

The Value and Challenges of Innovative Healthcare Technology

Latest Thinking



Anyone who has visited a major healthcare technology exhibition will probably feel overwhelmed by the product offerings from companies across the world. Choosing what will make a difference to your patients, clinicians and businesses is a difficult task

The obvious differentiators between these products are advertised functionality, price, certification and support; not to mention the aesthetic questions of colour and ergonomics.

Technology awareness

Exhibitions are not where the need for technology starts. A clear identification of the technology needs within your organisation is the starting point. To be effective in making this decision about new technologies does of course require a prior knowledge of what is available in the marketplace. Technology does not always come to the attention of the right people making the decisions.

Having determined the need then follows the informed selection, bearing in mind the criteria

above. And don't let the fear of technology redundancy or shelf life cloud your attempts to move forward as it is as simple as this "Build ageing of technology into your long term goals and use the fear factor as a driver to more evolutionary steps in your care pathways". It did take much longer than a day for Rome to be built, but get started.

Return on Investment

There are of course many benefits of moving with new technology and it is in fact necessary for organisations to do this in a well-considered manner; a healthcare organisation that stands still will not excel in today's competitive environment.

Healthcare organisations are businesses needing to show a return on investment sometimes defined as a cost saving rather than profit.

This can be measured in purely financial terms providing that the complete chain of events surrounding the technology is taken into account. These include purchase/leasing, training, support, differential costs of operations compared with possibly exiting solutions to the problem. The question on your mind should be why currently the public healthcare systems around the world run at 3 times the cost per m² than private.

Other value returns to the owning organisation will be in terms of reputation, effective patient treatment and results. There is an increasing interest in health tourism and in outsourcing from public to private health or across country borders where specific treatments are more readily available usually due to technology advances available or where the overall costs of "in and out", patient care make a compelling case for change.

The bottom line: Healthcare technology innovation is in a very exciting phase and to take the benefit of this for your business, technology needs must be

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clearly identified and products carefully selected which are appropriate for your business. The use of the right products should provide clinical excellence and must make enable a real profit to be made for your organisation.

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About the Author

Andrew holds Directorships with a number international corporations and entrepreneurial start-up companies. He has wide experience of business development and management in the U.K., Europe and the Far East.

Andrew works with innovative technology companies to grow their businesses internationally and to assist in funding where necessary, for expansion or 'buy and build' opportunities.

He is a partner at Linea Group and CEO of XSA LifeSciences.

A strategic partner of Linea Group the company works with Healthcare and Lifesciences organisations internationally providing high level contacts for product commercialisation and the appropriate introduction of innovative technology into healthcare organisations with a focus on R.O.I.

About Linea

Linea is a results focused organisational excellence consultancy with a track record of delivering sustained superior performance that meets and where possible exceeds client expectations.

We combine the credentials of a top tier firm with the depth of expertise and flexibility of a niche practice to support clients in addressing their most pressing organisational issues through the provision of highly professional, innovative, customer focussed solutions which deliver expected business benefits on time every time.

With an exceptional track record of delivering multi-million pound savings for prominent Public and Private Sector clients, our Organisational Excellence approach provides the skills and capability required to support clients to maximise efficiency, improve quality and reduce cost.