

5 must-read books for health innovators

DASHPLUS REPORT

**+ 3 extra
book tips**

Enjoy the read!

As the end of the year and Christmas holidays are near, you might be having some extra time to sit back and relax and maybe explore new reading stuff. I've selected 8 must-read books for health innovators.

These basic 8 will definitely inspire you and will become part of your basic work library. I still use these books almost weekly in my consultancy work for corporates. If you read these 8 healthcare business books, you will be packed with good ideas for your projects the coming months and years.

I hope you enjoy the read!

Sofie Staelraeve
Founder Dashplus



**What is your favourite work?
Share it with us via [this link](#).**



5 must read books for health innovators

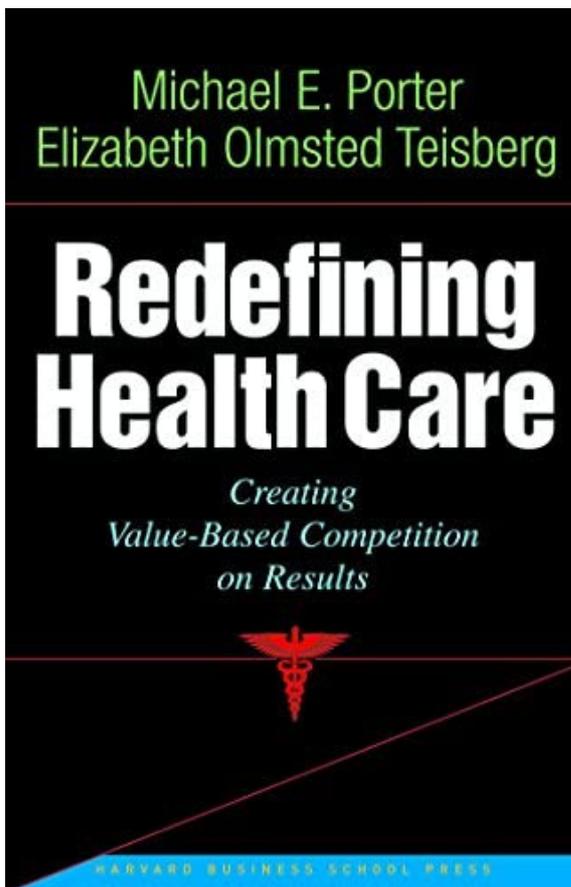
- 📖 Redefining health care. Creating value-based competition on results. By Michael Porter and Elisabeth Teisberg (2006)
- 📖 The patient will see you now. The future of medicine is in your hands. By Eric Topol (2015)
- 📖 The lean startup. By Eric Ries (2013)
- 📖 Brilliant business models in healthcare. Get inspired to cure healthcare. By Jeroen Kemperman, Jeroen Geelhoed and Jennifer op 't Hoog (since 2017 available in English)
- 📖 Hooked. How to build habit-forming products. By Nir Eyal (2014)
- 📖 Hacking healthcare: How AI and the intelligence revolution will reboot an ailing system. By Tom Lawry (2022)
- 📖 Business model shift: design the future of your business around the ways the world is changing - six ways to create new value for customers. By Patrick van Der Pijl et al. (2019)
- 📖 The culture map. By Erin Meyer (2021)

+ 3 extra
book tips



Harvard Professor strategy and economics Michael Porter published **Redefining Health Care** in 2006 and since, it really has become a cornerstone work for everyone in the health sector. It is seen as the foundation for the global trend towards value-based healthcare.

Based on the problems of the American healthcare system, Porter indicates that modern health systems need to be sustainable. Ageing and technological developments put huge burdens on the health system, which is highly cost-ineffective. The answer to high costs and needs is not more money or more people but is value-based healthcare (VBHC).



