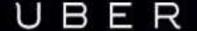


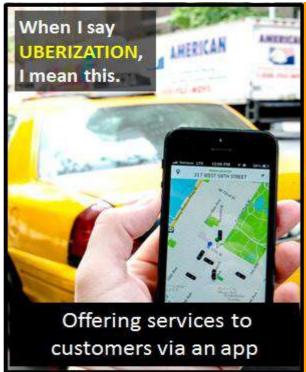
# YOUR UBER IS ARRIVING NOW







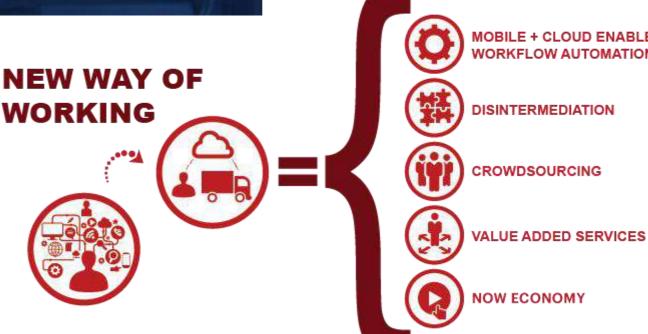




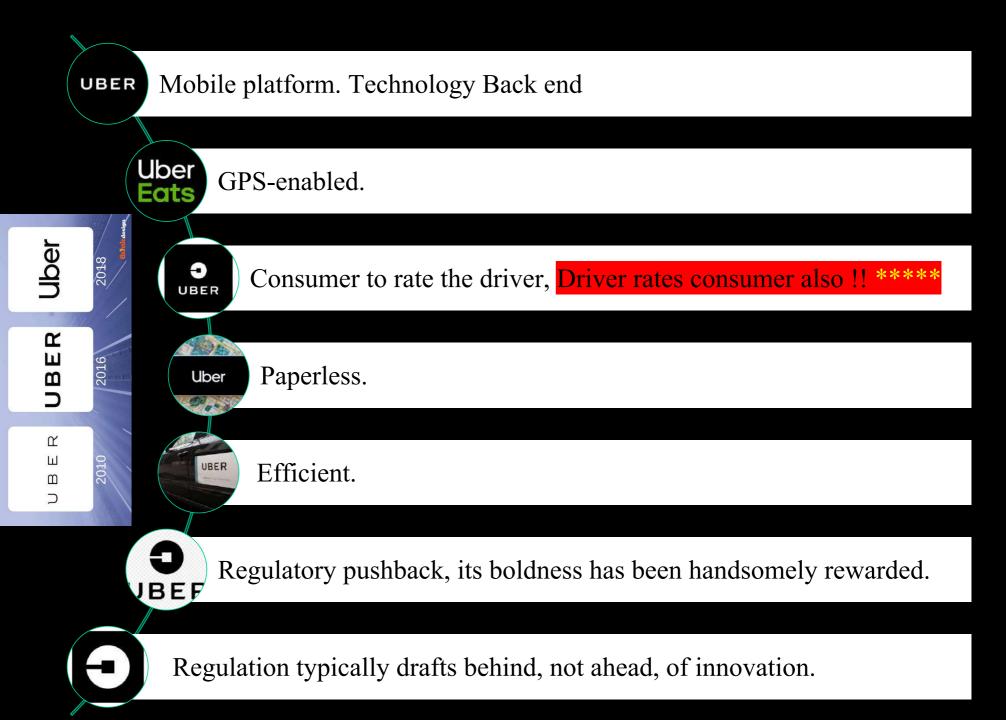








Healthcare anywhere, instant access



## UBERIZATION IN DAIGNOSTICS ON DEMAND DIAGNOSTIC SERVICE PROVIDERS

#### RADIOLOGY

#### **BUSINESS MODEL SERVICE PROVIDER:**

- ✓ TELERADIOLOGY
- ✓ FEE FOR SERVICE

#### **WORK BEHAVIOUR MODEL:**

- ✓ WFH ONLINE
- ✓ SUBSPECIALITY REPORTING
- ✓ MULTIPLE CENTRES HOPPING
- ✓ CHOOSE WORK HOURS
- ✓ SHIFTING ROTA

#### LAB MEDICINE

#### **BUSINESS MODEL SERVICE PROVIDER:**

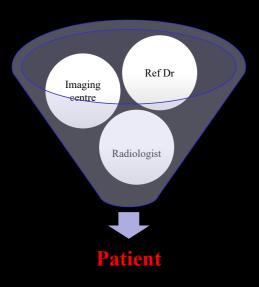
- ✓ COLLECTION CENTRES
- ✓ HOME COLLECTION
- ✓ DRIVE THROUGH SAMPLE / TESTING
- ✓ MOBILE APPS FOR BOOKING TEST/ REPORTS
- ✓ TEST ORDER THROUGH TELEMEDICINE CONSULT
- ✓ PATIENT EDUCATION PORTAL ON MOBILE APP ABOUT THEIR LABS TEST & RESULT
- ✓ FINANCIAL ESTIMATES AND PRICE DISCOUNTS
- ✓ MOBILE PHLEBOTOMIST
- ✓ PHRMACY BASED LABS
- ✓ COLLECTION / TESTING IN MALLS, AIRPORTS, COMMUNITY CENTRES, HOSUE OF WORSHIP
- **✓** POCT



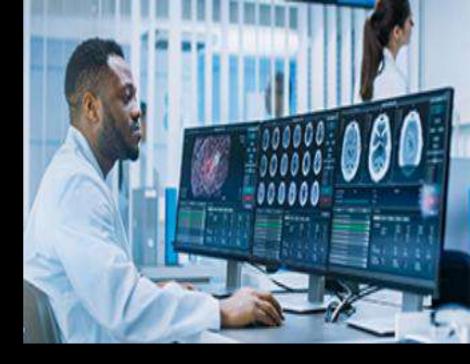
# Why radiology?

Transactional nature of image interpretation makes it a strong candidate!!

Similar cohort is pathology









