



# Agenda

- Concepts
- Examples
- Shared Health Services in Hong Kong
- Shared Health Services in UK
- Implications
- Conclusion

# Shared Economy

- Buzz Word?
- Sharing Economy
- Gig Economy
- Collaborative Economy
- Peer-to-peer Economy

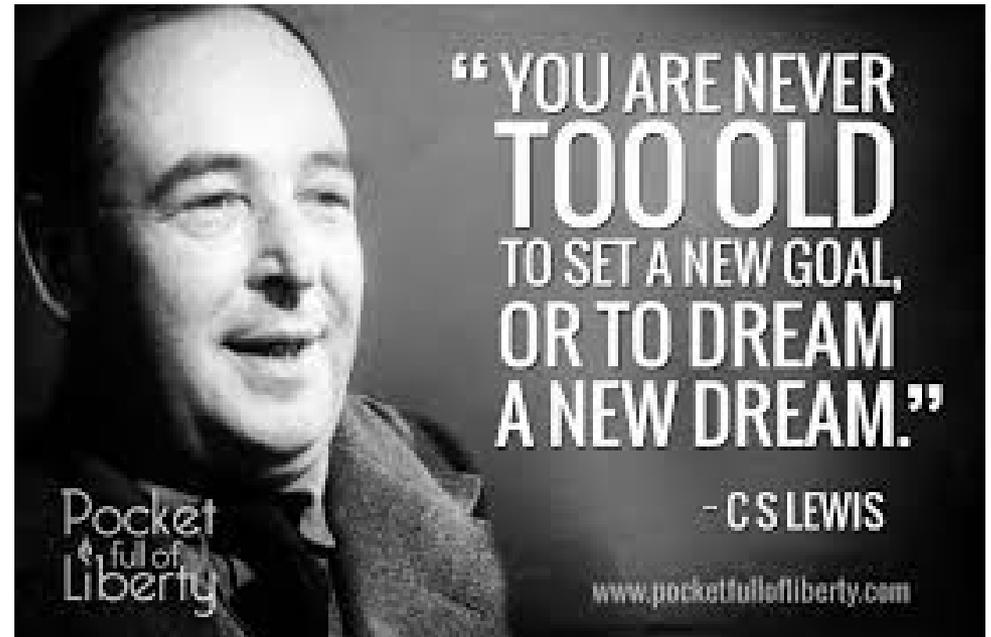
## GROWING BUZZ OF THE SHARING ECONOMY



# Setting the Context

- *You're never too old to set another goal or to dream a new dream*

-C.S. Lewis

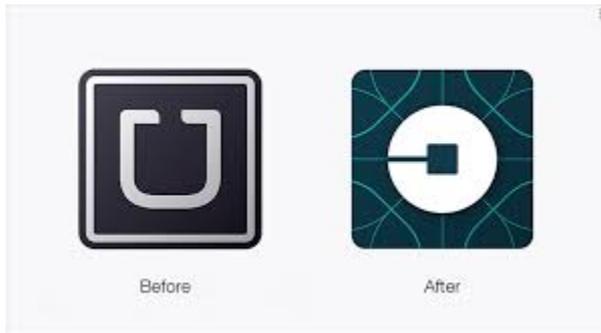


# Shared Economy

- - a socio-economic ecosystem built around the sharing of human, physical and intellectual resources (*Matofska, 2016*)
- *Includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organizations*
- *Unused value is a wasted value*

# Examples

- UBER Valuation at US \$62.5 billion
- Airbnb Valuation at US \$25.5 billion
- TaskRabbit
- DogVacay



# Shared Economy in Health Services ?

**MEDCITY News**  
Business of Innovation in Healthcare

Health IT   Hospital

## Top Startups of 2014: Shared economy for hospitals, innovating health insurance and home care

December 24, 2014 2:13 pm by [Dan Verel](#) | 0 Comments

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2014 has been absolutely deluged, in with **startups**, particularly the seemingly

