



EUROPEAN ASSOCIATION
OF HOSPITAL MANAGERS

EAHM Executive Event

Leadership and Digital Transformation “eHealth Transforming Healthcare in Disruptive Times”

2018 / 03 / 28, Venue Royal College of Surgeons, 123 St Stephen's Green, Dublin, Ireland



EUROPEAN ASSOCIATION
OF HOSPITAL MANAGERS

Dear Mr. Friel, Managing Director, Royal College Surgeon Ireland

Dear Ms. Nugent, President Health Management Institute, Deputy CEO, Tallaght University Hospital

Dear Mr. Heuschen, General Secretary of the EAHM

Dear Mr. Kölking, Past President and member of the EAHM Board, Chief Representative of the German Association of Hospital Managers and CEO of the Hospital Lilienthal

Dear Mr. o'Dwyer, President of the EAHM and CEO South South West Hospital Group

Thank you so much for your warm welcome in Ireland and on this fascinating event





EUROPEAN ASSOCIATION
OF HOSPITAL MANAGERS

DR. PIERRE-MICHAEL MEIER SINCE 1995 IN HEALTHCARE



Education

- Dipl.-Kfm. International Hospital Management and Business Informatics
- Dr. Public Health

Awards

- 2009, Assistant Professor at the Alfried Krupp von Bohlen und Halbach College for Medical Management, University Duisburg-Essen
- 2011, Certificate in Medical Informatics, GMDS e.V. and GI e.V.

Honorary Positions

- ENTSCHEIDERFABRIK, Supervisory Board, Vice Chairman
- EAHM - European Association of Hospital Managers, Working Party Health Information Management, President
- IHE-Europe, Steering Committee, Member
- VuiG e.V., Executive Vice President and CFO
- Rotary, Member

Employer

- März AG, Executive Vice President



1	Everybody talks about digital transformation - what is the difference to information technology?
2	Where do you come from ?
3	Who is the driver ?
4	The deconstruction of business processes to the disruption of business models, e.g. Serviceportal Booking.com
5	Digitised business processes – Indication of new business models
	Guest Services
	Medical Services
6	Things to do, to be still successful in the health care system?
7	Summary



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EVERYBODY TALKS ABOUT DIGITAL TRANSFORMATION - WHAT IS THE DIFFERENCE TO INFORMATION TECHNOLOGY?

**IT is everything with respect to
Hard- and Software in
Information-, Communication-
and Medical- Technology.**

**IT delivers solutions for
problems in analog or partial
electronic organised processes.**

**In contrast to IT – digital transformation will lead to the
deconstruction of established business processes**

**Are the business models very fast and fundamental
successful, we talk about a digital disruption.
Is the digital process less fundamental succesful, we talk
about a digital transformation.**

**In the time of digital disruption and transformatin data is Key.
That means,**

- **that we have to do the “Information Management“
successfully.**
- **that Health Information Management (HIM) is a strategic
success factor.**



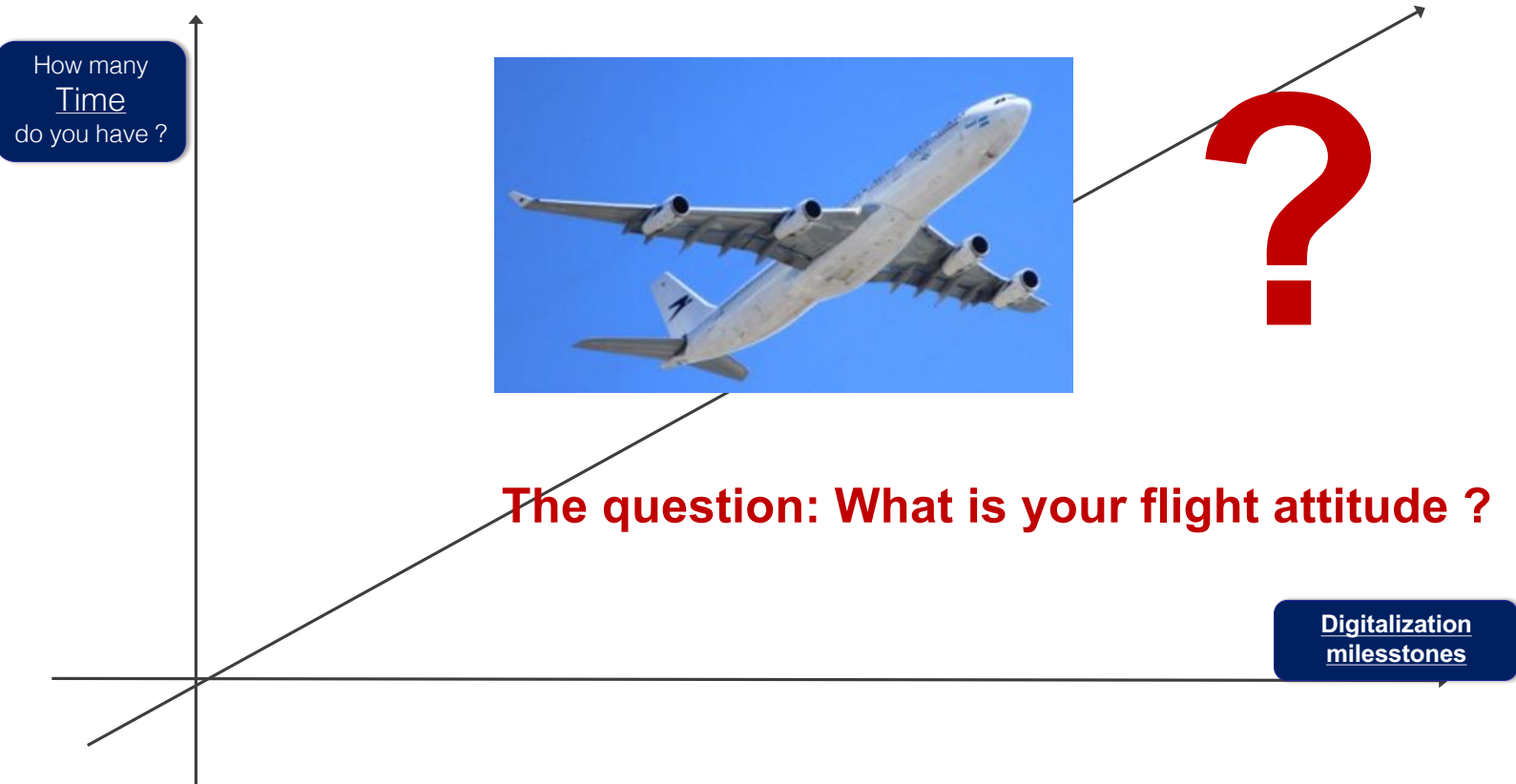
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WHERE ARE YOU ?

