

# Shift Your Perspective

Maximize Technology to Evolve Your ASC





# Tim Hebert

CRO - Medicus IT



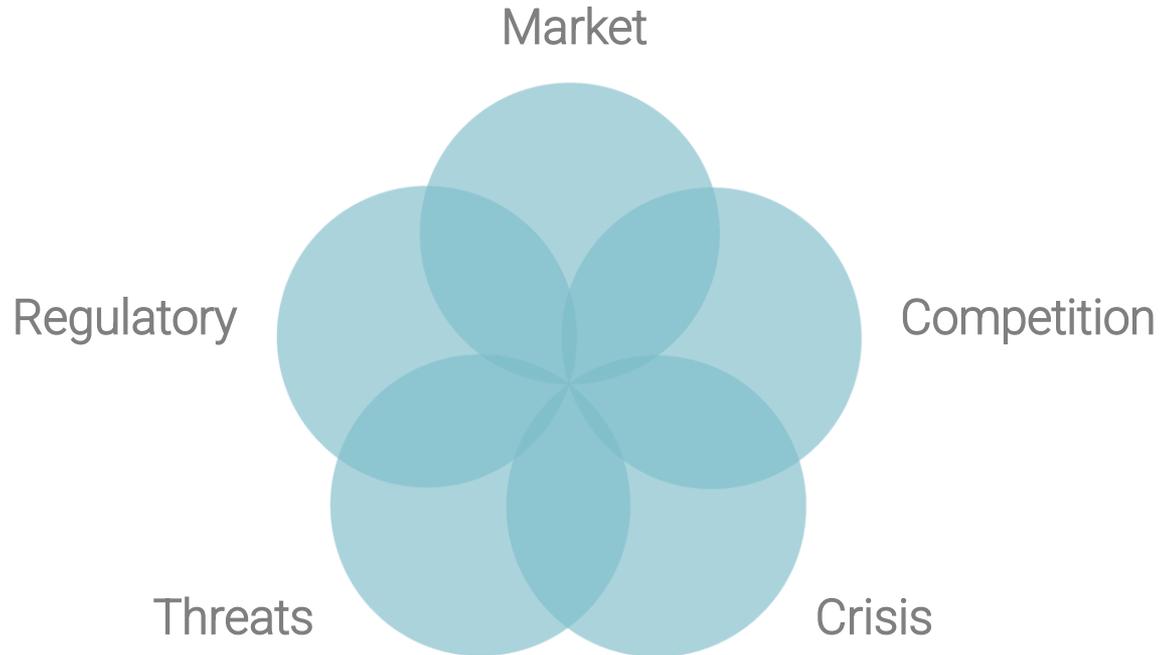
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## Adaptability: The New Competitive Advantage

