

Engage: Consumer Activation

FACILITATOR: OCTAVIA M. PECK PALMER, PHD

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University of Pittsburgh Medical Center*

Role of the Consumer Driving Care

CHERISE SHOCKLEY

Patient Advocate and Founder, Diabetes Social Media Advocacy

The Coming Healthcare Revolution

DAVID W. JOHNSON

Chief Executive Officer, 4sight Health



CONVERGENCE

Pathology, Laboratory Diagnostics and Population Health



GRADUALLY, THEN SUDDENLY

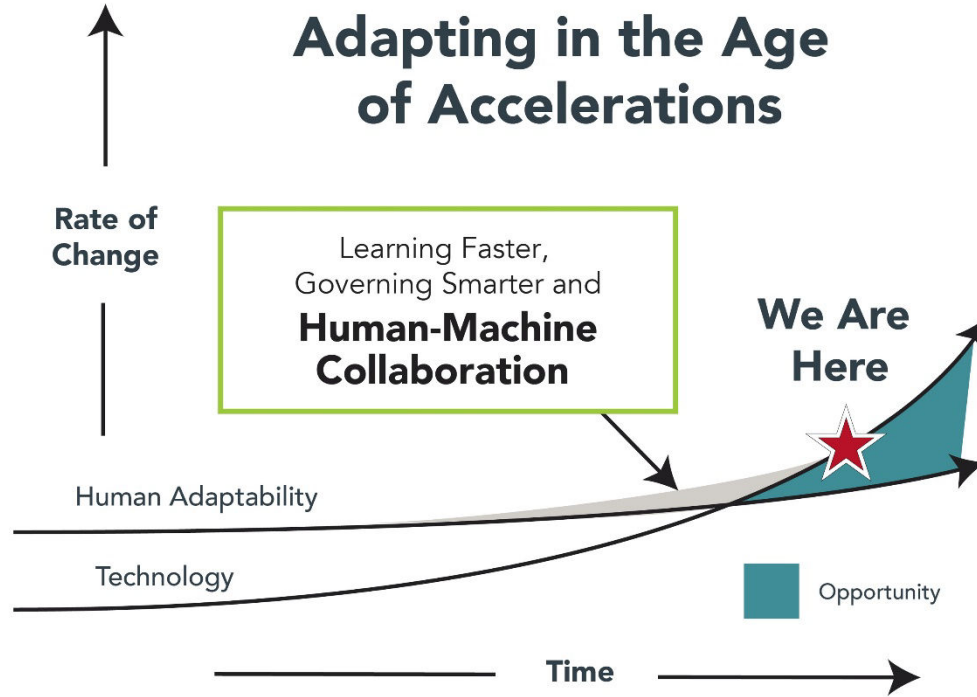
The Coming Healthcare Revolution

 CLINICAL LAB 2.0
A PROJECT SANTA FE FOUNDATION INITIATIVE

David Johnson, CEO: March 3, 2025

4sightHEALTH
expect better healthcare

ASTRO TELLER'S TRUTH



Source: *Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Accelerations*. Thomas L. Friedman, 2016.

2 GPTs at Once: Unique in Human History

Why We're All Tired

The Machines are Coming!