WHAT DO YOU THINK, HOW MANY TIME DO YOU HAVE ?





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WHERE ARE YOU ?

WHAT DO YOU THINK, HOW MANY TIME DO YOU HAVE ?

How many
Time
do you have ?



Digitalization
milestones

Grown up Landscape **Project list** **Organized Operations** **Strategy** **Master plan** **Optimized Production (Industry)** **Health Information Exchange** **Strategic Health Information Management**



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Who is the driver – we are the driver - with our data

Example:
In 2017 81% of the
Germans had a
Smart Phone, i.e.
in 2017 we had
67 Mio.
Smart Phones in
Germany



Konsequenz:
Strategic
Health
Information
Management
is Key



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SCREEN SHOTS OUT OF THE SERVICE PORTAL: (ONLY) HOTEL BEDS ?

Booking.com

Suchen
Reiseziel/Name der Unterkunft:

Miami Beach, USA

Anreise
Di. 25. Juli

Abreise
Mi. 26. Juli

Zimmer
1

Erwachsene...
2

Kinder
0

Reisegrund
Geschäftreise

Alle 270 Unterkünfte anzeigen

Kürzlich angesehen
26 Unterkünfte

Beliebte Reiseziele

Suche

Reisen

Profil

Mehr

Aparthotel

OceanDriveVR Suites
★★★★

1052 Ocean Drive, South Beach, Miami Beach, FL 33139, USA

1 schlafz. max. gäste x4 gratis wlan mehr

Dieses nur 3 Gehminuten vom Strand am Ocean Drive entfernte Aparthotel erwartet Sie mit einem Pool auf dem Dach und einer 360-Grad-Aussicht auf...
[Weitere Informationen](#)

Sehr gefragt! Heute 6-mal gebucht

Auswählen

Sehr gefragt! Heute 6-mal gebucht

Das beste Angebot heute! 254,81 €

Preis für 1 Nacht (26. März - 27. März)

Schnäppchen von heute

Keine Reservierungs- und Kreditkartengebühren

Bewertet mit 6,6 Alle 224 Gästebewertungen

Buchen Sie noch vier Mal und Sie erhalten exklusive Rabatte und Extras für zukünftige Reisen.