"Focus on health outcomes and learn how this impacts you"

Better outcomes are at the centre of VBHC and their goal is to enhance the quality of life of patients. Thus, not only medical results are important but the entire scope of the patient's life at the highest cost-efficiency. Porter works out 6 action points for every actor in the health system to reach value-based health care. We call it the '**strategic agenda**'. When you are working on these 6 action points, you will need digital, you will cooperate with other stakeholders in the ecosystem, and prevention will be on top of your mind. But most of all: your business model will change and your long-term results will be better.

This is not an easy book to read; it's probably not your favourite one while taking a bath, for example. But it does take you on a path of in-depth change in health care. It explains very thoroughly what every stakeholder in the business ecosystem can do to reach value-based health. And it's packed with research data and examples.

Moreover, the enormous value of Redefining Health Care is in describing the opportunities of VBHC for each and every stakeholder in the ecosystem: health care professionals, corporates, government, (public) health insurers, startups, patients and hospitals all along.





The patient will see you now

The future of medicine is in your hands

Eric Topol is a cardiologist and one of the worlds best known digital health researchers. He is editor-in-chief of Medscape, the biggest online news and education platform for clinicians and he is the founder of Scripps, the translational medicine institute. As such, he was granted to lead a significant part of America's Precision medicine initiative in 2016.

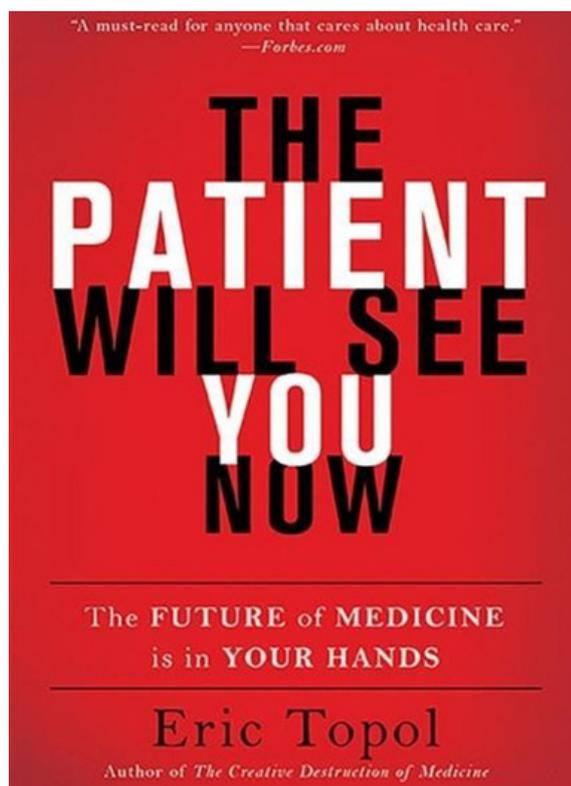


Source: Facebook (Dr. Eric Topol)

In the patient will see you now, he maps out a new era of democratized medicine. Individuals own access and are able to use data and play a principal role in their healthcare. Topol shares stories from his own practice and experience to illustrate how healthcare is working now, what kinds of data deliver new insights for patients and how this impacts the daily work of health professionals.

"Power to the patient and digital health "

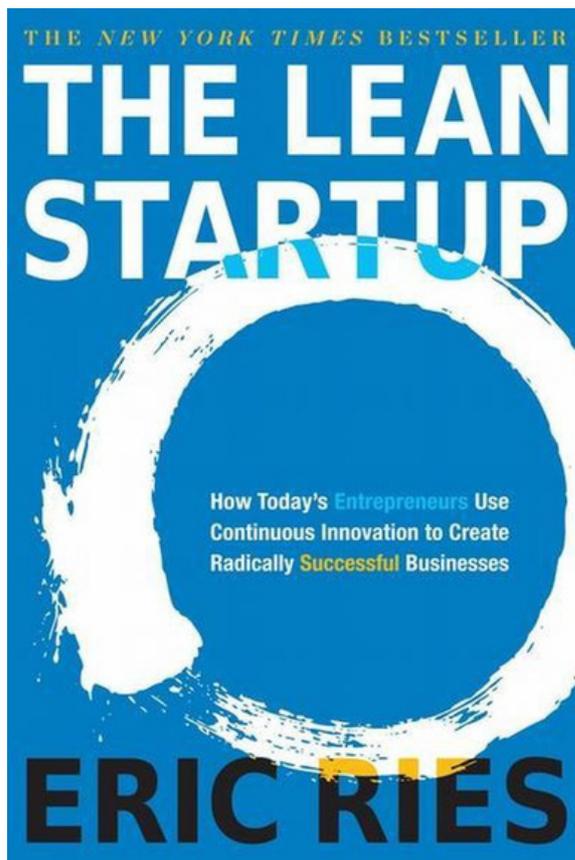
Topol knows how doctors think and act. He is one of them. He is familiar with medical rules and culture and helps readers to understand. Combine this with his enthusiasm for new technologies and health data and you'll love learning about 'my lab tests', 'my scans', 'my costs' and 'my smartphone doctor'. The patient will see you now is giving power to all individuals. The future of medicine is in your hands. And Eric Topol is a wonderful guide to take you by the hand.