### UBER ADVANTAGE

- Patient finds radiologist
- Work flexibility
- Assigned on demand.
- Price transparency
- Cost estimate before service is delivered

Radiologist 1

- Talking about appropriateness of the test to the patient
- Advising about the test

Radiologist

- Talking about appropriateness of the test to the ref Dr
- Explaining the findings

Radiologist

- Performing the scan
- Safe & high quality exam







#### People

Situations like Pandemic: Where unexpected work surges when additional personnel such as medical technologists, Phlebotomist or even pathologists are sought.

An on-line marketplace for such personnel is useful.

We would need to pay special attention to training, credentials, and reliability of participating personnel.

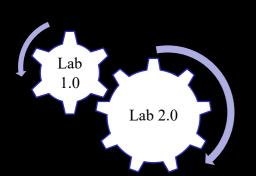
#### **Specimen**

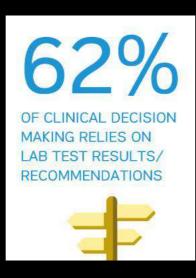












Lab 1.0

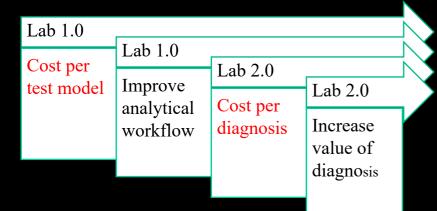
- Acute care
- Sick care

Lab 2.0

- Value-based healthcare,
- Connect the clinical dots.

Lab 2.0

- Pre-care,
- Chronic care
- Population health.



Remodel information into real-time diagnostic insights

Guide clinical decision-making, targeted interventions for a disease.

Screening, diagnosis, monitoring, surveillance and prediction.