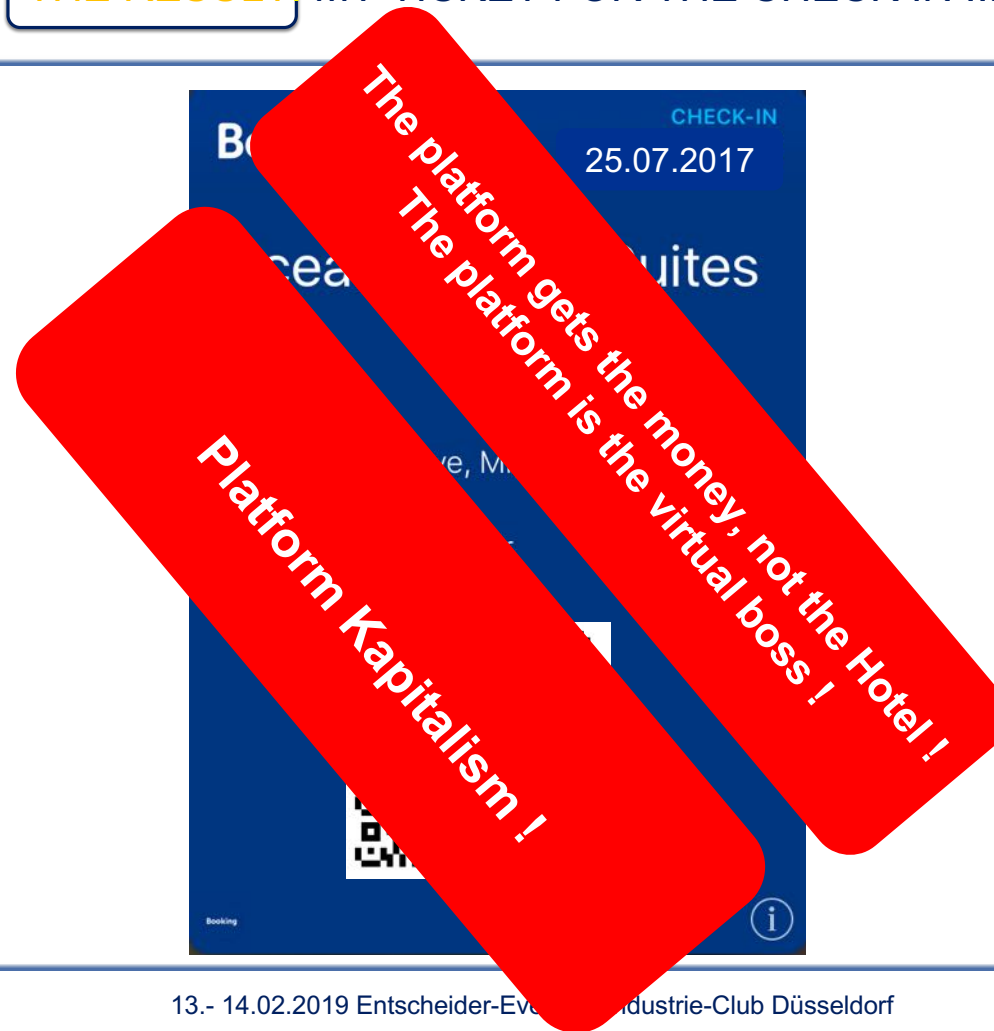
Anreisedatum

Abreisedatum

Auswählen



THE RESULT: MY TICKET FOR THE CHECK IN !!!





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PLEASE USE YOUR SMART PHONE AND
GO FOR THIS WEB-SITE:

CLINIC-ONE.COM



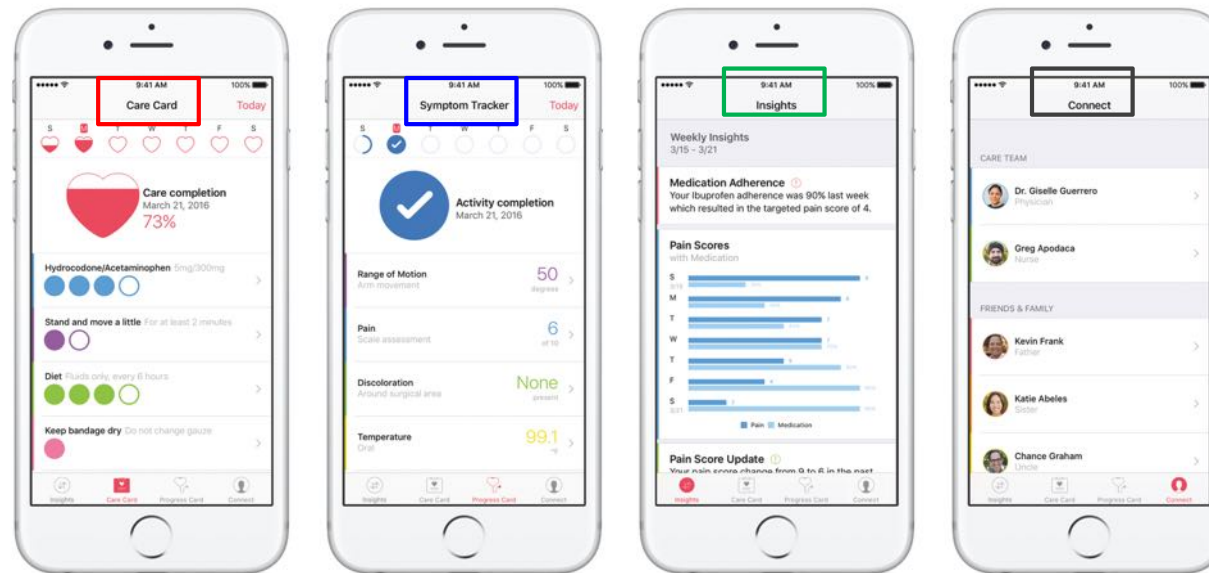
The screenshot shows a mobile app interface for Clinic-One.com. At the top, it says 'CHECK-IN' and '25.07.2017'. Below that, it says 'AUF DER BULT, Zentrum für Kinder und Jugendliche'. Under 'ADRESSE', it lists 'Janusz-Korczak-Allee 12, Hannover, Lower Saxonia'. The user is 'Pierre-Michael Meier' and the price is '189,00 \$'. There is a QR code for check-in and a small 'i' icon at the bottom right.

- **What do you think ?**
- **Is this an evolution, a revolution or a disruption?**
- **As a Hospital,**
 - are you a first mover or a fallower ?
 - Do you like to register for Clinic-One.com?
 - Are you ready to register?
 - Please register here!
- **As a Patient,**
 - is this a "net new" or a "common" service that you expect for a long time?
 - Is this a unique selling proposition to you?
 - Are you ready to register?
 - Please register here!?