Costa

# CoHealo



## WHAT IS COHEALO?

*Cohealo is a technology company that helps health systems share medical equipment across facilities, so they can optimize spend, accelerate cash flow, and improve access to care.*

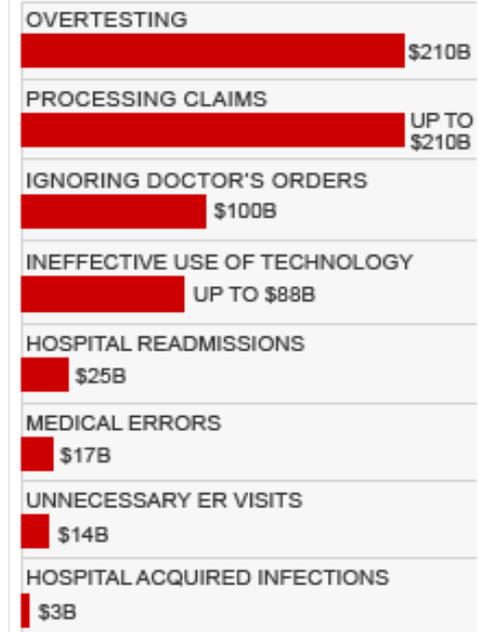


# Wasted Value in Health Services

- Waiting time?
- OT room?
- Clinical Staff Time?
- Laboratory?
- Appointment?
- Pharmacy?
- What else?

## Health care's wasted dollars

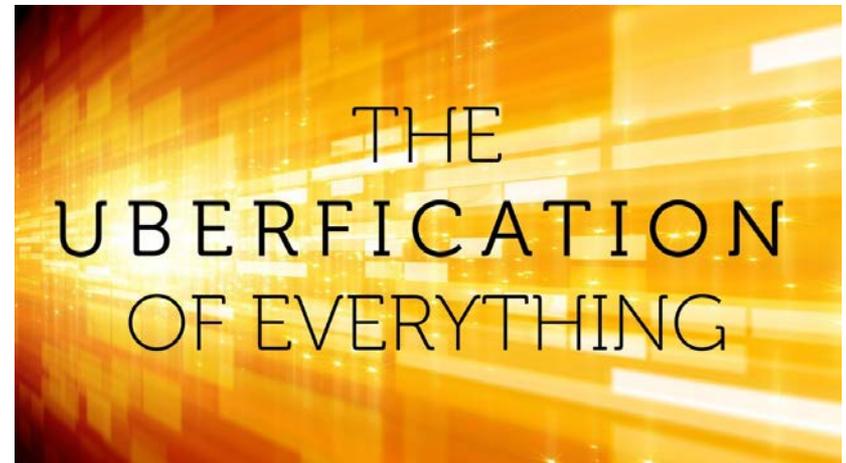
Here are some of the contributors to the \$1.2 trillion being leaked out of the system.



SOURCE: PRICEWATERHOUSECOOPERS HEALTH RESEARCH INSTITUTE (2008)

# Hong Kong

- Ready for “Uberfication” of Health Services??
- People?
- Power?
- Political?
- Process?



# Hong Kong Cases

- Nursing workforce
- Therapists
- Health Care workers
- Some more than 16,000 local health care professionals are on the pool
  - - for private nursing services
  - - for healthcare institution solutions



# Hong Kong Cases

- BookDoc
- Malaysian based company
- Now in HK



**BookDoc**<sup>®</sup>  
Connect & Unite

# Start up @PolyU

- GoodSeed projects
- With you Services



- **Caring Clinic Project**
- Utilising idle capacity of private medical consultation services to better serve the needs of elderly



# GoodSeed Project

- MedPOT



- combines a smart pillbox (product), and the medicine repackaging services to ensure Right medicines will be stored in the Right compartments of the pillbox and to be taken by the elderly patient at the Right time in Hong Kong