News / Operations



May 20, 2021





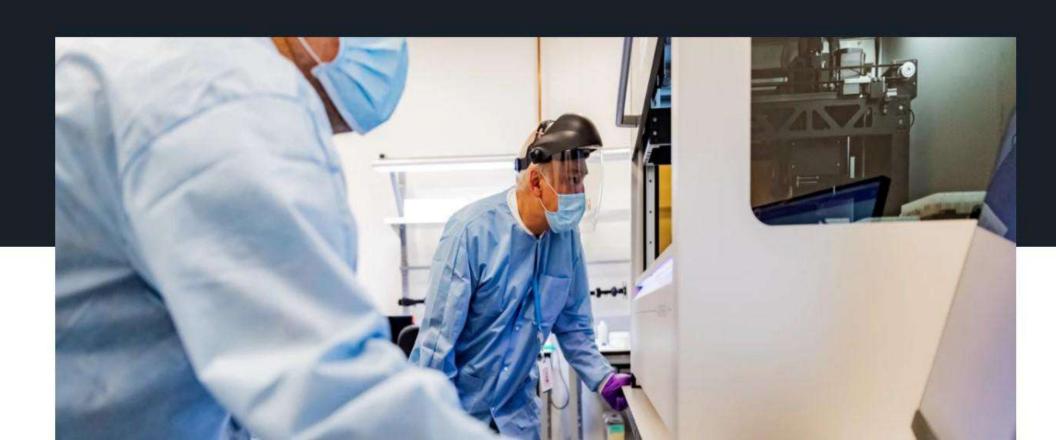






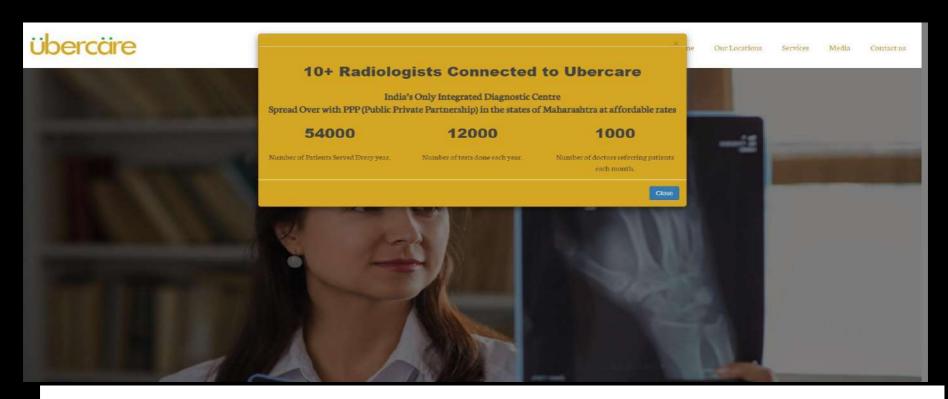
### Amazon diagnostic lab receives College of American Pathologists accreditation

Written by Amazon Staff



#### UBER IN LAB MEDICINE IS GOAL ORIENTED

Lowered cost of clinical laboratory testing without compromising performance



#### LEGENDARY SERVICE WITH INTEGRITY

When your doctor orders an Magnetic resonance imaging (MRI), Computed tomography (CT) scan, Sonography, ultrasound, Stress test, 3D Digital x-ray, Mammography, 2D Echocardiography, Electroencephalogram (EEG) and Pathology service the choice of imaging center is entirely up to you.

SEVEN GOOD REASONS TO ASK FOR UBERCARE RADIOLOGY IMAGING & DIAGNOSTIC SERVICE CENTRE

#### Sustaining innovations

#### Disruptive innovations

An incremental increase in an existing product/test aiming to enhance its performance.

This usually leads to a more sophisticated test that is beyond the need of an ordinary customer.

Disruptive innovation, on the other hand, is the creation of a product/test that is probably of less quality but has lower costs and suits the needs of regular CONSUMER

Disruptive technologies have their fingerprints in health care. Pathology and laboratory medicine are fertile soils for disruptive innovations because they are heavily reliant on technology.



Next-generation sequencing



Replace multiple equipment with a single cost-effective technology



Dry chemistry reagents in chemistry analysers



Point of Care testing.



New era of preventive or primary care pathology



Use of artificial intelligence



Histogenomics and Radiohistomics."

Innovative accreditation and regulatory

#### Disruptive innovations in the clinical laboratory: catching the wave of precision diagnostics

Ziyad Khatab & George M. Yousef

https://doi.org/10.1080/10408363.2021.1943302

PUBLISHED ONLINE:

23 July 2021

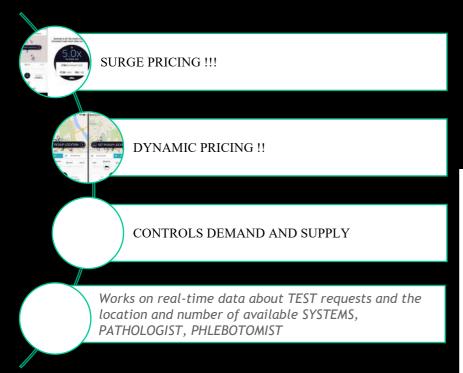
#### Table 1 of 1

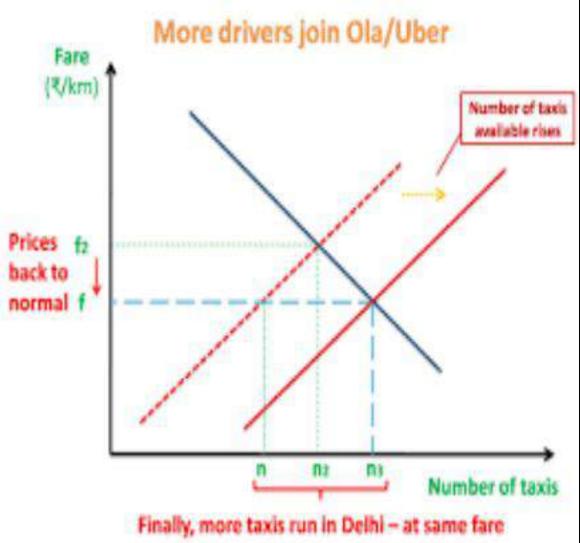
Table 1. Different approaches for disruptive innovation.

