

## PRIMARY IMAGING

# IN A CHANGING HEALTHCARE ENVIRONMENT:

**10 THINGS LEARNED**  
AT KONICA MINOLTA'S  
PRIMARY IMAGING SOLUTIONS  
DESIGN THINKING LAB

Partnering with Xavier University's Center for Innovation, Konica Minolta hosted more than 30 individuals involved in healthcare delivery and administration to better understand their needs and challenges and to draw from their expertise and perspectives relating to Primary Imaging.

It was a day of sharing, learning and the voicing of frustration with the healthcare environment. A day of imagining and visionary thinking.

Using design thinking techniques, the group worked together to co-create a new consumer-centric approach to Primary Imaging, providing valuable insights to drive imaging innovation now and in the future.

### HERE ARE SOME THINGS WE LEARNED:



**1. More Empathy:** In healthcare, we need to do a better job of keeping the "care" in "point-of-care" -- e.g., shift from asking "what's the matter with you" to "what matters to you"



**2. Modernize Health IT:** Sophisticated image sharing platforms are needed now -- referring physicians demand it, patients expect it



**3. Where's the Cloud System?:** We must find more opportunities to transmit information instead of transporting the patient -- e.g., allowing primary care physicians to interact with specialists in real time, with the patient present



**4. ICD-10 Implementation Expands Telehealth Reimbursement:** New CMS rules allow for remote care coordination to be paid for -- for the first time!



**5. Every Moment Matters:** Time is a major value proposition for healthcare workers and for patients -- the more we can do to make "just in time assessment" possible the more we can positively disrupt medicine



**6. Data Analysis is Key:** Data is not equal to knowledge -- the right information alone is not enough if it is not analyzed and insightful



**7. Millennials Want an Attentive Care Program:** We're raising a "me-me" generation that will not settle for the status quo -- they will quickly shift from being passive recipients to being powerful acceptors of care



**8. Value Analysis Driving Purchases:** Simplicity/ease of use and cost are major factors in imaging vendor decisions, along with quality, integration with systems, flexibility and reliability



**9. Patients are Becoming Their Own Case Managers:** We must consider how to guide them, provide the tools and information they need, and ultimately treat the whole patient



**10. Our Health System Is Siloed:** Improving the connectivity of medical records and imaging data must be made a priority as health systems shift