3 The lean startup

For those of you that are not familiar with entrepreneurship and innovation: this is the bible of new entrepreneurship for many many startups worldwide.

The lean startup offers a way to start a new business or project and make it grow without having wasted years and having spent millions. The basic point of the lean startup is that entrepreneurship is not a question of 'just do it'. There is a way that leads to considerable success: a feedback loop of hypothesis, testing, measurement and adaption-all within short time cycles and with small investments.



"Entrepreneurship is all about vision, experiment and fast learning in a structured way"

Ries describes his own entrepreneur's journey and his lessons from many mistakes in a funny but very efficient way. Mixed with stories of several startup failures and successes, he shows you the way to move forward. I use a lot of Ries insights in [the e-book 'Basics to grow in health'](#) too.

Although 'the lean startup' is focused on technology startups, also corporates and service entrepreneurs will definitely enjoy the book. It's packed with practical experience and guidelines you can use in any project.

Since its first publication in 2013, the lean startup has become a worldwide movement. In 2017 Ries has published ['the startup way'](#), on how to innovate lean, specifically for corporates.



Source: [Inc. Magazine](#) (photo credit: Emily Shur)

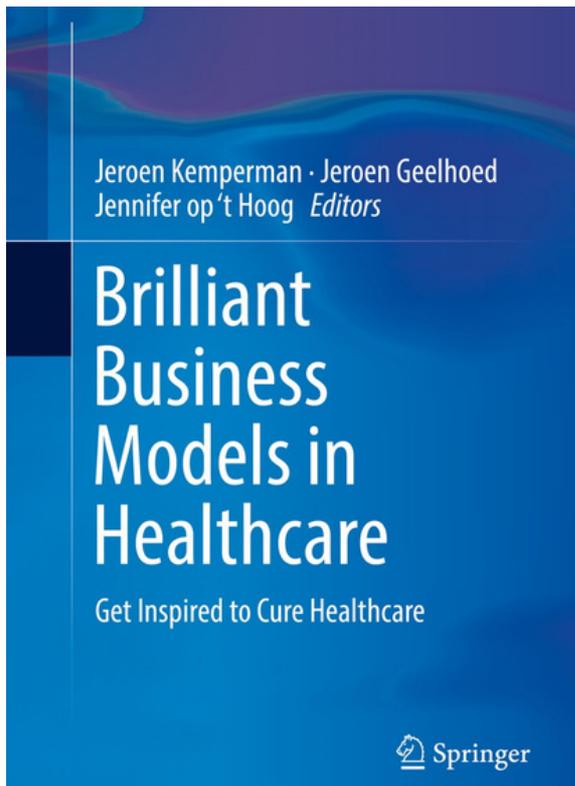




Brilliant business models in healthcare

Get inspired to cure healthcare

First published in Dutch and since 2017 also available in English, this book offers a massive insight into 20 pioneering health companies and projects worldwide. Each of them intervenes on a specific part of the healthcare business model. They fundamentally change either the value proposition of healthcare, its channels to deliver care, the price or the public they are working for.