Do you like this ?



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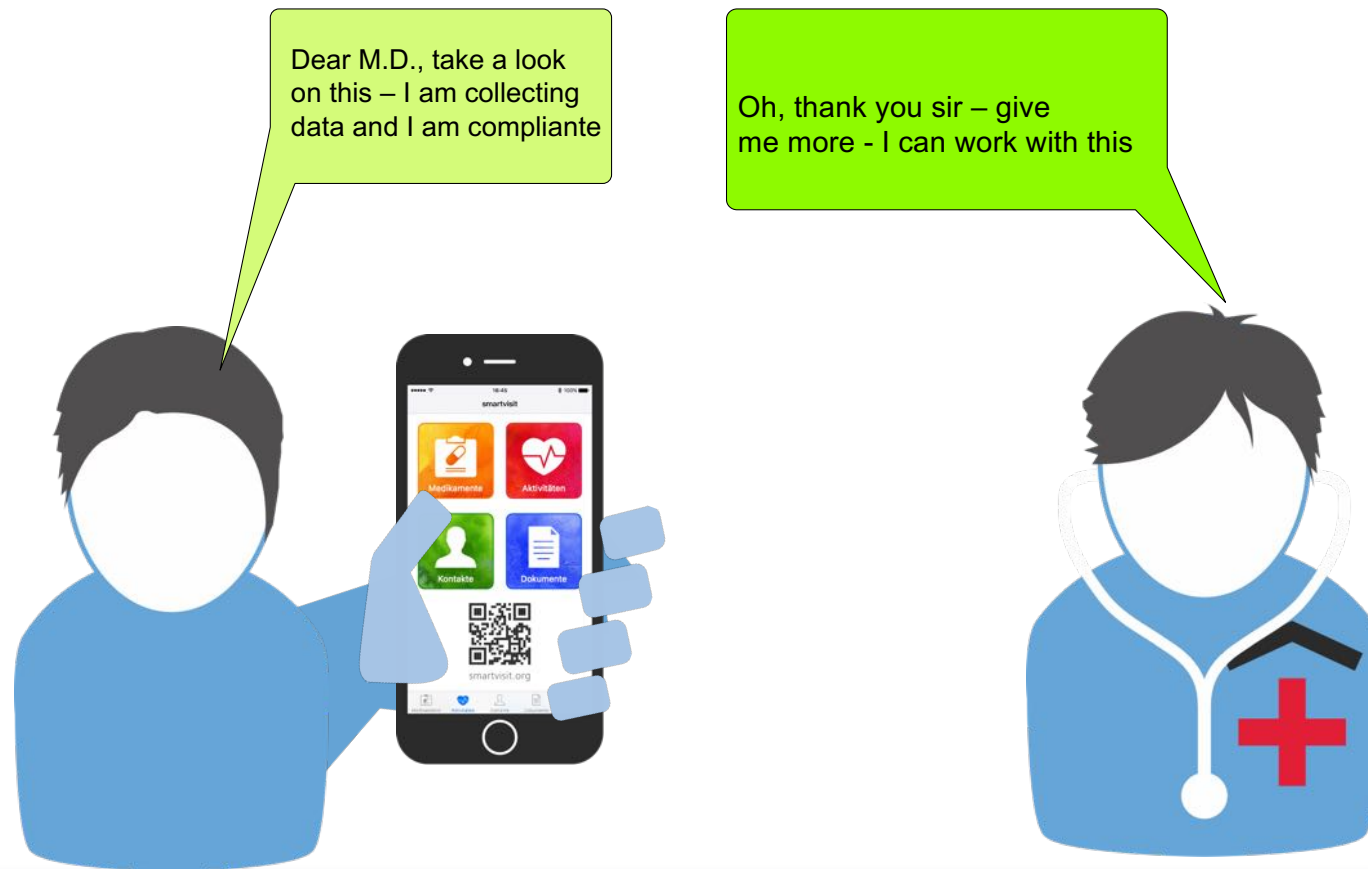
Care Card: Trainings, drug compliance

