« Business Models and Advanced Simulation for Sustainable Outcomes »

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Overview

- Adaptable approach
- Advanced simulation modelling
- Business Plan
Business Model Innovation
An Adaptable Approach

Unmet Needs Innovation

Business Model Prototypes and Advanced Simulation Modelling

Sustainable Business Model and Business Plan
Adaptable Business Model Approach
Business Model Template

- Customer Management
- Infrastructure
- Service Offering
- Finances

- Customer Segments, Interfaces & Channels
- Activities, Resources & Processes
- Costs Structure & Revenue Streams
- Service Offering & Value Propositions

- Customer Management
- Infrastructure
Business Model Innovation
Advanced Simulation Modelling to Assist Funding Decisions

- **Cost-benefit assessment**
  - Costs versus expected benefits compared to current practices
  - Establishes the « value for money » of new services and interventions

- **Budget impact analysis**
  - Projects the financial impact on primary payers versus current practices

- **Business model simulation**
  - Forecasts the expenses and revenues related to a given business model
    - P&L (revenues minus expenses)
    - Profitability ratio (revenues divided by expenses)
    - Uses different time horizons

- **Robust uncertainty management**
  - Monte-Carlo simulations
  - Uses the full distribution of probabilities (minimum-maximum value ranges)
  - Generates probabilities of success to support investment & funding decisions
Business Model Implementation
Strategic & Business Planning

- Strategic Goal
- Key Strategic Imperatives
- Strategic Objectives
- Strategies
- Tactics

Strategic Plan
Business Plan