Pioneer companies covered in the book are grouped around 5 breakthroughs: business models to

- strengthen solidarity
- grow health prevention
- organise delivery of care
- empower customers and
- organise specialist healthcare

Each breakthrough is illustrated with 4 extensive health care business stories, explaining their business model and value.

"Worldwide pioneers of new and sustainable business models in health care"

The book was first published in 2014 and some of the mentioned companies have changed again. But they show how these pioneers have answered many of the problems health innovators face worldwide. It covers companies like Laastari in Finland (organise delivery of care), Discovery in South-Afrika (prevention) and Shouldice in Canada (specialist care).

You get to know each of the 20 companies quite well, learning details about their vision, growth process and do's and don'ts. Sometimes I use these examples during lectures or in workshops. You can read one story at a time, and the book ends with shared lessons from all discussed breakthroughs.





Hooked

How to build habit-forming products

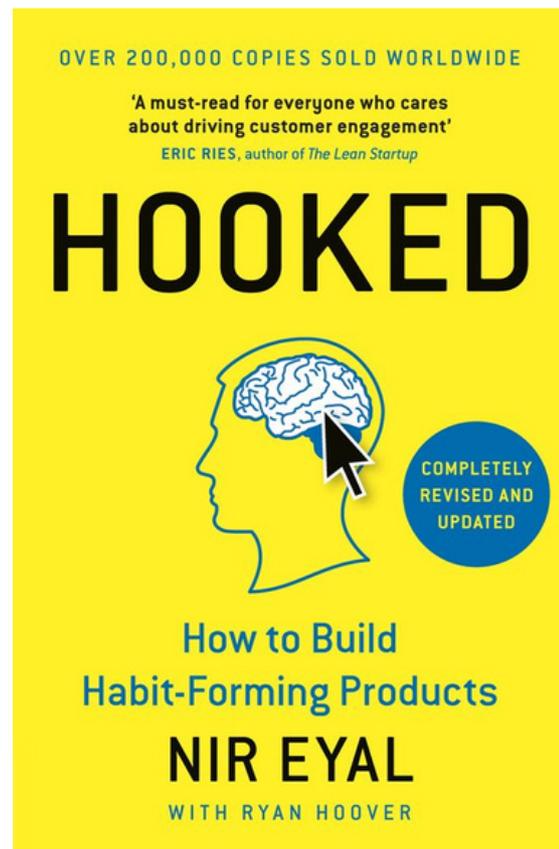
Nir Eyal's book is a guide into the mind of us all and how companies (can) use our psychology to create habits that make us buy more. Products and services can be designed in such a way that it is a pleasure to use them and that they create habits. As we all know, this is especially the case with digital products: on the average, people check their mobile phone more than 34 times a day. How is this possible? What does it need for a product or service to create a habit? And what can you do with that knowledge? This is what Eyal explains in *Hooked*.

The book makes you think about your own behaviours and habits-be aware of them. And more important: the 4 steps of a hook are also very useful to create new health care products. Whether technology or service, if your product is successfully designed to become a habit, it impacts compliance, education and health outcomes. But not all products can or should be hooks.

"Use habits to build more successful products and services"



Source: Twitter (@nireyal)



This book is not a plea to make customers addicted to your product or service. It shows you a habit-mechanism and how you can build this into your work-when necessary. *Hooked* is linked to the health nudges concept and their value in health prevention.



+ 3 extra
book tips

1 Hacking healthcare: How AI and the intelligent revolution reboot an ailing system

Written during the covid pandemic, this book highlights how technology, and more specifically Artificial Intelligence (AI), is going to become very evident in the next 40 years.

