



Healing digital health headaches: Bridging the divide between medicine and innovation



Understanding physician's attitudes towards innovation



Insights from two market research studies conducted in 2019 with practicing physicians

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Physicians are both creators and adopters of healthcare innovation

CREATORS



Contributing to the development of new solutions and improved processes.

ADOPTERS



Deciding which new things get used in practices and how they are integrated into existing workflows.

Physicians involved in innovation are motivated by a desire to improve care delivery and patient health



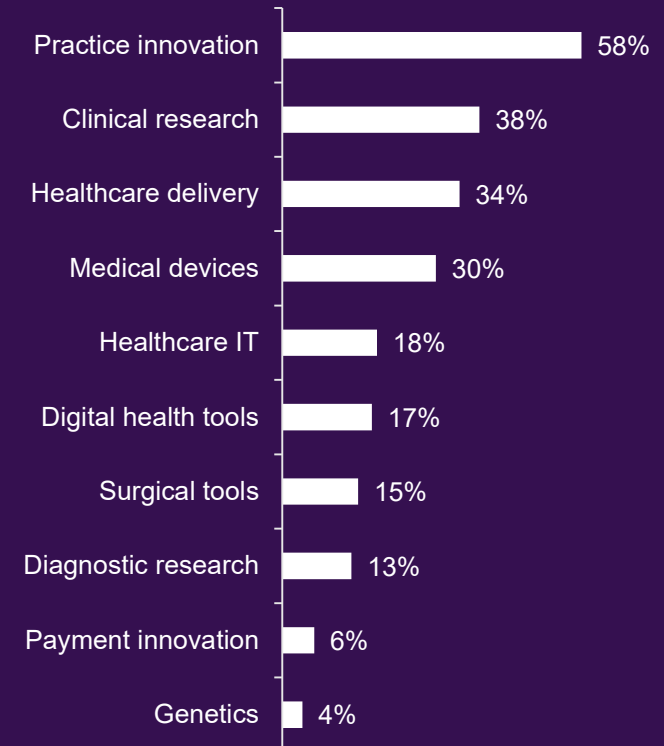
Innovation means finding ways to be more productive, treat hard to take care of patients or more cost-effective methods. It means making healthcare better and easier for all.

Their definition of healthcare innovation includes all that can be influenced to improve patient care

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I work together with a team of pediatricians to streamline our workflow, to provide the best care and outcomes for our patients. I try to take a certain aspect of care, and see how we can make it better, quicker, smoother, so the patient can benefit.

WHERE PHYSICIANS ARE INVOLVED IN INNOVATION



For every physician currently involved in innovation, there is another who wants to be

Barriers to involvement are similar to factors that contribute to physician burnout – time and the demands of practicing medicine.



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There are always things you want to do, but it's so busy that it's hard to imagine taking on anything else...

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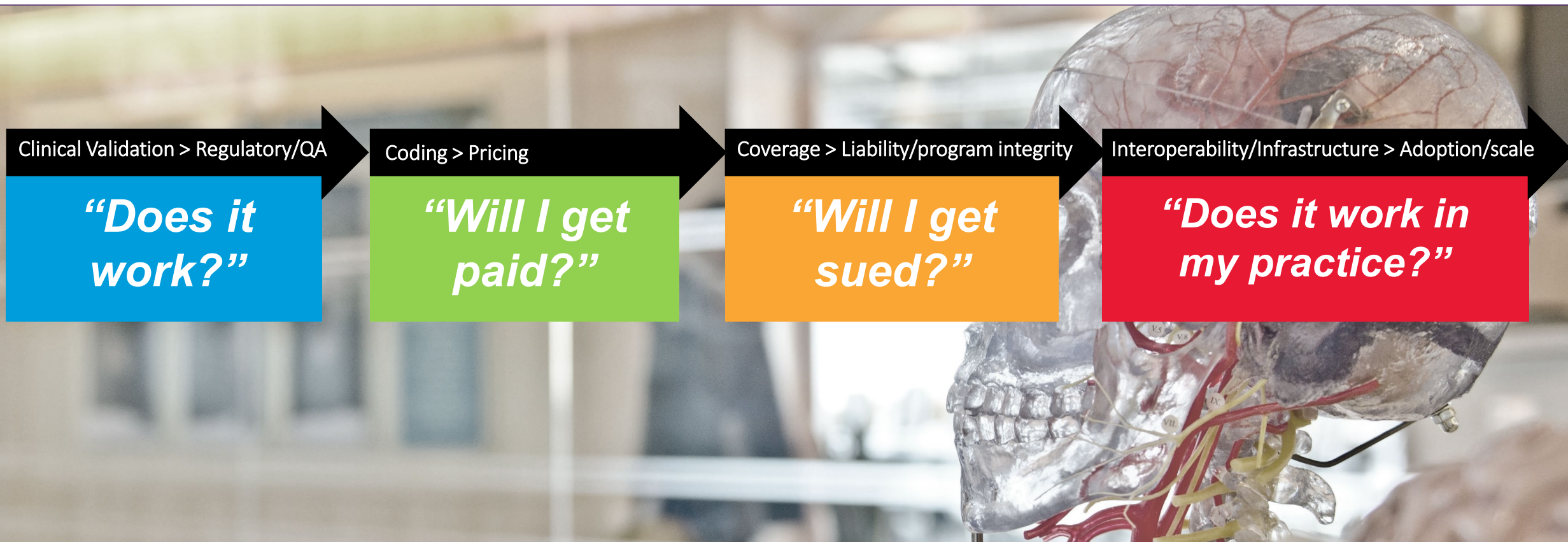
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Physicians are grounded in the realities of clinical care when they evaluate adopting healthcare innovations

A photograph of a newborn baby being held gently by a person's hands. The baby is lying on its back, with its arms raised and hands open. The person holding the baby is wearing a white lab coat. In the background, a medical professional in a blue scrub top is visible, holding a clipboard. The scene is set in a clinical environment, likely a hospital or clinic.

It is also a question that you have to examine big picture like, "How are we going to be able to do this, and is this something that is going to be sustainable?"

They are willing to adopt digital health solutions if they can answer four key questions



Physicians consider new solutions through their potential impact on effort, outcomes and finances to answer “does it work in my practice?”

Physicians are increasingly cognizant of the time-costs associated with practice change. They simultaneously weigh the effort necessary to adopt change, the relative impact on health outcomes and financial incentives associated with the change.



It really depends on how much potential benefit I can get out of it. That'll determine whether or not it's worth the work.



Physicians are enthusiastic about solutions that clear the threshold and help them focus on patient care

If solutions do not pass physician evaluations they only get adopted through requirements and mandates



If there's a company that can take burden things off my plate so I don't have to do it, the less I have to do outside of the clinical care of the patient is good for me.

Our research reinforces the value of having physicians embedded in the development of healthcare innovation

Their involvement anchors new solutions in the realities of practicing medicine, while always keeping in mind the goal of improving patient outcomes.

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I think that the more professional way to do this is say hey, we have this offering, take it, take a look at it, let's make it better, let's partner on this because there's probably some kinks to this that whoever's offering it doesn't realize and until you play with it, you're not going to know.

