QSEN in an Amazon World

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“What words come to mind when you think about Amazon?”
“What words come to mind when you think about health care in the United States?”
• Review Amazon impact on our society
• Examine the concept of “platforms” in health care
• Review needed literacies and competencies
• Link QSEN to needed changes
– weekend sales

1st time the # of people shopping online was greater than the # shopping in stores
Let’s take a look at

- 95 million Americans have Amazon Prime membership
- Amazon controls 44% of the e-commerce industry
- Joined with JP Morgan and Berkshire-Hathaway (Jan 2018)  
  “Focus on technology solutions that will provide U.S. employees and their families with simplified, high-quality and transparent healthcare at a reasonable cost”
- Biggest clothing retailer in the USA
A 10% discount will be applied if customers choose to keep two to three items, while those who pick four items or all of them will receive a 20% discount.

Thanks to Carl Lofstrom for the next several slides.
Amazon Go is a new kind of store.
Features the world’s most advanced shopping technology.
No lines, no checkout – just grab and go!

https://www.youtube.com/watch?v=NrmMk1Myrxc
AmazonFresh offers free delivery on all orders over $40. plus a monthly fee of $14.99.
Key subsidiaries

- Whole Foods
- Kindle
- Zappos footwear
- Alexa
- Ring
- Prime Book Box
Bezos Expeditions

- Airbnb — sharing economy
- Aviary — software (photo editing)
- Basecamp — software (project management)
- Behance — self-promotion network
- Blue Origin — space travel
- Business Insider — publishing
- Crowdrise — for-profit charitable giving platform
- Domo — software (business intelligence)
- D-Wave Systems — quantum computing
<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Everfi[^56]</td>
<td>technology for education</td>
</tr>
<tr>
<td>Finsphere[^57]</td>
<td>software (authentication)</td>
</tr>
<tr>
<td>General Assembly</td>
<td>technology education</td>
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<tr>
<td>General Fusion</td>
<td>sustainable energy (nuclear fusion)</td>
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<td>Glassybaby</td>
<td>supports cancer patients</td>
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<td>Juno Therapeutics</td>
<td>cancer biopharm</td>
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<td>Kongregate</td>
<td>online games</td>
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<tr>
<td>Linden Lab</td>
<td>online games (Second Life)</td>
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<tr>
<td>Lookout</td>
<td>technology (mobile security)</td>
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<tr>
<td>MakerBot Industries</td>
<td>3D printers</td>
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</tbody>
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Bezos Expeditions (3)

- **MFG.com** – manufacturer direct marketplace
- **Nextdoor** – localized social networking
- **Pelago** – online games
- **Powerset** – natural-language search engine
- **Pro.com** – home services marketplace
- **Qliance** – health care
- **Rescale** – cloud computing simulations
- **Rethink Robotics**[^58] – manufacturing robots
- **Sapphire Energy** – energy (crude oil from algae)
- **Skytap** – cloud computing
- **Stack Exchange** – technology publishing
- **TeachStreet** – search engine to find teachers
- **Twitter** – social networking
- **Uber** – sharing economy
- **Vessel** – subscription video service
- **Vicarious** – artificial intel
- **Workday** – software for business
- **ZocDoc** – software (healthcare appointments)
Amazon marketplace sales, 2016-2019
Amazon, Microsoft & Google Employment

Amazon: 341,000
Microsoft: 120,000
Google: 61,000
• Customer obsession rather than competitor focus
• Passion for invention
• Commitment to operational excellence
• Long-term thinking
“Winners will control distribution and distribution costs”

- Sam Walton
“It’s the platform, stupid”

A *platform* is a business based on enabling value-creating interactions between external producers and consumers...

- open, participative infrastructure
- sets governance conditions for their use
- Overall purpose: complete matches among users and facilitate the exchange of goods, services or social currency -> VALUE for all
Platforms use specific tools

• Digital technology that ‘annihilates’ barriers of time and space
• Uses smart, sophisticated software tools to connect producers and consumers
• Promotes easy access and use
• Eliminates ‘gatekeepers’ - serves more as ‘brokers’
• Supports consumers selecting services that suit their needs
What does this mean for hospitals?

• Moving from the traditional strategy of building/buying hospitals and providing care
  LINEAR

• Leveraging the platform they have to create value and growth via new and more profitable streams of revenue
  DYNAMIC & INTERACTIVE
Becoming a hub -

**Mayo** – a hub that leverages research, big data, expert clinical insights, artificial intelligence, global connections

**AdvocateAurora Health** – an early strategic decision to fast-track the EPIC implementation at Advocate to leverage the entire system - $$$

yes, but is improving communication, integration, continuity of care, access to data, and clinical and financial outcomes
Action plan for leveraging your platform

1. Create the digital front door
2. Drive affordability and reduce cost
3. Tackle social determinants of health
4. Create partnerships for care innovation
5. Become the hub for targeted services and chronic conditions
6. Target your focus by using actionable data
The implications?

• Health system not just hospitals
• Focus on population health
• Offering access to broad array of services, e.g., financial services, transportation, nutrition, spiritual resources, community center
• Innovative models of care delivery
• Driven by consumer input
New skills needed in this new economy

**Literacies**

- Technological – knowledge of mathematics, coding and basic engineering principles
- Data – arranging data into usable information and understanding; sifting through giant data sets to find correlations that are useful
- Human literacy – the power to communicate, connect, tap into our human capacity for grace and beauty
Cognitive capacities

- Critical thinking – analyzing ideas skillfully and applying them usefully
- Systems thinking – see the interconnections among issues and solutions; considering the ‘bigger picture’ when designing solutions
- Entrepreneurship – pushing the boundaries of discovery and innovation, as well as generating value
- Cultural agility – the ability to perform successfully in cross-cultural situations
Quality & Safety Education in Nursing (QSEN)

- Patient-Centered Care
- Teamwork & Collaboration
- Informatics
- Quality Improvement
- Safety
- Evidence-based Practice
QSEN in an Amazon World

- Person and Family Centered Care
- Evidence-based Practice
- Informatics
- Quality Improvement
- Teamwork
- Safety
CHANGE THE WORLD OF HEALTH CARE

• Start where you are
• Use what you have
• Do what you can

A. Ashe