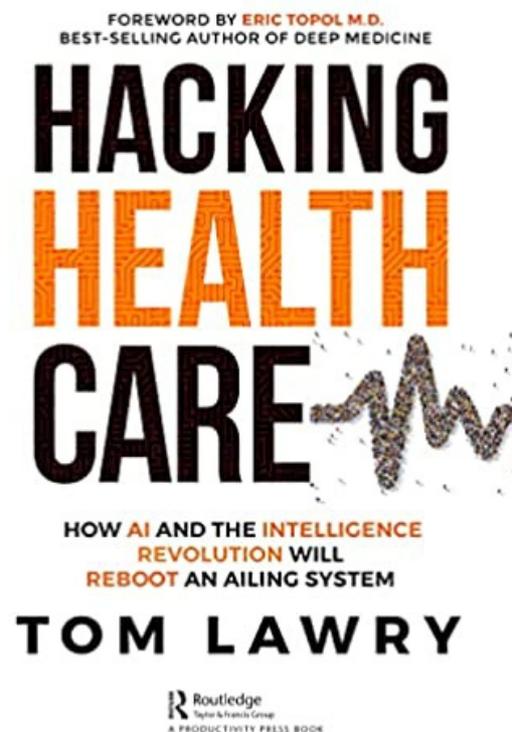
Tom Lawry is director worldwide health at Microsoft. He will make you consider huge amount of data and its possibilities for health, the accessibility of healthcare and the way we get older. He wants to tell a positive story and make us look differently at the biggest challenges facing the sector: the workforce needs, accessibility of care, staying healthy and ageing. The book is relevant to every employee and every entrepreneur in health.



Source: IdeaxMe (photo credit: Microsoft)

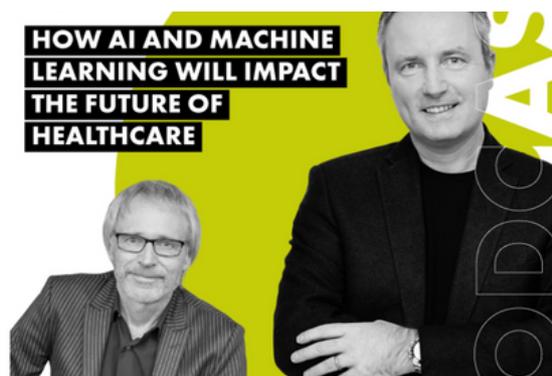
Love to hear more?

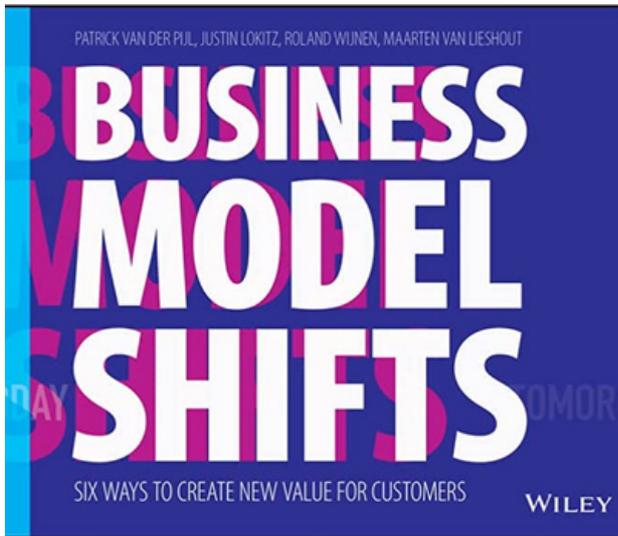
Check out [this episode](#) of Bernard Marr's Future of Business and Technology Podcast with Tom Lawry.



"AI as superpower transforming healthcare"

This book is about empowering clinicians and consumers alike to take control of what is important to them by harnessing the power of AI and the Intelligent Health Revolution. The ultimate goal? Creating a sustainable system that focuses on keeping all citizens healthy while caring for them when they are not.





"Execute your own shift and create a future with more value for your customers and stakeholders."

The authors explain how to focus on these shifts (one at the time!) to create extra value for your customers, whether you're a startup or a mature corporate. Everything is illustrated with business model canvases of diverse companies.