Automating White-Collar Labor

Human-Machine Collaboration/LLMs

Work-Life Integration

HEALTHCARE'S ROARING 2020s



Eerie Parallels to the
Roaring 1920s

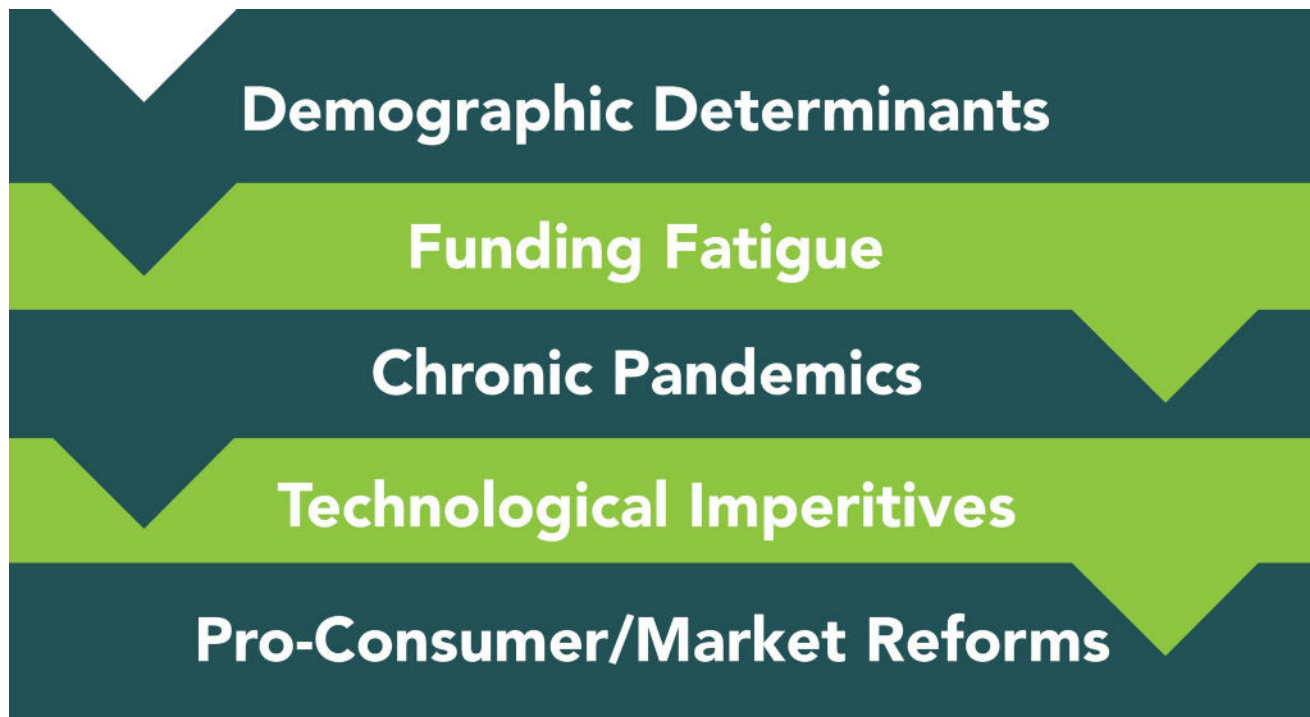
Chronic Disease
Pandemics

Epoch-Defining
Technologies (GPTs)

“Inside-Out” vs.
“Outside-In”
Transformation

Traditional Payers/
Providers in Trouble

MACRO FORCES (TOP-DOWN)



2030

2010/11

SADLE

Downswing &
Death Gaps

CRISPR and GenAI, Oh
My!

Indiana

Fiduciary Responsibility

Disequilibrium? --
Thompson Murder,
340B, SNP & MAHA

MARKET FORCES (BOTTOM-UP)



