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Healthcare demands are growing and evolving – so must we

Healthcare companies must evolve to help providers face the challenge of an ageing and growing population suffering from the increased incidence and diversity of chronic disease.

We are experiencing a paradigm shift in the demand and definition for value-based healthcare, and it is no secret that this has resulted from the daunting task that healthcare providers face—doing more with less resource. To deliver value today and in the future, it is of the utmost importance that healthcare companies are equipped to collaborate with health systems, helping them deliver the highest standard of care within evidence-based, cost-effective frameworks.

How value should be defined is the question on everyone's lips with value-based healthcare departing from the traditional fee-for-service approach. At Johnson & Johnson Medical Devices Companies (JJMDC), we believe this shift provides an opportunity to unite all clinical and non-clinical stakeholders, manage population health, and partner with hospitals to help improve outcomes, control costs, and enhance patient satisfaction.

Each hospital is unique and exhibits specific strengths and areas for improvements, which is why JJMDC offers CareAdvantage, a value-based, holistic approach to working with healthcare providers. Offering customised, co-created solutions that address challenges within multiple arenas, these solutions are built upon our belief that solving always starts with listening.

One example of this approach is the integration of CareAdvantage at the UK's Wrightington Hospital in 2017. This resulted in an overall improvement in surgical utilisation from 46% to 50% (equating to an average efficiency increase of 19.6 minutes). These savings could then be reinvested into expanding access to treatment. Results from this partnership were presented at International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 2016.

Another example of CareAdvantage's capability led

to positive results at Policlinico S.Orsola-Malpighi—Bologna University Hospital, with a 76.8% reduction in the time in the logistic department and 86.9% in the ward. Results were presented at LogiMed 2017.

Our CareAdvantage capabilities are categorised into five key areas, allowing us to develop solutions across the continuum of care, from diagnosis to recovery:

- **Patient Pathway**
- **Operating room optimisation**
- **Hospital logistics**
- **Surgical excellence**
- **Financing services & solutions**

Collaboration and investment are essential to bring forth value-based care, but we know this cannot be limited solely to innovative digital technologies. JJMDC is therefore also evolving our most valuable asset—our people. This investment has increased internal training delivery by 80% in 2017 versus 2016, and a migration of our best and brightest means partners can access all our knowledge and expertise via CareAdvantage.

Other recent investments have included our October 2017 acquisition of Surgical Process Institute (SPI)—bringing innovative software solutions that minimise clinical variability in patient care—optimising patient outcomes and driving economic efficiency. The following month saw the launch of the J&J Institute, which brings together our professional education offerings within all our networks. All of these expand CareAdvantage value delivery with embedded training.

I am in no doubt that the definition of value-based healthcare will continue to evolve. However, to live up to today's definition, all healthcare companies must embrace a shared commitment to support the delivery of high-quality, sustainable healthcare now, and into the future. ■



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