

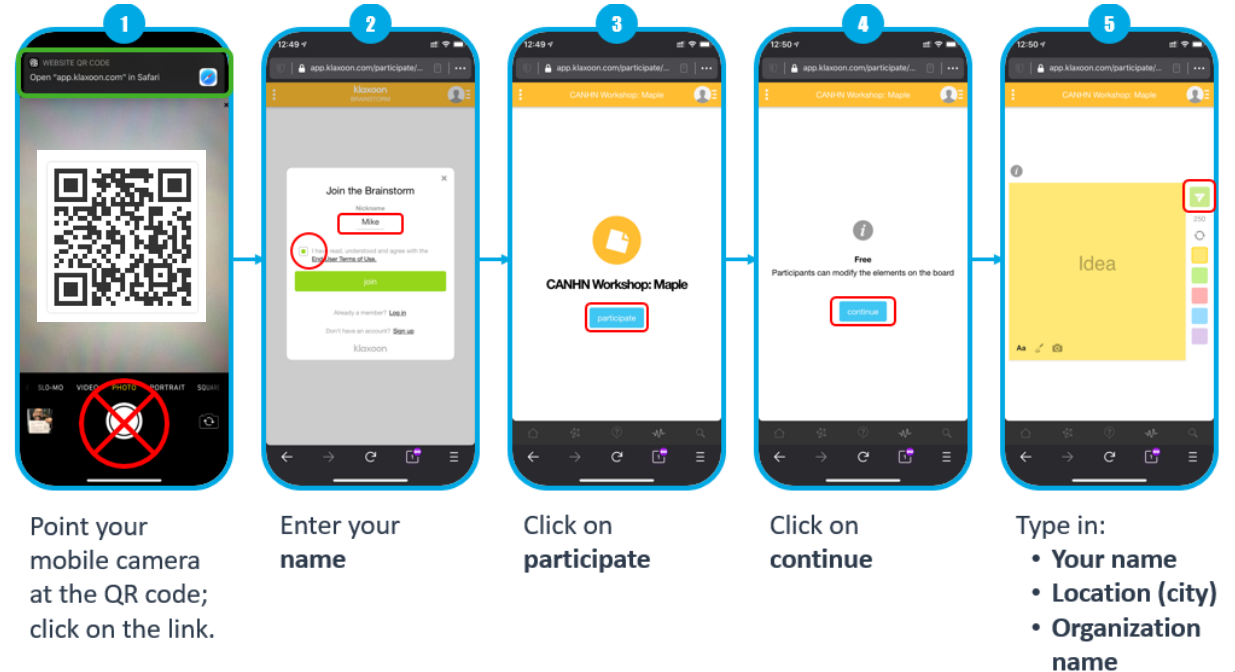
# Spotting the Disruptor

*What are the ideal features of a high potential early-stage company to partner with to foster innovation and identifying innovation hotspots in the Canadian market?*



## Welcome! Please log onto Klaxoom for an ice breaker

Scan the code below with your camera, or go  
to [www.app.klaxoon.com](http://www.app.klaxoon.com) in your browser



# INTRODUCTIONS



**Joyce Drohan**

Life Sciences and Healthcare Partner,  
BC Leader for Deloitte Canada's  
Artificial Intelligence Practice

**Deloitte**



**Hadi Salah**

Director,  
New Ventures

**SE Health**



**Mohsin Bin Latheef**

Greenhouse Lead Facilitator,  
Strategic Growth Investments

**Deloitte**

## Spotting the Disruptor



## Joyce Drohan

Life Sciences and Healthcare Partner,  
BC Leader for Deloitte Canada's  
Artificial Intelligence Practice

**Deloitte**

## Canadian healthcare innovation is being fueled by several macro forces changing the landscape of our health sector



### Shifting from Care to Prevention

A visible shift from “health care” to “health” given the increasing importance of well-being and preventative care



### Expanding Access to Care

Technology and formation of new partnerships to deliver care in an integrated manner



### Personalized Experiences

Heightened patient expectations for health solutions that are well-coordinated, convenient, and personalized



### Providing Care at the Optimum Cost

New ways of measuring success through value or outcome-based care



### New Entrants

Disruption by non-traditional companies entering the industry as data becomes the currency of health care, and technology transforms the patient journey

These macro forces are creating significant opportunities for innovation, which can be seen by the increasing number of partnerships in today's healthcare ecosystem

Partnerships are significant enablers of innovation and disruption, and allow us to leverage one another's capabilities to meet shared goals

*Partnerships enable us to...*



Expand access to care



Drive operational efficiency



Improve patient experiences



Improve coordination of care delivery

*Examples of Canadian partnerships accelerating health sector innovation*



SeamlessMD



PointClickCare®



**With the influx of innovation opportunities, how might we identify promising early-stage companies to partner with, so that we can meet our organization's needs?**

How might we spot the disruptor?