Health Multipliers

3D-WPH

Interfacing Threat & Response

Production Capacity

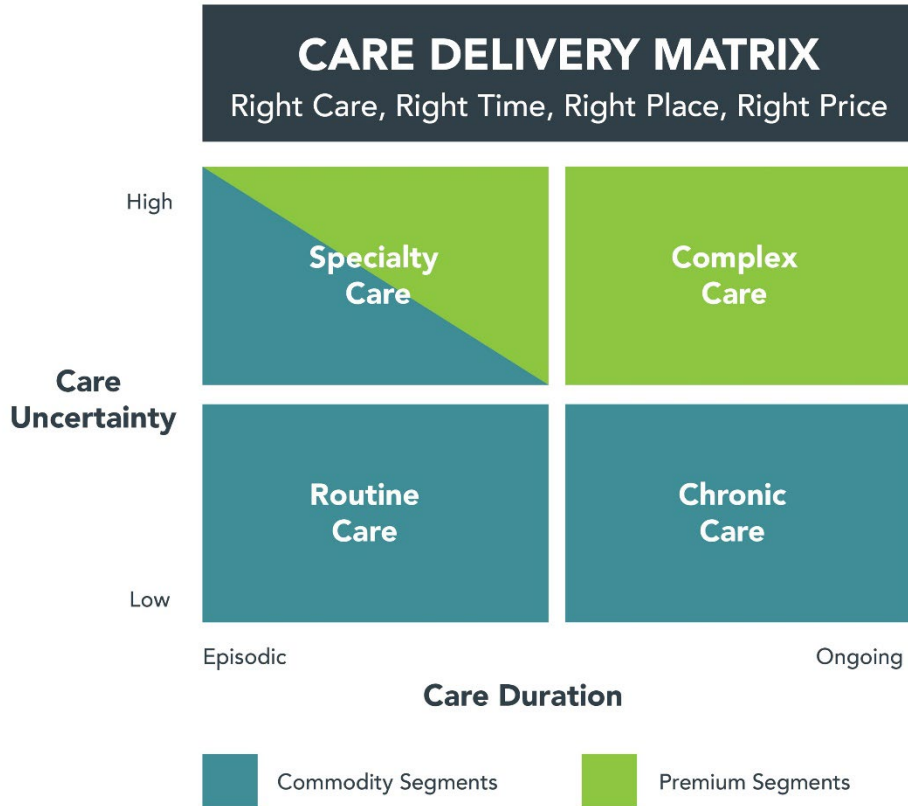
Loyalty Principle

CB²E²

Pre-emptive Diagnostics

VALUE!!!

CARE REDESIGN AND MIGRATION



Disruptors:

1. Enhanced Primary Care
2. Focused Factories
3. Asset-Light Delivery:
 - Virtual
 - Retail
 - Home

Force Multipliers

1. Better Purchasing
2. Liberated Data
3. Consumerism

NEW HEALTHCARE “GAME” HAS DIFFERENT MATH

Old Math

$$\begin{array}{r} \text{Revenues (Flexible)} \\ - \text{Expenses (Less Known)} \\ \hline \text{Margin} \end{array}$$

Purpose: Getting Paid

New Math

$$\begin{array}{r} \text{Revenues (Fixed)} \\ - \text{Expenses (Essential)} \\ \hline \text{Profit or Loss} \end{array}$$

Purpose: Creating Value

Old Game (Doctors)

New Game (Consumers)

Healthy Futures

Normalizing Supply-Demand Dynamics

Platforming Healthcare: BSW

John Powers

Evolution or Revolution?

MORE HEALTH. LESS HEALTHCARE.

US Healthcare Circa 2035



Wicked FFS/ASO Medicine
Is Dead

AI-Driven “P5” Medicine –
Digital Twins

Swimming, Not Drowning
– Getting Healthy Together

Better than Canada

Consumers Win

More Change in the Next
10 Years Than the Last 100

PEOPLE POWER!



OUTCOMES MATTER.

CUSTOMERS COUNT.

VALUE RULES!



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Healthcare Revolution**

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[@marketvsmedicine](https://www.instagram.com/marketvsmedicine)

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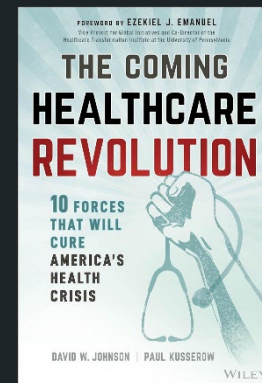
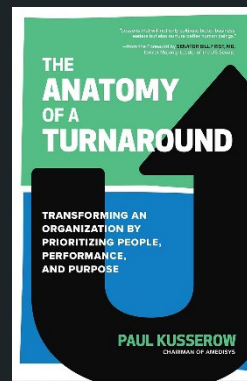
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