Symptom Tracker: Collecting data– Sensors, Camera, by Patient

Insights: Dashboard

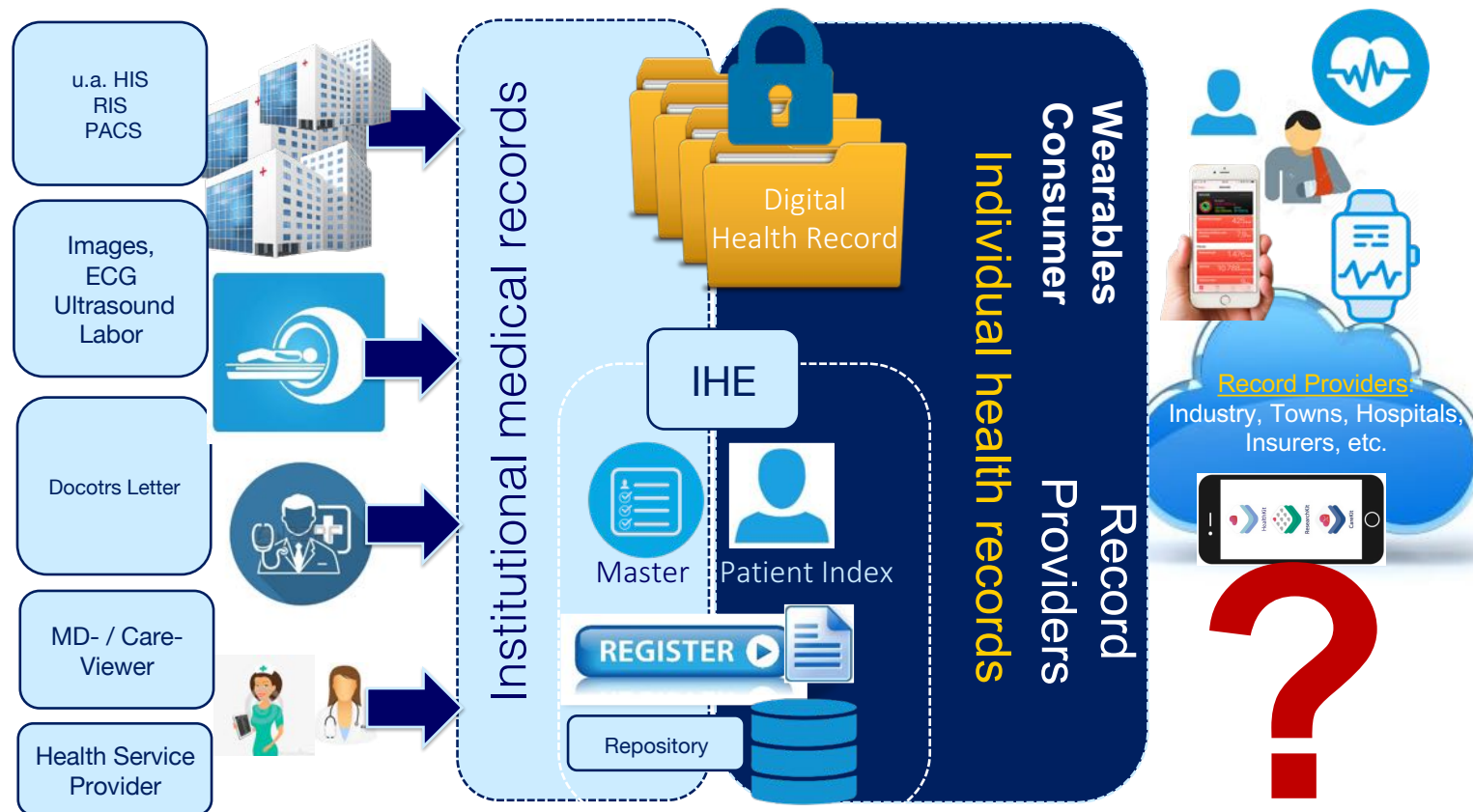
Connect: Contact with care team, family and other stake holders







MEDICAL DATA – ANY TIME AT ANY PLACE ... THE PATIENT AS INFORMATION BROKER: MOBIL HEALTH INFORMATION EXCHANGE





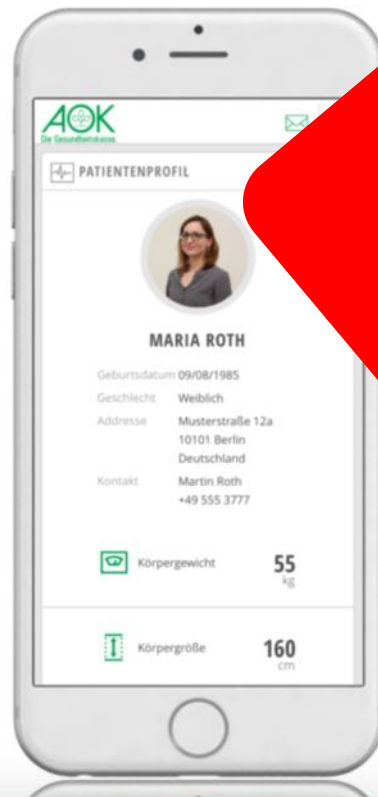
WE HAVE A DECONSTRUCTION OF BUSINESS PROCESSES!

Is this the End?

Do we also have a disruption in Germany ?



THE INSURERS OF THE PATIENTS WILL BE THE FIRST MOVER! AOK NORD OST: THE INDIVIDUAL HEALTH RECORDS



Yes, we have a disruption!

Das Gesundheitsnetzwerk

Gesundheitsinformationen selbstbestimmt immer und überall dort zur Verfügung zu haben, wo Patienten es möchten - um dieses Ziel für ihre 25 Millionen Versicherten zu realisieren, entwickelt die AOK derzeit ein digitales Gesundheitsnetzwerk.