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How might we spot the disruptor?

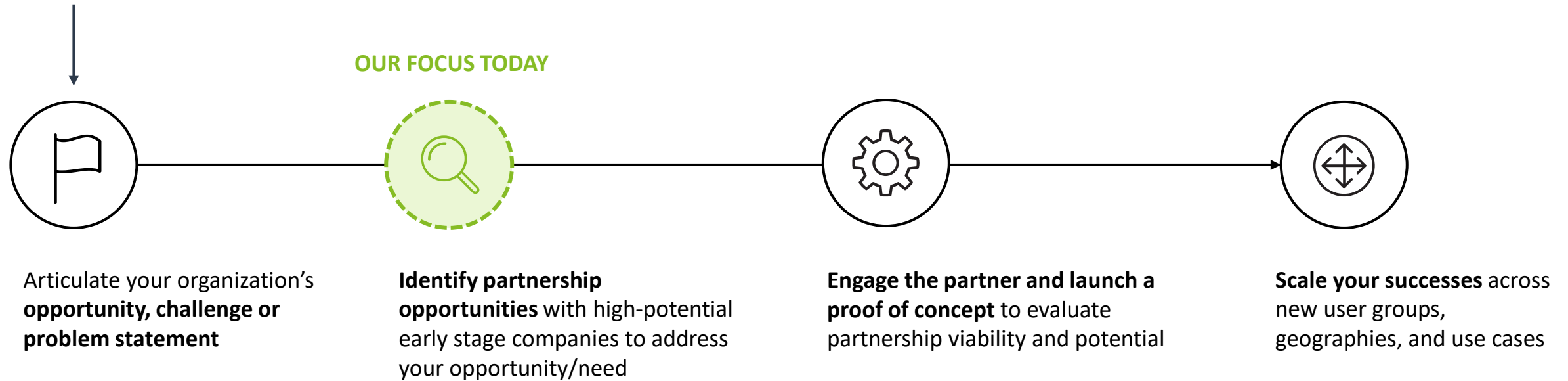


## Today's objectives

1. Understand a **framework to identify and select high-potential disruptors** that can meet your organization's needs through partnership
2. **Learn how this framework was applied by SE Health** in their recent partnership with Memotext
3. **Brainstorm action items** that can be applied to your organization following today's breakout



Partnering with market innovators in the healthcare ecosystem starts with identifying your **opportunity, challenge or “problem statement”**



Having articulated your need, ***spotting the disruptor*** is broken down into two key steps...



1. Finding market disruptors



2. Selecting the right partner

STEP ONE

Finding market disruptors



*What are some example ways your organization can proactively identify market disruptors to partner with?*

1

**Creating intentional teams and roles dedicated to finding disruptors** – such as a ‘new ventures’ or ‘strategic alliances’ group

2

**Leverage disruptors** from peer organizations or forums like the CAN Health Network

3

**Engineer innovation** – Create a multi-disciplinary innovation community to promote discussion and ideation

## STEP TWO

### Selecting the right partner



*A high-potential, early-stage disruptor that is suitable for partnership can be characterized by...*

- 1 Strategic Fit**  
Shows clear strategic alignment and an ability to meet your opportunity or challenge
- 2 Innovation**  
Has built an early innovation track record, creating new value propositions in the healthcare market
- 3 Market Focus**  
Demonstrates a commitment towards addressing a defined customer need in the healthcare market
- 4 Speed and Agility**  
Is quick to market, demonstrating rapid development cycles with their products and services
- 5 Community Engagement**  
Shows early traction and adoption among the patient and provider community



**Let's explore our case study to better understand how this framework can be applied**

## Spotting the Disruptor



# Health



## Hadi Salah

Director,  
New Ventures

**SE Health**



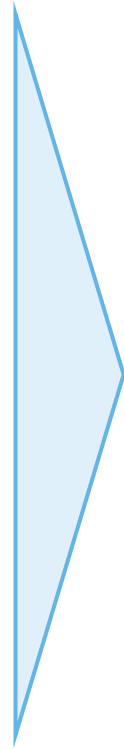
# Health

## WHO WE ARE

- One of Canada's leading diversified home health companies
- As a Social Enterprise, we apply our knowledge, vision and drive to forever impact how people live and age at home
- We deliver quality, trusted home care to people where and when they need it