***Redrawing health & social care  
architecture in UK***

# ***Redrawing health & social care architecture in UK***

*“To use a sporting analogy, the role of national bodies is to set the rules including the shape and size of the pitch. It is not their role to referee every game or, worse, to play. What they do shapes the game that is played and the degree to which the crowd thinks it is successful”*

**Dame Gill Morgan, Chair, NHS Providers**

# ***Redrawing health & social care architecture in UK***

Exploring the role of national bodies in enabling and supporting the delivery of local health and care services



# ***Redrawing health & social care architecture in UK***

Current UK perspective:

- The health and care system in UK is rightly a source of national pride

However:

- NHS today is under significant financial and operational pressures (set to increase)
- These pressures are felt throughout the system, from the patient and clinicians on the frontline, right through to the civil servants and politicians.

# *Redrawing health & social care architecture in UK*

- Over a six month period, PwC researched what the public and staff working within the NHS think of its national architecture and explored what changes were required to better support local systems in delivering sustainable services in their area
- **Shared economy -healthcare**

*Top health industry issues of 2017:*

A year of uncertainty and opportunity

# ***Redrawing health & social care architecture in UK***

## Key findings 1

There is widespread confusion over the role of national bodies among NHS staff: a large majority of senior staff are not clear on the role of NHSE (70%) or the DH (70%), while only a minority understand the role of NHSI (16%)

# ***Redrawing health & social care architecture in UK***

## Key findings 2

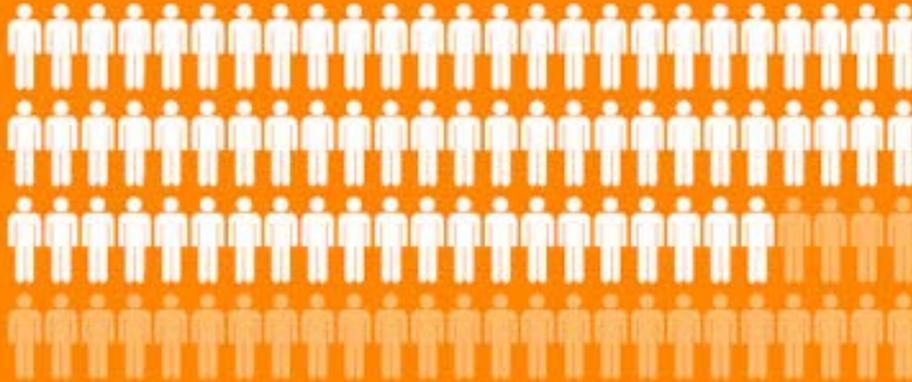
Deep frustration exists with the separation of roles and functions in the health and care system: two in three employees (66%) identified the division between health and social care as a barrier to delivering the integrated care systems outlined in the Forward View

# ***Redrawing health & social care architecture in UK***

## Key findings 3:

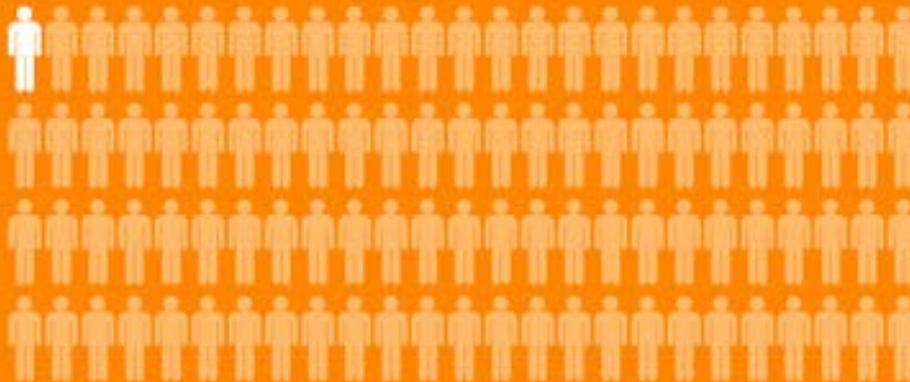
There is little clarity about the role of local organisations in improving services: a majority of the public hold the UK government responsible for the quality of care in their local hospital or surgery (22%); and

# *Redrawing health & social care architecture in UK*



**71%**

said they would like to see the national structure reformed.