Main author Patrick van der Pijl is CEO of Business Models Inc. He is also the best selling author of 'Design a better business', together with co-author Justin Lokitz.

Want more inspiration?

Listen to van der Pijl's [podcast 'Baanbrekende business modellen'](#)

This book maps 6 shifts we face in our current era very nicely and it explains how companies can create extra value: from normal to the new normal. Or: how you can adopt a business model and move towards a portfolio of business models.

Some trends have been around for some time, but all 6 of the shifts are highly relevant for health care:

- from products to services
- from shareholder to stakeholders (highly relevant for HC. Check out our stakeholder management webinar).
- from physical to digital
- from pipeline to platform
- from incremental to exponential
- from linear to circular



Source: MT Sprout



+ 3 extra
book tips

The culture map

3 Decoding How People Think, Lead, and Get Things Done Across Cultures

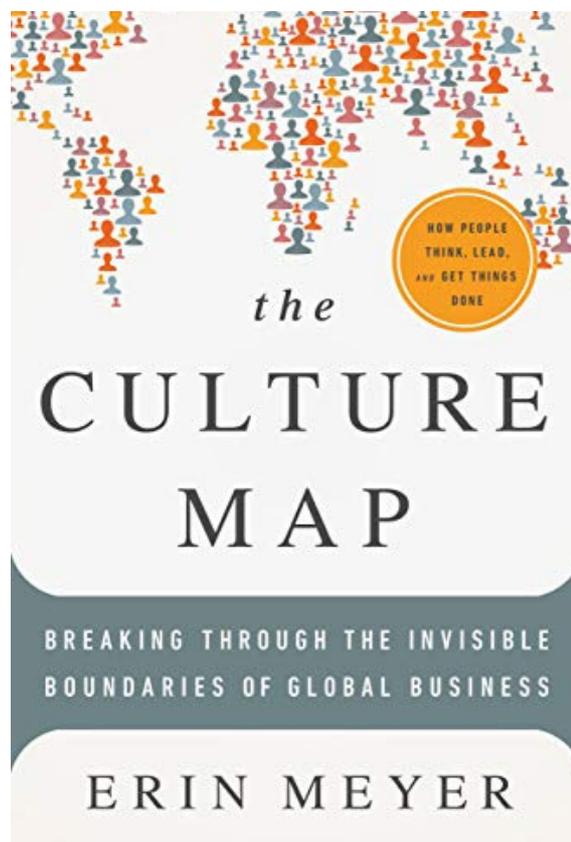
More health care workers than ever before are not working in the country where they grew up or studied. When your innovation grows and is technology-based, people with very different cultural backgrounds will be able to use it.

So, despite the specificity of each HC system, it is all the more important to understand each other well. This book lets you reflect on cultural differences and how to deal with them. For several truths are possible. And culture plays a role in that.

**"Cultural differences
affect our impact"**



Source: Nordic Business Forum (photo credit: Olivia Ojala)



In *The Culture Map*, INSEAD professor Erin Meyer is your guide through this subtle, sometimes treacherous terrain in which people from starkly different backgrounds are expected to work harmoniously together. She provides a field-tested model for decoding how cultural differences impact international business, and combines a smart analytical framework with practical, actionable advice.

Here's [a podcast from HBR IdeaCast](#) where you can listen to Erin Meyer about *The Culture Map*.



JOIN THE DASHPLUS COMMUNITY

We're a boutique healthcare innovation consultancy.

We strongly believe in value-based health care and love to share relevant insights and research with you.

In our consultancy work we help our customers to:

- 🌿 make strategic decisions
- 🌿 go to market with their innovation and
- 🌿 engage stakeholders

Dashplus connects with healthcare professionals, decision makers, companies and researchers in the health ecosystem.

Join our Dashplus community, together with + 2000 health innovators in Europe!



Stakeholder management



Go to Market



Healthcare strategy



Reach out to Sofie and her team:

📞 +32 472 62 98 16

✉️ sofie.staelraeve@dashplus.be

🌐 www.dashplus.be