## FINDING MARKET DISRUPTORS



*How SE Health identifies new opportunities...*

- The **SE Futures** team
- Creating **community innovation forums**
- **Shamelessly stealing** from existing innovations
- **An intentional space** for innovation
- Proactively **reimagining our assets**





**SELECTING THE RIGHT PARTNER**



*Today's case study:  
A partnership between*



# RING OF SUPPORT

*A partnership between*



Health

MEMOTEXT

Ring of Support is designed to support individuals with MCI or early stage dementia stay independent at home through active involvement of a support network that encompasses their family members, nurses, and personal support workers

The **Ring Of Support** partnership offers patients and caregivers....

- Customized check-ins and reminders
- Personalized calls from caregivers and providers
- SMS Alerts
- Access to a virtual nursing call centre
- In-home care visits





The program is enabled by an **intelligent, personalized and multi-modal engagement platform by Memotext**, where individuals can stay connected to one another using the Amazon Alexa Voice Assistant, home telephones and mobile messaging.

### WHAT DID WE DO?

Created a **pilot program and recruited ~100 seniors and their caregivers** and tested usability and desirability of the solution

### WHAT WAS THE IMPACT?

- On average, **caregivers set 4 reminders and wellness checks for their loved ones**, and SE Health nurse escalations to check up on seniors occur **approximately 3 times per month per senior**
- We received highly positive results, **driving the decision to commercialize and scale the product**
- Today, Ring of Support is in **pre-launch mode targeting B2C and B2B channels**, with hundreds of early adopters signed up



### Why did we select Memotext as a disruptor to partner with?

#### 1 Strategic Fit

We recognized a need to support vulnerable MCI and early stage dementia patients, and Memotext had the **ability to address SE Health's need** through an intelligent engagement platform that could be **combined with SE Health's virtual nurse call centre**

#### 2 Innovation

Memotext had a **15+ year innovation track record** using AI and consumer engagement technologies to promote behavioural change

#### 3 Market Focus

Memotext is driven to use health data and analytics to **understand patients and engage in behavioural interventions**. They began as an SMS web-app, and have since scaled to an intelligent patient engagement platform.

#### 4 Speed and Agility

Memotext committed to working with SE Health to **plan, create and deliver a proof of concept in less than one year** to prove out the initial value of the partnership

#### 5 Community Engagement

Memotext showed **strong adoption among the patient and provider community**, including their prior work in improving patient medication adherence

## Group Breakout (30 mins)

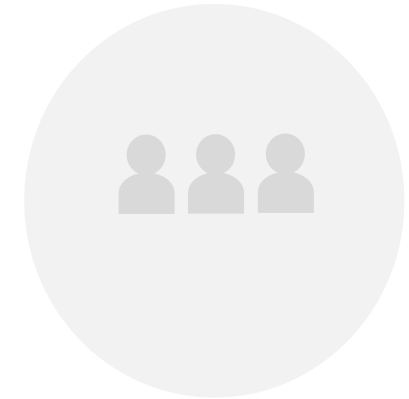
In groups, discuss key learnings from today's presentation and case study.

### QUESTION #1

Why is it important to spot a disruptor, and what do you do today spark innovation in your organization?

### QUESTION #2

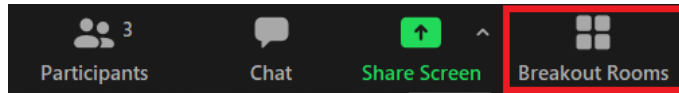
What are some takeaways from today's case study that can help you proactively identify and select market disruptors going forward?



***Nominate one person to share back findings when we return***

# INSTRUCTIONS – MOVING TO YOUR GROUPS

1) Click the Breakout Room button at the bottom.



2) Find your room. You may have to scroll down to find it.

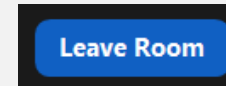
▼ 2a. Amplifying Network: Breakout B	Join
▼ 2b. Accelerating Impact Through...	Join
▼ 2c. Spotting Disruptor: Breakout A	Join
▼ 2c. Spotting Disruptor: Breakout B	Join
▼ 3a. Translating Today's Decisions...	Join
▼ 3b. Making Innovation MAIN ROOM	Join

Breakout Group A	Breakout Group B
Joyce Drohan	Hadi Salah
Shelagh Maloney	Polydor Strouthos
Kumanan Wilson	Jim Barnet
Karim Jessa	Sunny Johal
Marilyn Knox	Aggie Mikulski
Brent Norton	Kailyn Clarke
Shawn Mondoux	Alexis Fung Fook
Vanessa Roebuck	Nish Sampath
Amy McFadden	Michelle Rogasky
Giuseppe Cammisa	Moh Bin Latheef
Mim Haque	
Sophie Brault	

3) Click 'Join' and 'Yes'.