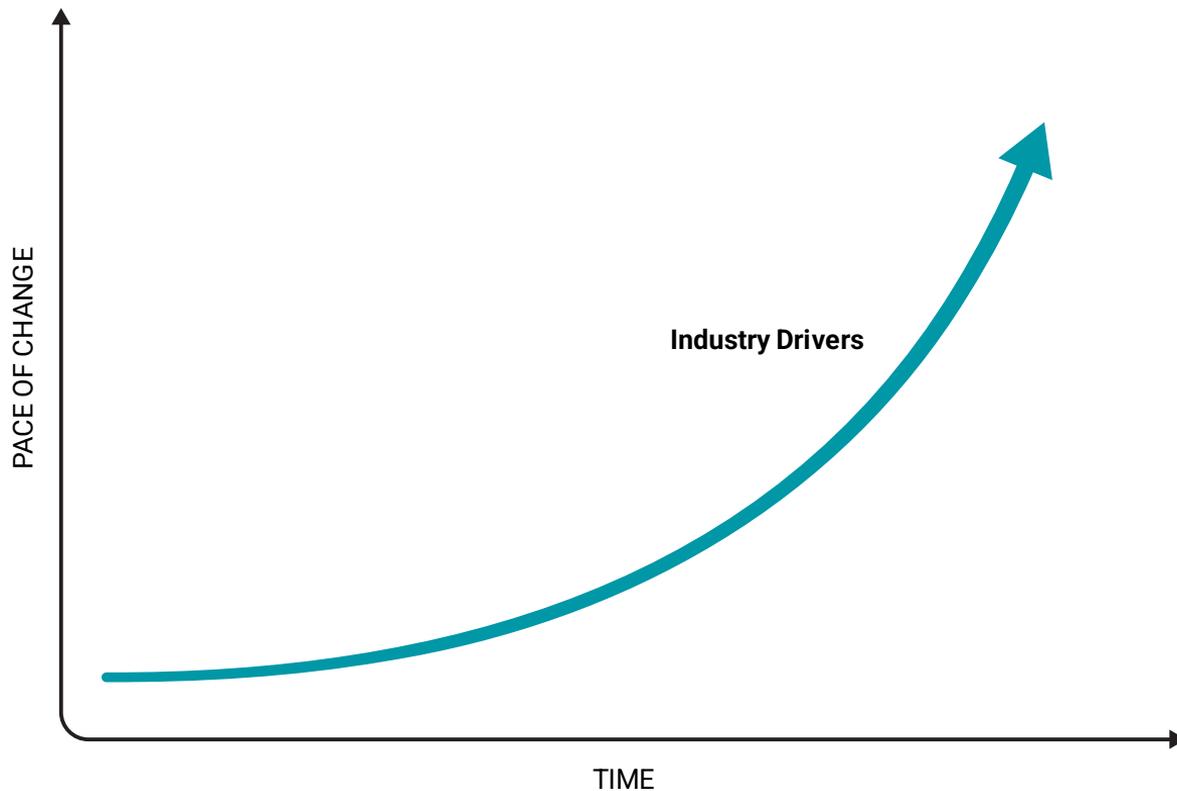
*“Sustainable competitive advantage no longer arises exclusively from position, scale, and first-order capabilities. **Those that thrive are quick to read and act on signals of change.**”*

*“In order to adapt, a company must have its antennae tuned to signals of change