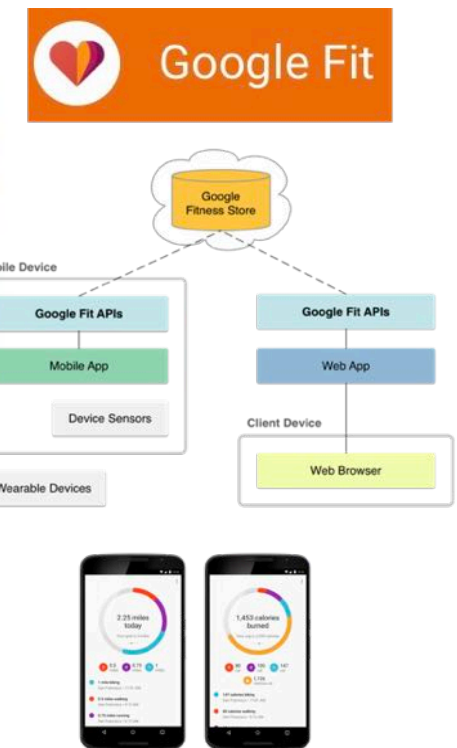
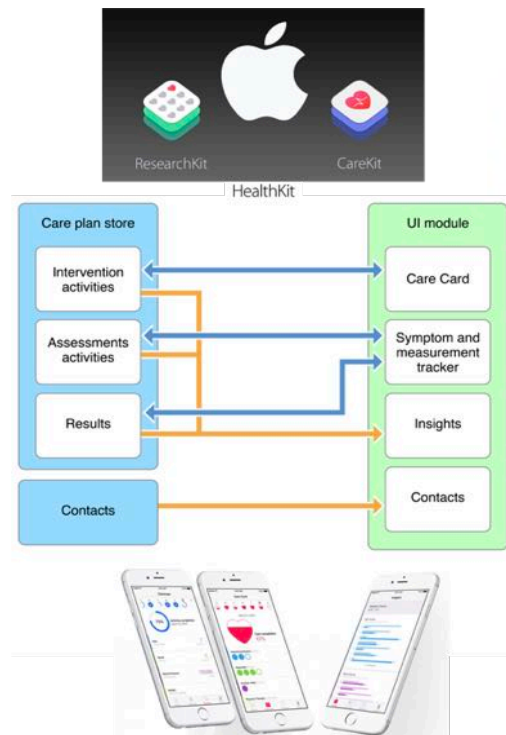
Mit Hilfe einer digitalen Gesundheitsplattform wird es ganz einfach, etwa den Entlassbrief des Krankenhauses an den Hausarzt zu übermitteln oder Informationen über Diagnosen an den behandelnden Facharzt weiterzuleiten. Bislang ist all das für Patienten und Ärzte nur mit hohem Aufwand möglich.

den Start nicht verpassen? Dann tragen Sie sich ein!