**1%** of NHS staff strongly agreed that national bodies work well together to support delivery of local services.

# National vs. local tensions

*The accountability triangle*



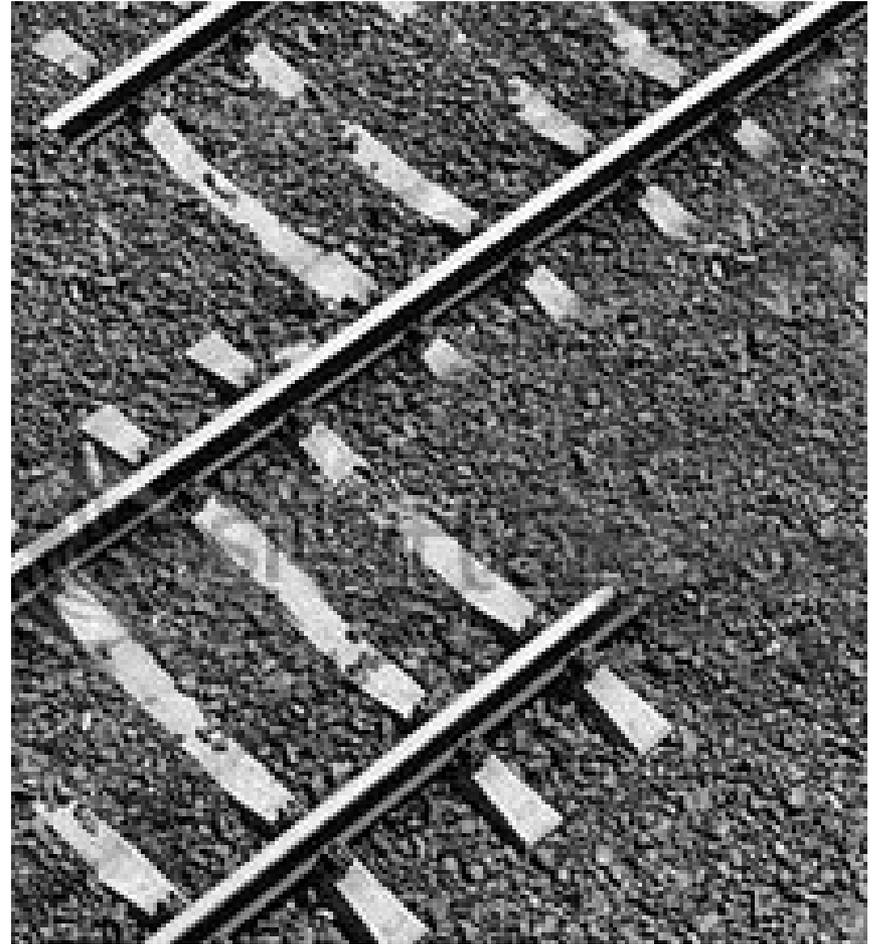
# ***Redrawing health & social care architecture in UK***

The accountability triangle:

- There has been no consistent answer to the question of where public accountability, financial responsibility and operational control should best lie
- in order to deliver the services people need at a cost acceptable to the UK taxpayer.

