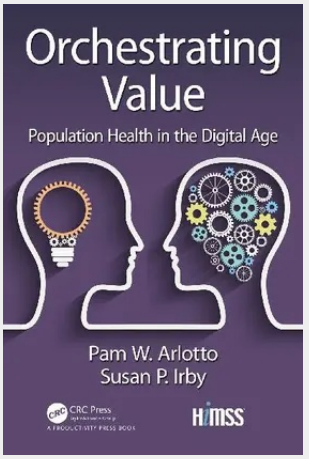
Arlotto / Irby

Orchestrating Value

Population Health in the Digital Age



Orchestrating Value: Population Health in the Digital Age focuses on the leadership thinking and mindset changes needed to transition from brick and mortar healthcare to digital health and connected care. The fourth industrial revolution, with convergent disruptions in biology, business models, computer science, and culture, has the potential to transform the healthcare system like never before. Digital health startups, Big Tech and progressive health systems will change the way health and healthcare are delivered to increasingly digitally savvy consumers. This book challenges readers to rethink the role of data and technology in creating and designing the future. Rather than hooking value-based care and population health management onto traditional healthcare business models, it focuses on the emergence of digital ecosystems. Using the analogy of an orchestra, the book introduces the importance of platforms in the formation of communities and markets with network effects to allow participants to collaborate, create, and innovate. With quotes from healthcare industry leaders and change agents, it helps the strategist understand the three stages of the transition from volume to value. As conductor of the orchestra, the CEO must navigate important leadership pivots to move beyond silo-based thinking. Finally, the Care Management Platform is described as a new operating model for population health in the digital age. As the next generation beyond foundational EHRs, capabilities such as interoperability, analytics, care management and patient/consumer engagement will fundamentally change the way healthcare enterprises operate and deliver value to customers.

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