SENDEN

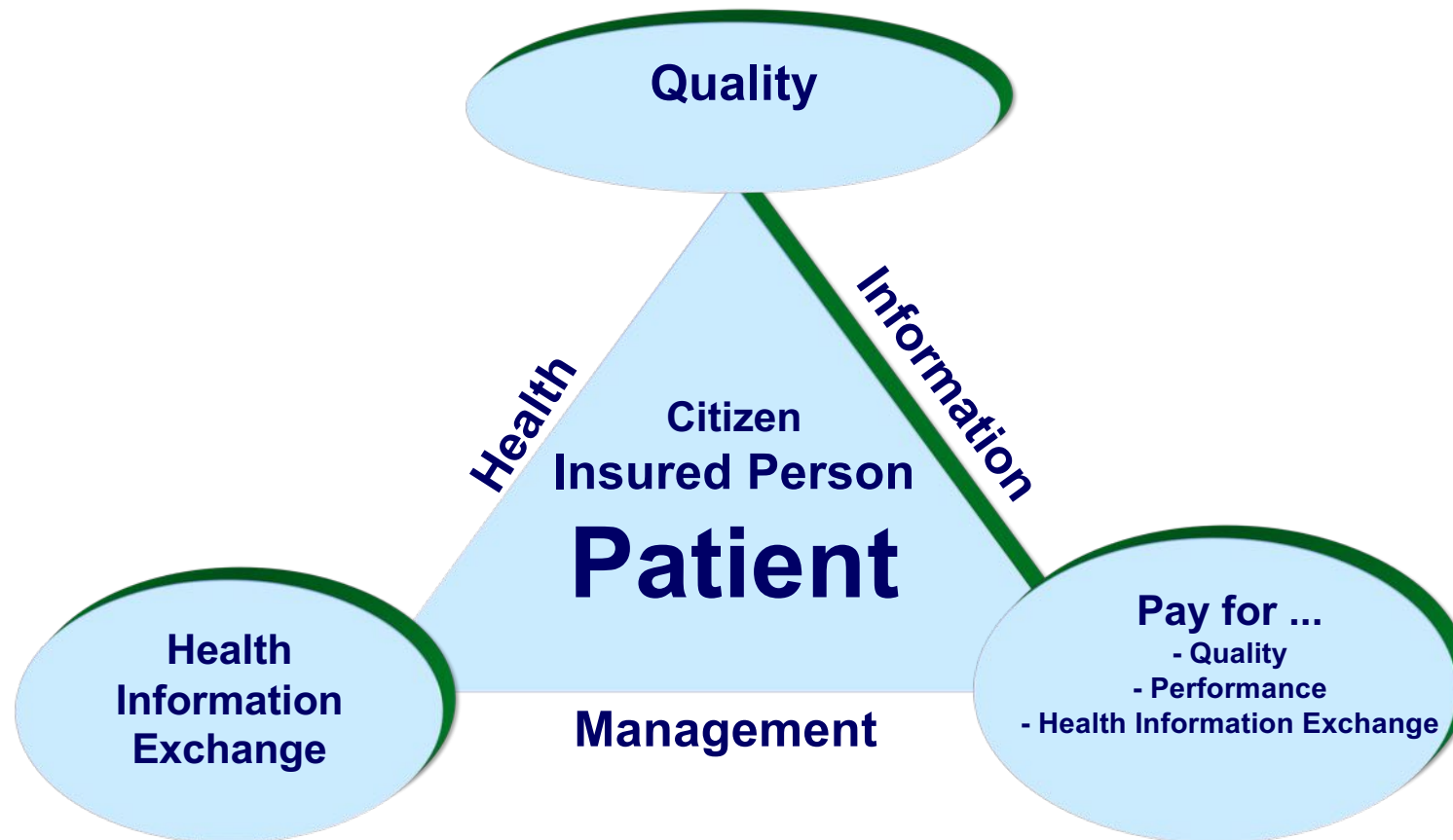


WHO WILL BE A SUCCESSFULL PROVIDER OF RECORDS ? WHICH PROVIDER YOU WILL TRUST ?





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	To Dos for change – otherwise you have to say „Disruption“ !
1.	Build Up an Health Information Management (HIM) Strategy
2.	Institutionalization of Health Information Exchange (HIE) in the Strategy
3.	Introduction of an IHE conform Archiving- & Interoperability Platform
4.	Prepare your self - your processes will change a lot - install a change management



ENTSCHEIDER-REISE 2018

MANAGEMENT TRAINING on DIGITAL TRANSFORMATION

1. Entscheider-Reise 2010, Atlanta
2. Entscheider-Reise 2011, Orlando
3. Entscheider-Reise 2012, Las Vegas
4. Entscheider-Reise 2013, New Orleans
5. Entscheider-Reise 2014, Orlando
6. Entscheider-Reise 2015, San Francisco
7. Entscheider-Reise 2016, San Diego
8. Entscheider-Reise 2017, San Diego
9. Entscheider-Reise 2018 San Diego



Target Group

- Member of the Leadership team of Hospitals, Consultancies, etc.
- Focus: The impact of the digital Disruption on the regional and national health care systems.
- **Targets:** The Management-Training in the USA will help you to overcome the challenges of the digital transformation. You will learn to act to be successful in disruption.

Certificate

- Strategic Health Information Manager.

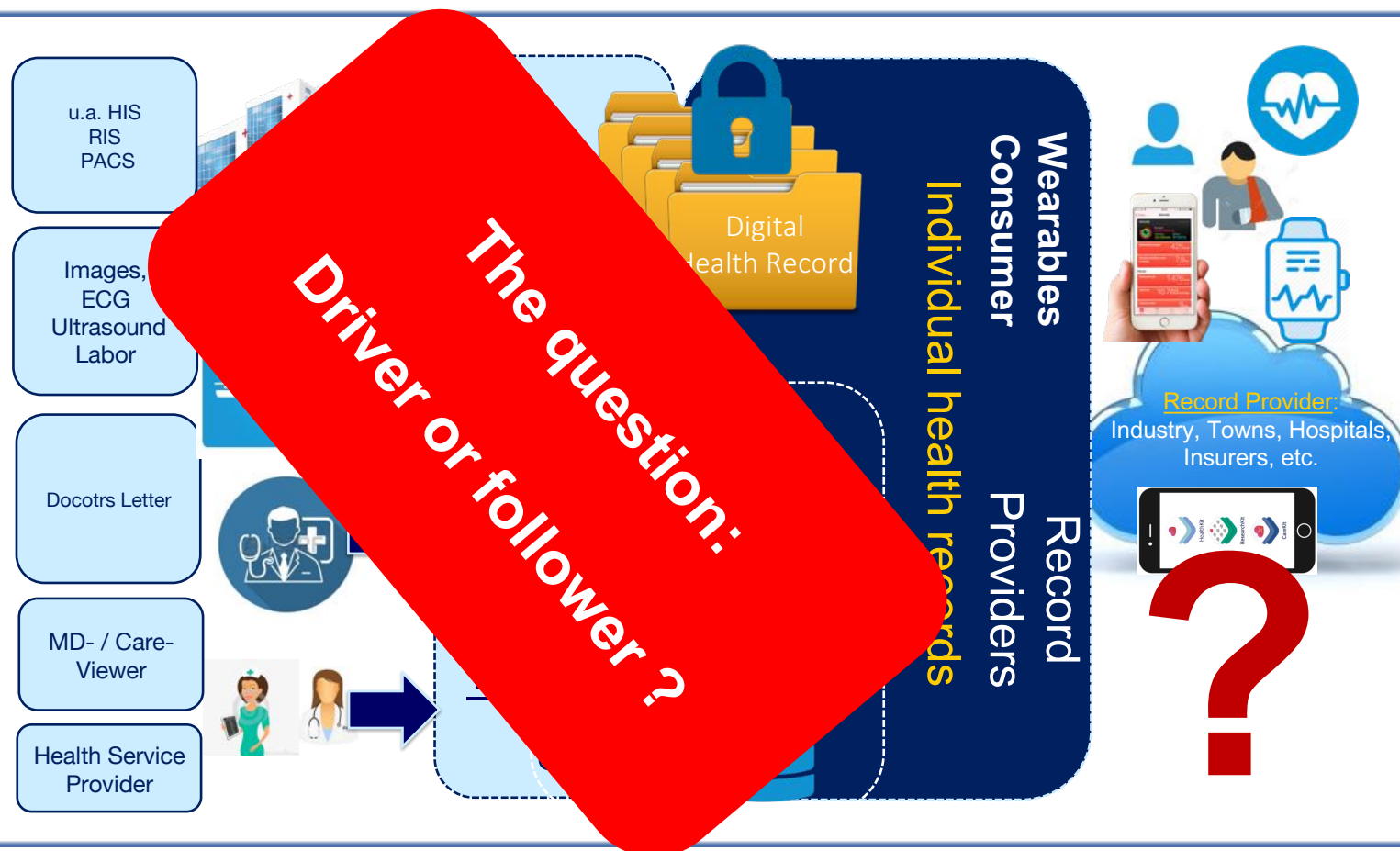
The booking closes at March / 31
Only 5 places are left !