from the **external environment**, decode them, and quickly act to refine or reinvent its business model and **even reshape the information landscape of its industry.**”*

# Healthcare Drivers



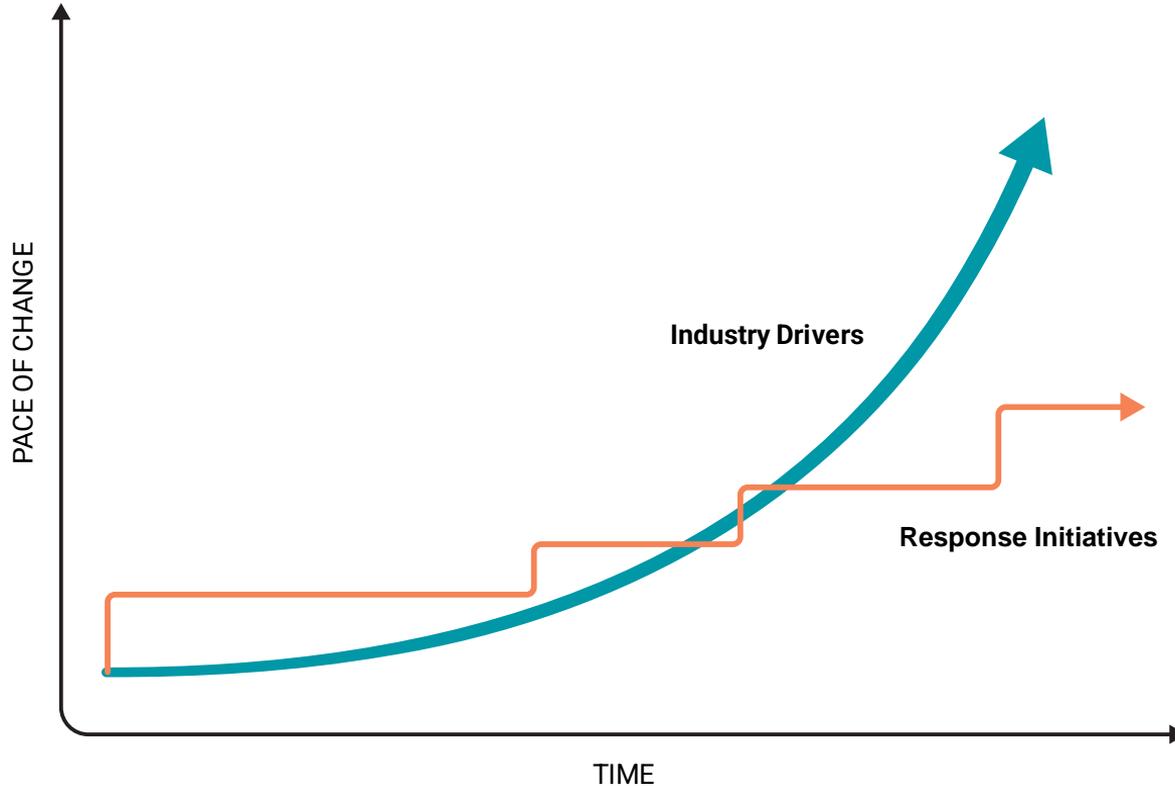
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**Industry Drivers**