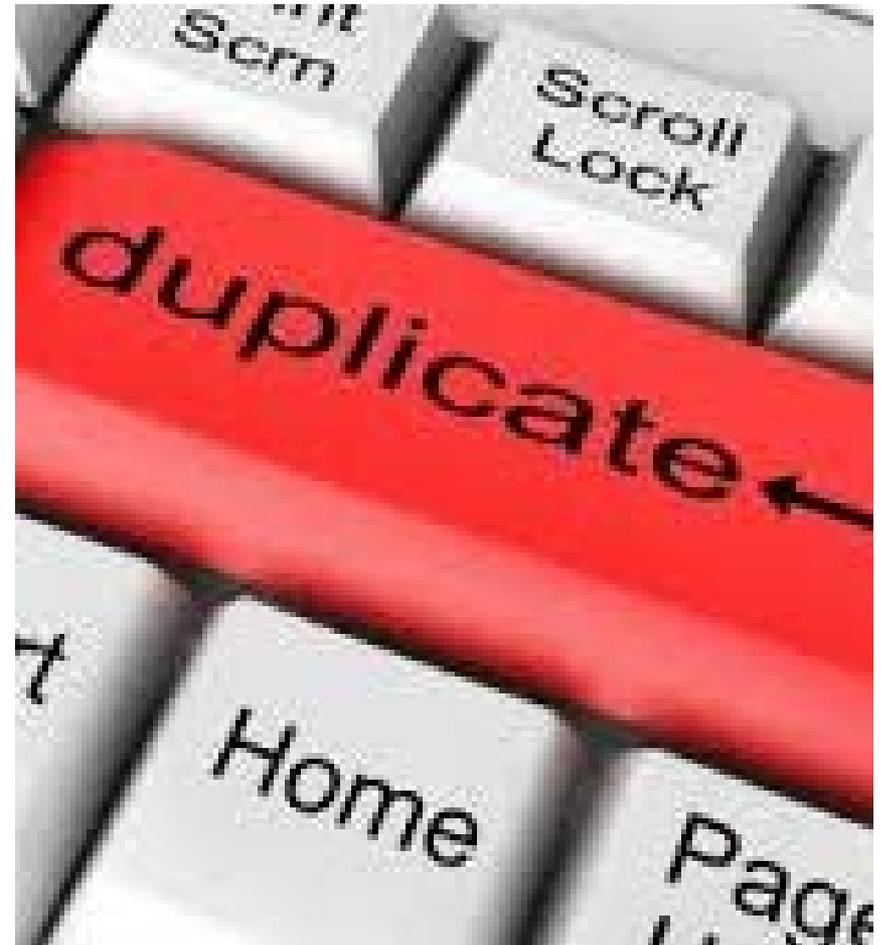
# *Redrawing health & social care architecture in UK: Five areas for improvement*

- a **misalignment** between national bodies' remits and the objectives of local systems;



# ***Redrawing health & social care architecture in UK: Five areas for improvement***

- **duplication** and complication of tasks across multiple organisations, especially in the roles of the Department of Health (DH), NHS England (NHSE) and NHS Improvement (NHSI);



# ***Redrawing health & social care architecture in UK: Five areas for improvement***

- an imbalance in the accountability triangle
- between political accountability, financial responsibility and operational control;



# ***Redrawing health & social care architecture in UK: Five areas for improvement***

- a missing link between local systems and national bodies; and



# ***Redrawing health & social care architecture in UK: Five areas for improvement***

- the lack of a single organisation with responsibility for securing and developing the critical resources required over the long term.



# ***Redrawing health & social care architecture in UK***

*The national system is really confused at the minute and we've got lots of people working in other people's territories, filling space they shouldn't fill, and generating work and confusion, at a national and local level, so we need a very serious tidying up process.*

**Jim Mackey, Chief Executive,  
NHS Improvement**

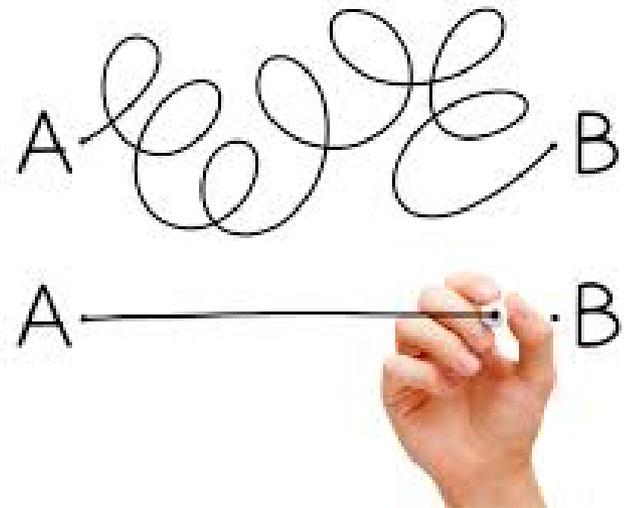
# ***Redrawing health & social care architecture in UK: A new way forward***