- If you ever get lost in transition, you can always come back to the main Zoom meeting by clicking the **Leave Room** button. The host will help you be placed into the right breakout room.

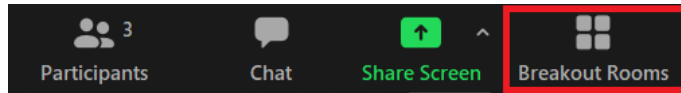


- If you are ever in doubt you are in the right room or not, **confirm at the window title.**

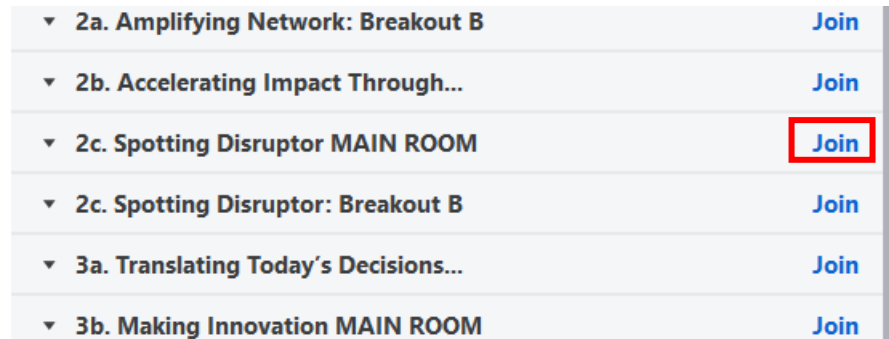


# INSTRUCTIONS – GOING BACK TO THE BREAKOUT ROOM

1) Click the Breakout Room button at the bottom.



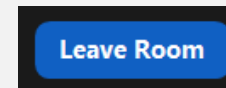
2) Find “2.c Spotting Disruptor MAIN ROOM”. You may have to scroll down to find it.



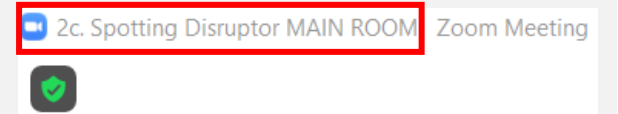
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- If you are ever in doubt you are in the right room or not, **confirm at the window title.**



- If you run into any trouble message one of our **TECH SUPPORT** team members in the participant list.

**Welcome Back!**

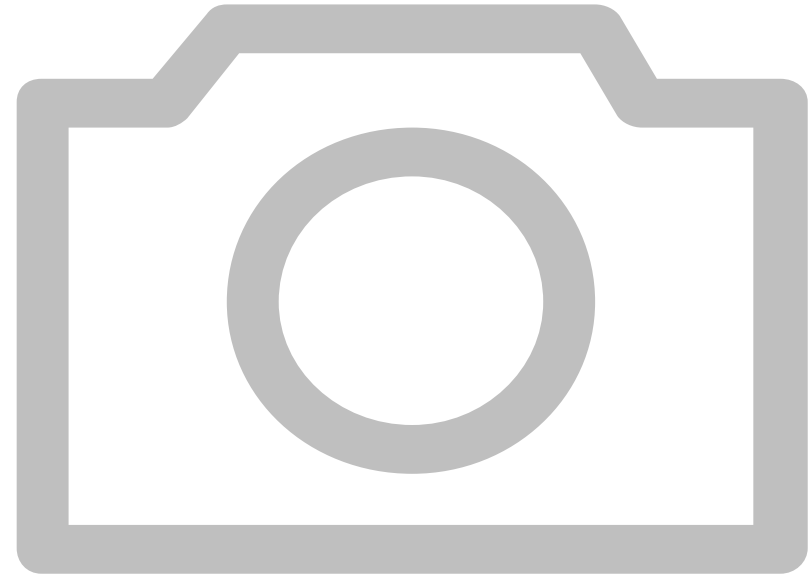
*Group Share-Out*





# *Group photo time!*

*(Please turn off your webcam if you do not wish to participate)*



# Deloitte.

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