- Expectations of Market
- Competitive Landscape
- Crisis Events
- Threat Landscape
- Regulations

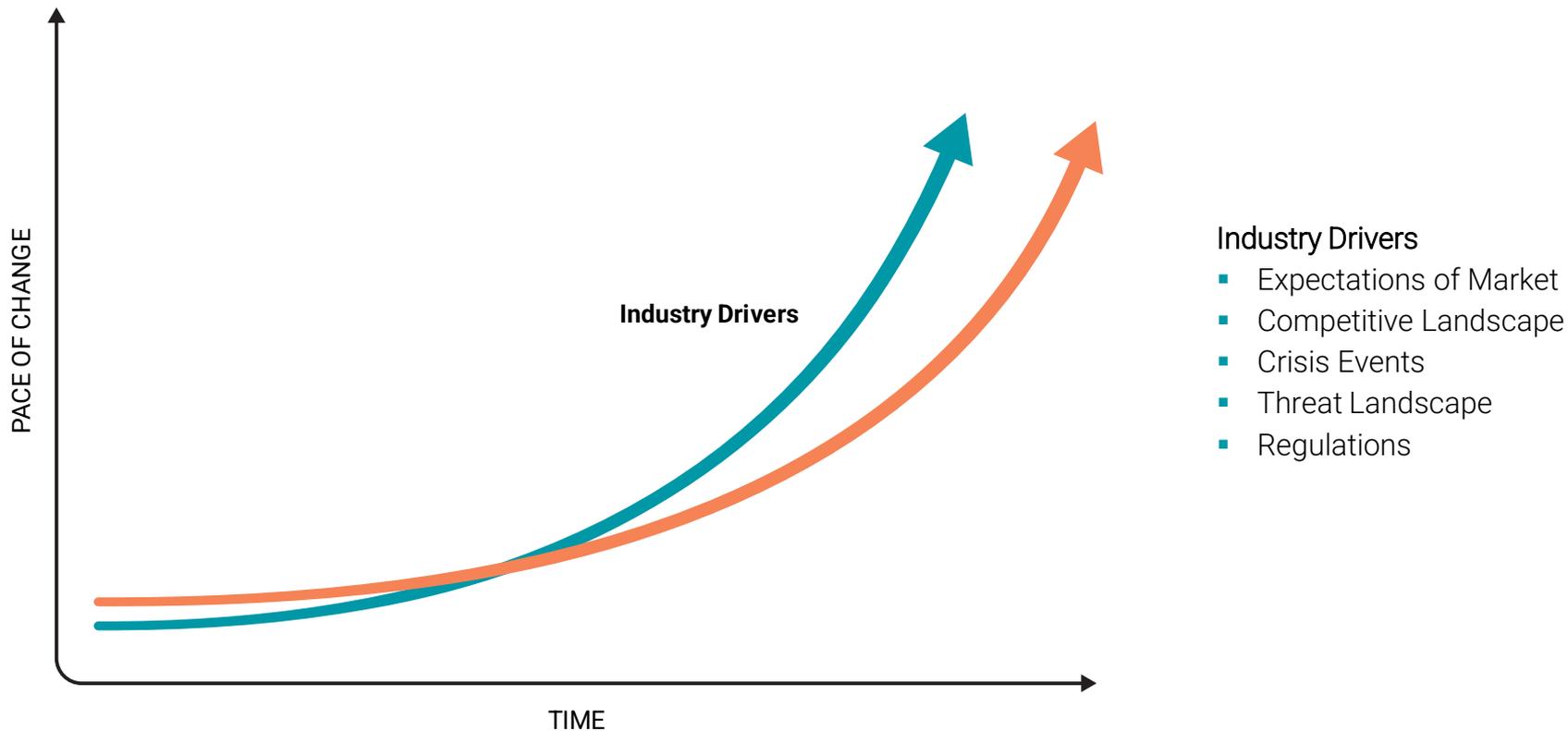
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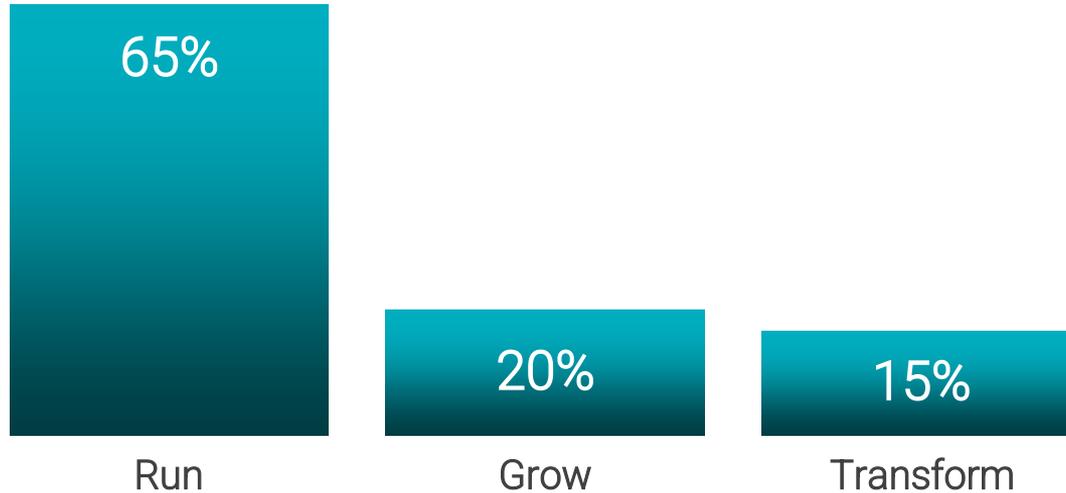
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# Healthcare IT's Current Focus

