

I want to break free

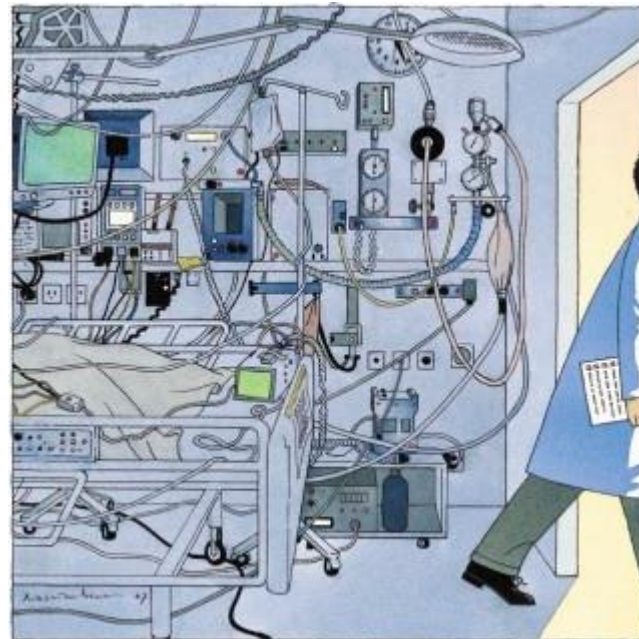
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Primary care as we knew it



Disruption Innovations

Sophistication, specialisation and price



The goal



Primary Care

- What does this mean to you?
- What do you do well in your practice?
- What is something you would love to change?

Different models

- Status quo
- Disrupt thru competition
- Disrupt thru restructuring

Health care home

- ? Just another name?

My practice

- Union
- Busy
- Different model of care

Nurse Practitioner role

0 -18

Wide range of primary care conditions

Challenges

Barrier

- Communication
- Time
- Language
- Fragmentation
- Health literacy
- Social & cultural gaps

Landscape

- Cost of Rx
- Funding
- Government policy
- Barriers to practice

The future of health care

- Collaborative
- Continuous
- Calculable

Future

**CELLSCOPE++
OTO DIGITAL OTOSCOPE**
Captures high-quality images of the ear canal and ear drum.
STATUS: CLOSED TESTING

**KOLIBREE'S
CONNECTED TOOTHBRUSH**
Reports on brushing habits like duration, frequency and attentiveness.
STATUS: RECENTLY FUNDED

**WITHINGS
PULSE O2 FITNESS TRACKER**
Tracks everything from steps to sleep. Transforms from watch to job.
STATUS: AVAILABLE

**WITHINGS
WIRELESS SCALES**
Measures weight and BMI; Premium model displays heart rate, air quality.
STATUS: AVAILABLE

**ALIVECOR
HEART MONITOR**
Records ECG rhythms to your phone. Securely stores data in the cloud.
STATUS: AVAILABLE

**PROPTHE DIGITAL HEALTH
INGESTIBLE SENSOR**
Sends biometric data to a wearable patch. Activated by ingestion, powered by stomach fluids.
STATUS: IN DEVELOPMENT

**INTERA'S
MUSE HEADBAND**
Lets you control connected devices with your mind.
STATUS: ACCEPTING PRE-ORDERS

**GOOGLE
CYBORG EYE**
Brings Google Glass-like features to contact lenses.
STATUS: IN DEVELOPMENT


**IRB
NINJA POLYMERS**
Seeks and destroys antibiotic-resistant bacteria.
STATUS: IN DEVELOPMENT

**IBSTAR
GLUCOSE MONITOR**
Connects directly to iPhones for instant in-app results.
STATUS: AVAILABLE

Thomas
Weight: 122.8 lbs
Distance covered today: 6.4 miles
Days since last sleep: 0.9 to last

102
102 mg/dL
Fri, Apr 23, 2016, 5:14 pm EDT
Add Note

COOL FACTOR **MEN** **WOMEN**



- *Better is possible. It does not take genius. It takes diligence. It takes moral clarity. It takes ingenuity. And above all, it takes a willingness to try.”*

- Atul Gawande, *Better: A Surgeon's Notes on Performance*

Practice nurses



The end

