



HEALTH CARE IN A POST-ACA WORLD

NAVIGATING THE SECOND-CURVE

Health care reform is here. After years of uncertainty and scrambling to comply with new regulations, we can now look toward the future and see health reform not as a set of restrictions, but as a key force enabling new business models in health care. Over the next decade, new economic incentives and regulatory standards—along with technological capacities and transformed values—point to a new ascending “second curve” of health care, one that puts the person at the center and coordinates around them, while the old, fragmented first curve is in decline.

New Business Models on the Horizon

We can begin to see a future in which, ten years from now, the most successful business models will be those that leverage powerful emerging technologies and novel partnerships to create a seamless experience for the people they serve. But how do the pieces fit together? How will the ubiquitous sensors that track everything from blood sugar to emotion change the economics of upstream intervention? How will platforms for coordination, telepresence, and networking change who we staff and where we provide care? And how will expanding definitions of health and larger disruptions in work and domestic life shape demand?

Anticipating the Second Curve

In 2015, IFTF is launching a foresight project to imagine the second curve of health care in 2025. We’re surveying the range of emerging innovations to explore how these systems will co-evolve and thus help sponsors identify opportunities to integrate the best ideas to form the business models of the future.

Navigate the Second Curve with IFTF:

- › MAKE SENSE of the landscape of experiments, both inside and outside of health care
- › GET A NATIONAL PERSPECTIVE on the range of emerging business models
- › MAP STRATEGIES you can leverage for your own organization

Research Process

IFTF will convene today's pioneers in digital health startups, biohacker movements, social entrepreneurship, and systems thinking to survey today's landscape and highlight the solutions with the most potential to scale. IFTF researchers and sponsors will meet to collaborate and map out the business models for a post-ACA health care environment. Using the foresight from this session, as well as perspectives and knowledge from seasoned experts in health care finance and delivery, IFTF will create a map of new business models on the second curve. Sponsors will also have the opportunity to request a workshop to start creating the future of your organization today using IFTF's foresight-to-insight-to-action processes.

DELIVERABLES

Immersion and Workshop: Mapping the New Landscape

On July 14, 2015, sponsors will participate in a forecasting workshop with some of the world's most original health thinkers and innovators to collaboratively hack the existing structures and assumptions and explore how we could design the second curve of health care.

Forecast Map: New Business Models on the Second Curve

Using learnings from the forecasting workshop and existing IFTF foresight, we'll create a map to make business sense of the new realities in the healthcare landscape, forecasting entirely new models on the second curve of health care. This map will be delivered in fall 2015.

+ OPTIONAL ADD-ON

Strategic Action Workshop: Making the Leap to the Second Curve

Using our map, we'll work together to understand how your organization can begin to generate new offerings and adjust your business model to thrive on the second curve of health care. Meetings will be scheduled for Fall 2015.

For more information about our research, sponsorships, collaborations, and events, please contact:

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ABOUT THE INSTITUTE FOR THE FUTURE

The Institute for the Future is an independent, nonprofit strategic research group with over 46 years of forecasting experience. The core of our work is identifying emerging trends and discontinuities that will transform global society and the global marketplace. We provide our members with insights into business strategy, design process, innovation, and social dilemmas. Our research generates the foresight needed to create insights that lead to action. Our research spans a broad territory of deeply transformative trends, from health and health care to technology, the workplace, and human identity. Institute for the Future is based in Palo Alto, CA.