

## **Daniel Burrus Presentation Key Points**

*AiAMC Annual Meeting March 24, 2022*

### **The Future of Healthcare and Medical Education**

Daniel Burrus will explore the following key concepts as they relate to the future of healthcare and medical education. All remarks will be based on our planning discussions.

#### **1) Change Your Thinking – Change Your Results**

- The pace of technology-driven exponential change is accelerating at an unprecedented rate forcing leaders and their organizations to address increasingly complex challenges as well as growing uncertainty.
- *Agility* is extremely important as a strategy to deal with unpredictable change and offers an advantage over competitors who adapt more slowly to rapid change.
- Anticipatory Leaders have learned to apply the Hard Trend Methodology to *anticipate* disruptions before they disrupt, pre-solve predictable problems to move forward faster, and identify game-changing opportunities to take advantage of digital disruption and exponential acceleration.

#### **2) Hard Trends vs. Soft Trends:** There is never a shortage of trends, the problem is which ones will happen and when? This proven methodology teaches how to separate the Hard Trends that *Will* Happen from Soft Trends that *Might* Happen. This anticipatory methodology provides a new level of certainty in an uncertain world that has transformed how organizations (both large and small) plan and innovate.

#### **3) Hard Trends** represent *future facts* that cannot be changed. Knowing what will happen *before* it happens turns change and disruption into a major advantage.

- Hard Trends allow you to identify disruptions before they happen which turns disruption into a choice.
- Hard Trends provide a new way to manage risk. When it comes to Hard Trends, the risk of inaction can cost far more than action.
- Hard Trends provide certainty and confidence that empowers teams to make bold moves and can be used to increase the urgency to eliminate silos, enhance communication, and create collaborative innovation.

- 4) The following Hard Trend categories will be discussed as they relate to the key trends shaping the future of healthcare and medical education, as well as their impact and business process transformation.
- **Demographics:** Provide a powerful window to see both current and future opportunities on both an organizational and customer focused level.
  - **Government Regulation:** Both domestic and foreign regulation represent a way to make invisible opportunities to innovate visible.
  - **Technology:** We are doing things today that were impossible just a few years ago, and we will still be saying this two years from now. Understand how technology-driven Hard Trends can be used to identify those game-changers today, so you can accelerate innovation and growth in new ways.
- 5) **Soft Trends** are based on assumptions that *might* happen. Key Soft Trends impacting the future of healthcare and medical education will be covered as well as actions that can be taken to influence them.
- The value of Soft Trends is the fact that they can be influenced in a positive direction thus providing a way to actively shape the future.
  - There are different types of assumptions associated with Soft Trend that each have different levels of measurable risk.
- 6) **Focus on Transformation Not Change**
- The majority of organizations that say they are transforming a process, product or service are only changing them.
  - Understanding the difference between Change and Transformation is vital, if you are only changing, you are falling behind!
  - The tools to transform healthcare and medical education, as well as how we sell, market, communicate, collaborate, train, and educate, to mention a few, represent Hard Trends that *will* be used.
  - The Soft Trend is; will your organization transform your processes or only change them?
- 7) **Direct Your Future (Or Someone Else Will)**  
To take advantage of exponential change and digital transformation, it's imperative to:
- Identify the Hard Trends that *will* impact your future along with their related opportunities.
  - Identify Soft Trends along with the opportunities to influence them in a positive direction.
  - Use the certainty of Hard Trends to take action now.