- PwC propose a two-stage approach to redrawing the national architecture, aligning with the journey that the health and care system has begun:



# ***Redrawing health & social care architecture in UK: A new way forward***

**‘Simplification’** – focusing on short-term evolutionary changes to clarify the roles and responsibilities of national bodies and govt. departments and better align them with the needs of local systems.



# ***Redrawing health & social care architecture in UK: A new way forward***

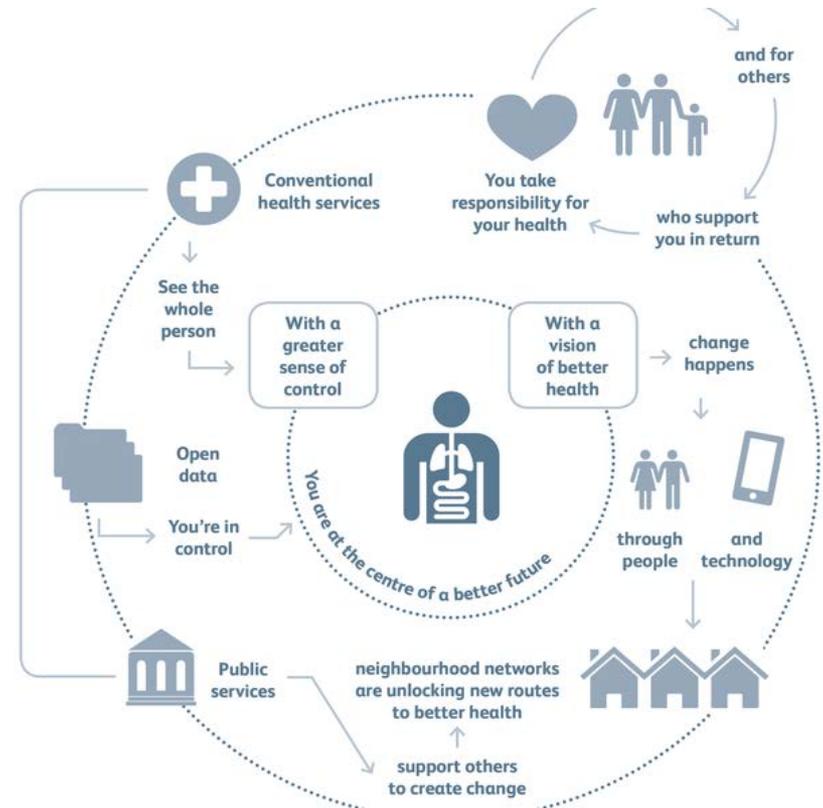
- **'Reform'** – building on the simplification stage to unequivocally change the balance of power within the care system through more meaningful devolution of accountability, control and financing to local areas.



# Shared Health UK - others

- Sharedhealthfoundation

Tackling inequalities in health  
across Greater Manchester



# Shared Economy in Health Services

- Outside NHS
- JIMJAM
- (OnlinePhysiotherapists)



# Implications

- Increased Efficiency?
- Increased Effectiveness?
- Providing the neglected services?
- Decreasing Wasteful values?
- Increased Risk?

12 STARTUPS THAT ARE SHAPING THE  
**FUTURE OF HEALTHCARE**



# Conclusion

- Shared Economy – Will Go on
- New Economy and business model
- Gen Z – used to share
- Shared Health internationally
- Digital or Not can still ‘shared’
- Are you Ready?



Isn't it funny how day by day  
nothing changes but when you  
look back everything is  
different.... — C.S. Lewis

