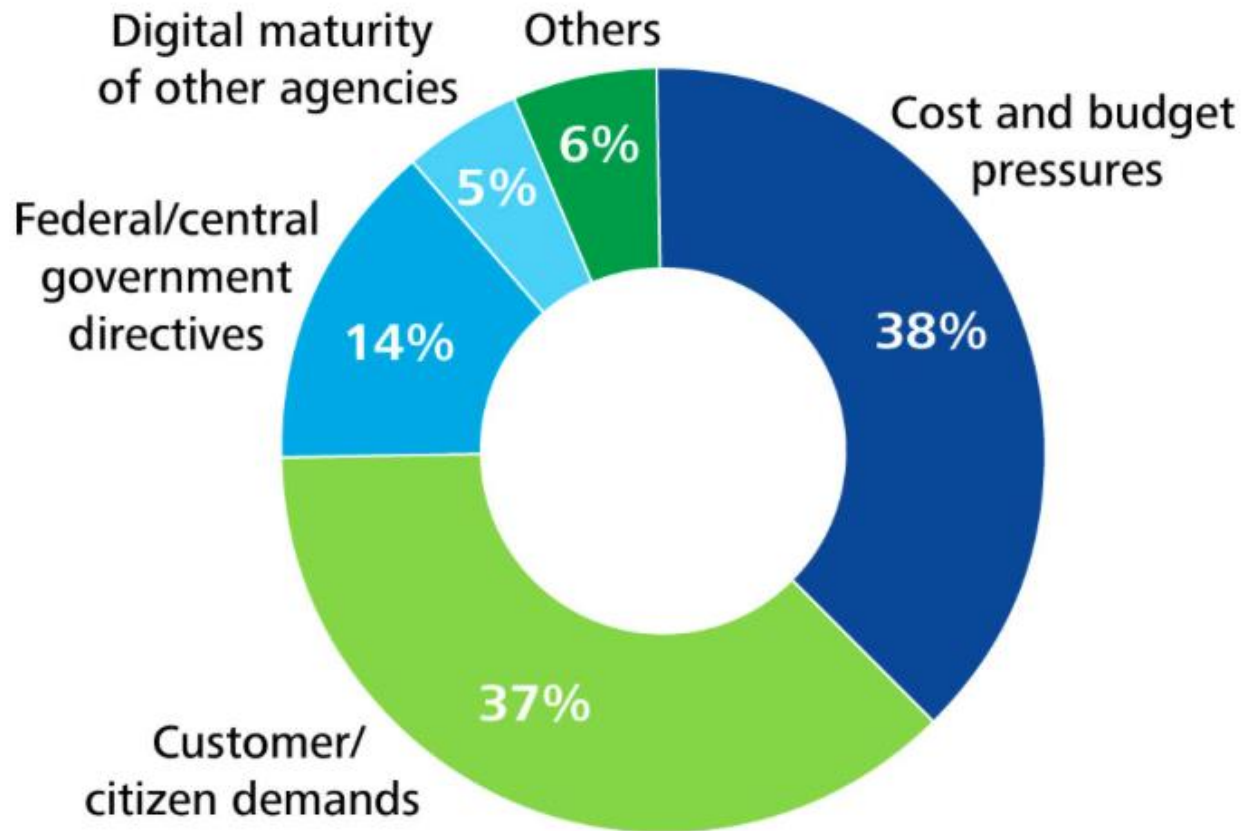
**Start
with
the
patient**

P- UX

Patient user experience



Change drivers



Graphic: Deloitte University Press | DUPress.com

Skill sets



Board

Buy in
'Whole of'
approach
Lead

Care
KPIs
More/less \$

Management

Drive
Lead
Change manage
Integrate
Design

Care
Smooth
Efficient

Operational

Re/look
Re/view
Design

Care
Workplace
1 touch

Patient

Input
Design
Demand

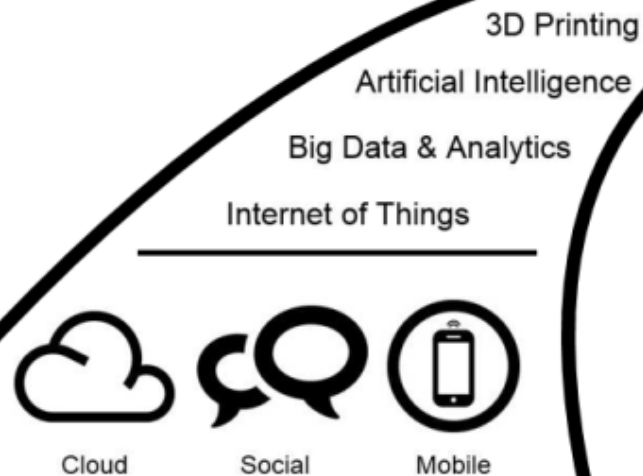
Care
P-UX
Control

Whanau

Design
Demand
Ask

Care
Ease
Wh-UX

The Digital Enterprise Wave



New ways to surf the wave



Smart wearables
Nanotech
Connected – high touch, high tech
Tailored, integrated treatment
Gamification
Big data + personal
Business models
Economics

What are your
worries about using
digital?

What are your
hassles/issues/pain
in running your
service?

What are patients
issues, hassles,
worries, pain in using
your service?

Surf's up

Tim Corbett
Director of Thinking
tim@deeplimited.com
www.deeplimited.com

Deep.
Limited