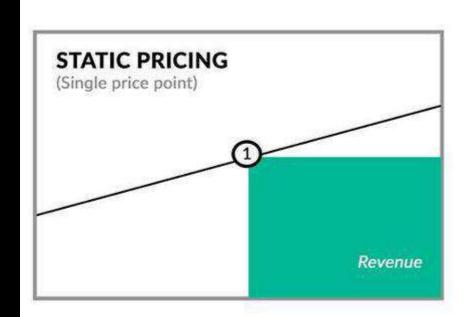
Approach	Explanation	Example
Replacement	An old technology is replaced with a new one	PCR replaced by NGS
Simplified version of an existing technology	A simpler tool for a specific task	Personal genome machines
Workflow innovations	Creating a task-specific role	Pathologists' assistant job
Testing new molecules	Changing specimen type or sampling approach	Using saliva instead of blood Testing cfDNA or miRNAs
Repurposing an existing technology	The use of an existing tool for a different purpose	Smart phones for laboratory testing
Technology convergence	Integration of different technologies within a system	iHealth Align
On-demand manufacturing	Onsite production of instrument parts	3D printing
New laboratory test delivery models	At home specimen collection with central analysis	MammaPrint™ [84] cancer testing

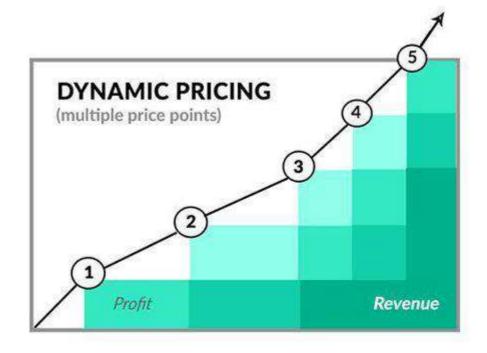
PCR: polymerase chain reaction; cfDNA: circulating free DNA; miRNA: microRNA.

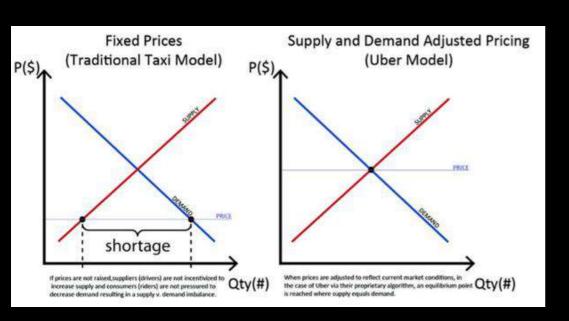
#### LESSONS TO LEARN FORM UBER IN PATHOLOGY

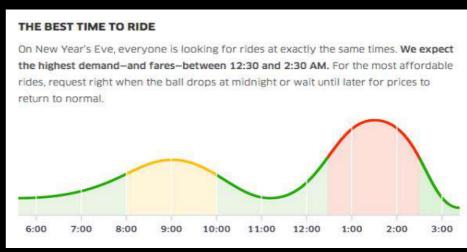












BEST TIME TO BATCH



### How India's new policy affects cab aggregators



Requirement to store data in India

**Disclosing** information like algorithm, payment to drivers, penalties on the website

# RESTRICTING DRIVERS TO NOT WORK MORE THAN 12 HOURS

**Arrangement** of driving learning facility and mandatory 5-day training for drivers

**Minimum** driving experience of 2 years or 15 days of additional training

### QUESTIONS TO ASK ?? COST, QUALITY, REGULATED, ACCOUNTABLE? PARTICIPATIVE?

- ARE THE TELERADIOLOGIST PLATFORMS LOW COST ?
- ARE THEY INDEPENDENT CONTRACTORS?
- MERCENARIES ? GUNS FOR HIRE ? SUP SPECIALITIES ?
- SELF REGULATED ? QUALIFIED ?
- WHAT WE GET FOR WHAT WE PAY?

# TECHNOLOGY IS A BLIND ENABLER

LET US EMBRACE NEW CAPABILITIES AND DIRECT THEIR APPLICATION TO BUILD VALUE!!

GEOFFREY RUBIN, MD



now

### Thank you!

It has been an amazing ride. Five stars!