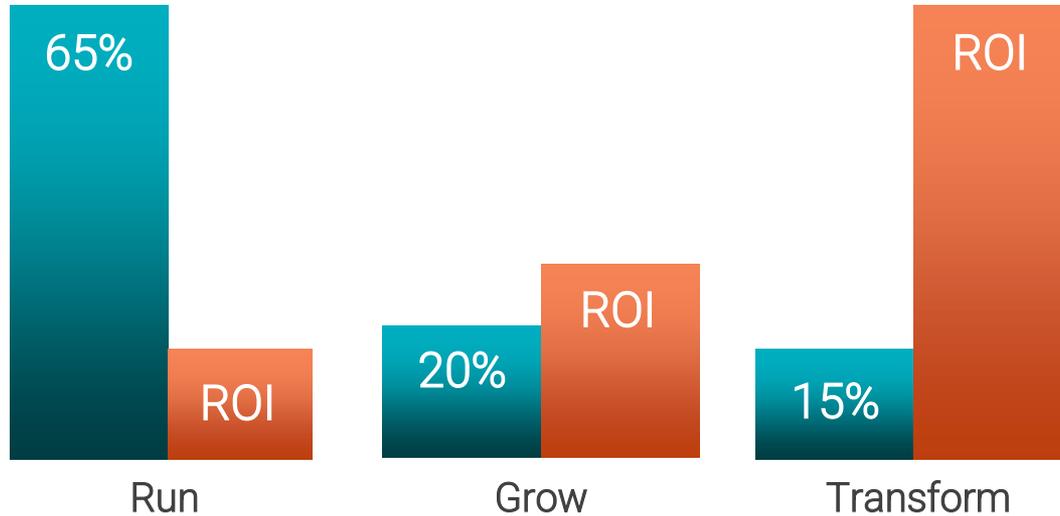
Time, Effort & Money



Source: Gartner

# Healthcare IT's Potential

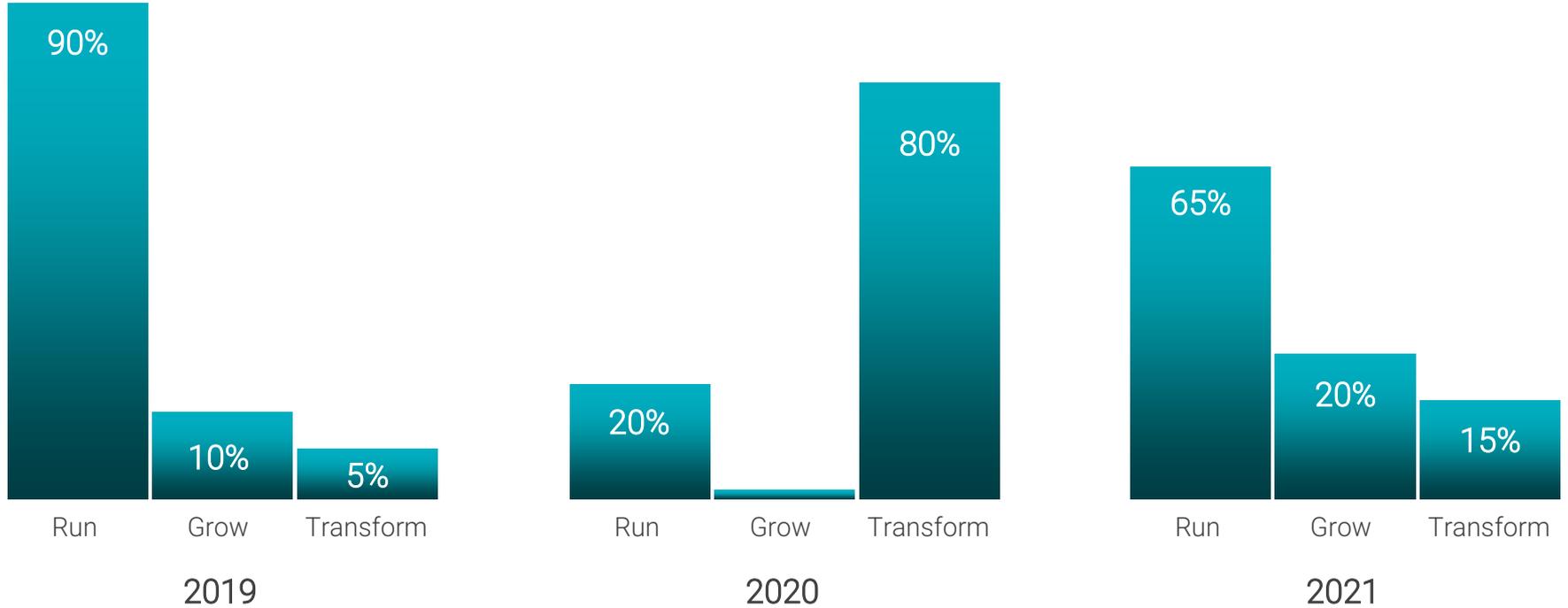
Time, Effort & Money



Source: Gartner

# Healthcare IT's Shift w/ COVID Crisis

Time, Effort & Money



# Recap

- Shift Your Perspective
- Read & Act On Industry Drivers
- Get & Stay Aligned
- Focus on Growth & Transformational Efforts

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