

Keith Jackson

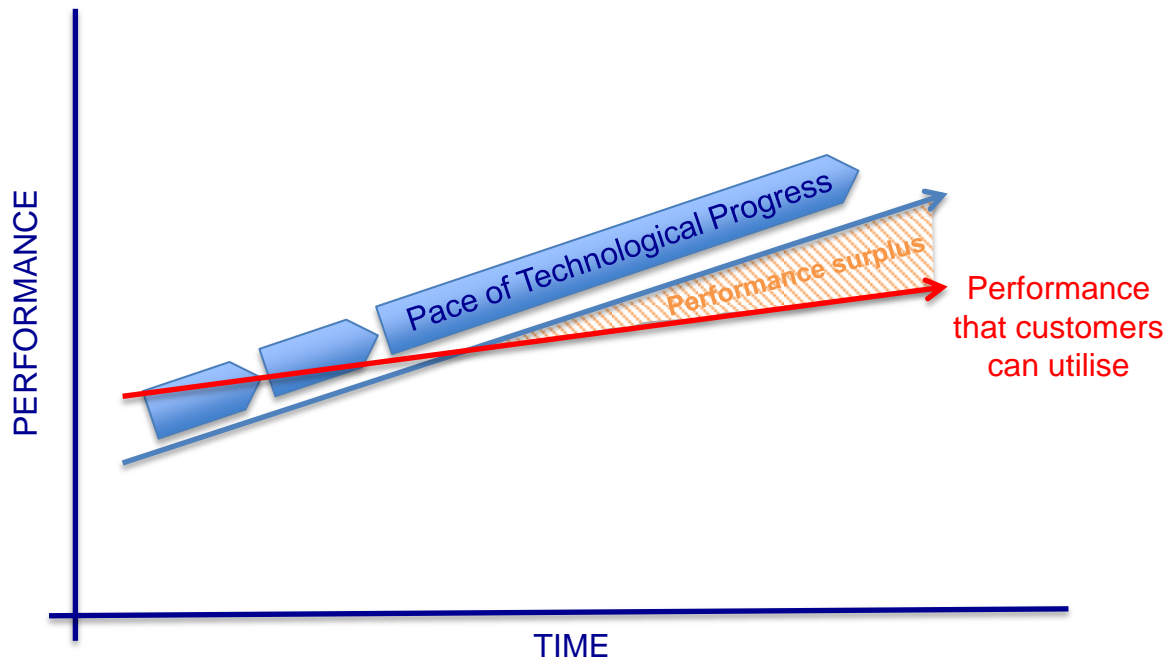
Founder 8-Q LTD





Overcoming Barriers in Healthcare Innovation Adoption

Q1. Do customers need more performance?



Sustaining Innovation
ever better products

Disruptive Innovation
good enough products

Overcoming Barriers in Healthcare Innovation Adoption



Q2. Clinically efficacious AND cost effective?

**Operational productivity
and performance in English
NHS acute hospitals:
Unwarranted variations**

An independent report for the Department of Health
by Lord Carter of Coles

“More for less”

Cost savings

Efficiency improvements

Evidence?

KOL advocates



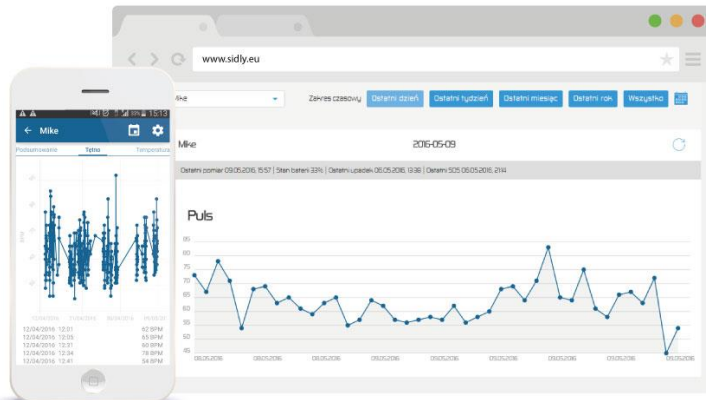
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Q3. Physical to virtual...



Product less tangible

Value in data
ethics
security
ownership



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Advising Boards and Supporting Directors

Strategy | Leadership | Governance | Culture Change | International Business Development