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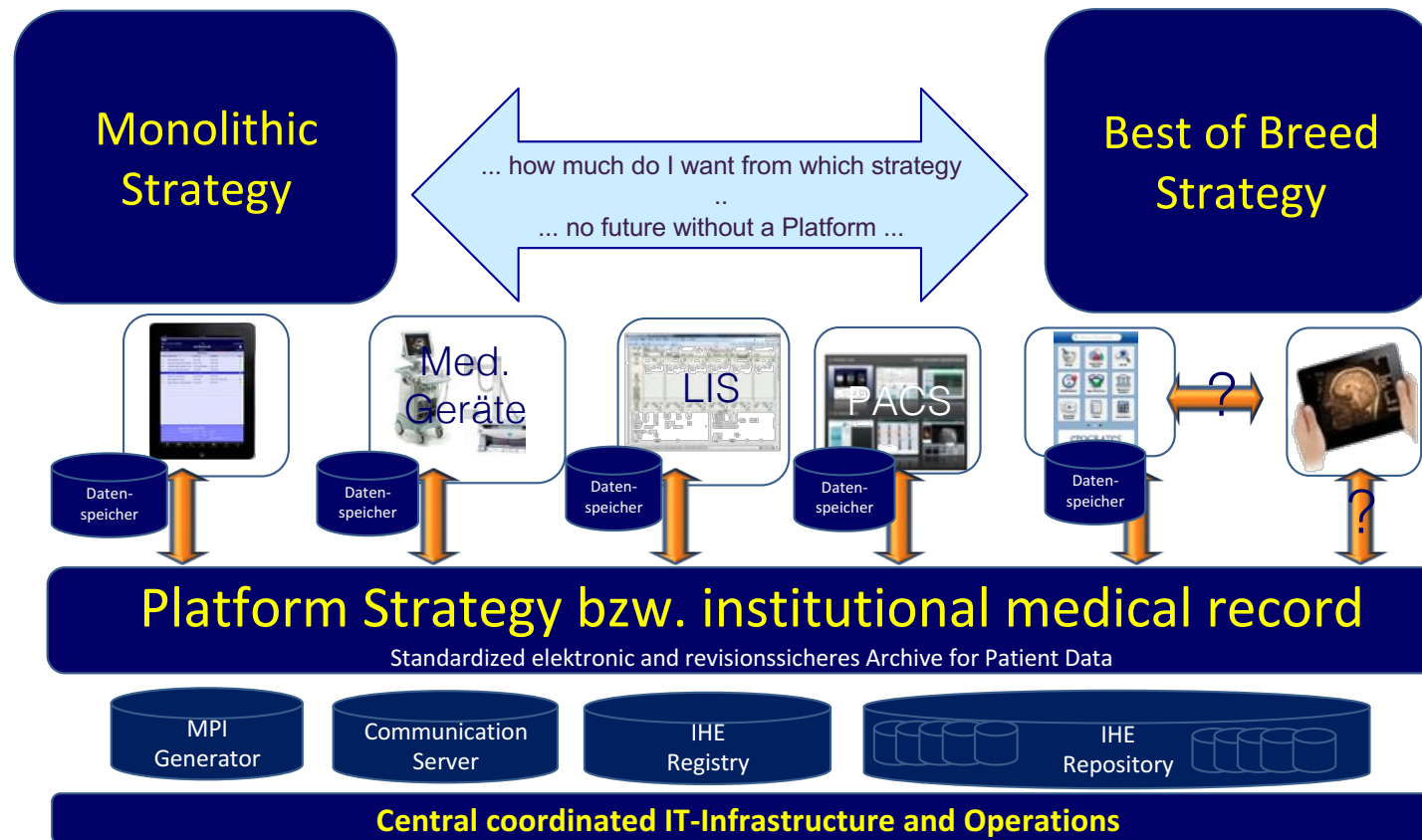




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THE „JOB“ OF ALL HEALTH CARE PROVIDERS ...





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LEAN BUSINESS MANAGEMENT SYSTEM





Dr. Pierre-Michael Meier

ENTSCHEIDERFABRIK

Supervisory Board

Vice Chairman

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