WHAT’S ON THE HORIZON IN HEALTH INNOVATION AND WHY SHOULD WE BE ENCOURAGED?

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Principal, Seymour Strategies
Founder and Former President
Lake Nona Institute

April 4, 2016
MY VANTAGE POINT
Personal Inspiration

“Far and away the best prize that life has to offer is the chance to work hard at work worth doing.”

Theodore Roosevelt
Lake Nona
Orlando, Florida
Lake Nona superimposed over Manhattan
Lake Nona Medical City
Orlando, Florida

> $3 billion in construction
Lake Nona Medical City
Orlando, Florida

University of Central Florida College of Medicine
Lake Nona Medical City
Orlando, Florida

Sanford Burnham Prebys Medical Discovery Institute
Lake Nona Medical City
Orlando, Florida

University of Florida College of Pharmacy
Lake Nona Medical City
Orlando, Florida

Nemours Children’s Hospital
Lake Nona Medical City
Orlando, Florida

Orlando VA Medical Center
Lake Nona Medical City
Orlando, Florida

Orlando VA Medical Center
Lake Nona Medical City
Orlando, Florida

GuideWell Innovation Center
Lake Nona
Laureate Park

10,000 residences, 25,000 residents at completion
Lake Nona
Gigabit Fiber Residential Infrastructure

JAPAN 61mbps
KOREA
SWEDEN
FINLAND
FRANCE
NETHERLANDS
PORTUGAL
CANADA
POLAND
NORWAY
AUSTRIA
BELGIUM
ICELAND
GERMANY
UNITED STATES 4.8MBPS

LAKE NONA 1000mbps (1gbps)
USTA New Home of American Tennis

Opening Fall 2016
Committed to **incubating**, **activating**, and **measuring** the impact of innovative technologies and programs that can become global models for building **healthy**, **sustainable** and **inspired** communities.
Convening Health Innovators

The Birthplace of New Solutions
Driving thoughtful and collaborative conversation in Lake Nona Medical City to inspire action and positive change.

Pictured: Patrick Soon-Shiong, MD — CEO & Founder, Nantworks; Chairman, Chan Soon-Shiong Family Foundation; CEO, Chan Soon-Shiong Institute of Molecular Medicine

www.lakenonaimpactforum.org
AN AMBIVALENT PRESENT
Consistent Overachievers

Health-Care Spending as Percent of GDP

National Health Expenditure Share of GDP

Source: OECD
More Coverage, with Ambivalence
The Need Is Still There
Plenty to be Discouraged About
Accelerating VC Investment

Venture Funding in the Health-Care Sector Soars
The investments made in U.S.-based venture-backed companies

Amount Invested (in billions) | Number of Financings

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Source: Dow Jones VentureSource | VentureWire
Problem: Tyranny of the Pyramid

• Fewer transactions
• High profits
• Highly reimbursable
• “Sexy” innovation
• Clear business models

• Endless transactions
• No/low profits
• No/low reimbursement
• Absent innovation
• No/fuzzy business models
Moving Beyond Treating Symptoms
WHY SHOULD WE BE OPTIMISTIC?

Pace of Innovation
Innovation at the Intersections
When science catches up to sports

I want $400,000 a year, a bonus for each step that leads to a new product and a five-year contract, or trade me to another lab.
Culture of Collaboration

Amy C. Edmondson
Novartis Professor of Leadership and Management

Designing a Culture of Collaboration at Lake Nona Medical City

Thad Seymour, President of the Lake Nona Institute, believed that private and government dollars would be needed to help the 23,000 people live in Lake Nona’s community. Seymour had been invited to develop a 7,500-acre residential and research campus in Central Florida following a successful career in healthcare and technology. Life science involved in the process has been shown to be a potential to “widen the needle” on health-related outcomes and sustainability. To make this community’s ambition a reality, Seymour knew that he would have to work effectively with a growing number of private companies, researchers, and developers.

The Lake Nona community was in the process of developing a master planned and innovative approach to healthcare, research, and academic education in a healthy, eco-friendly environment. To support this mission, the Lake Nona Institute was founded to support this mission. The Lake Nona Institute was founded to support this mission.

One of Lake Nona’s primary goals was to encourage interaction between, “seamlessly,” the diverse organizations in the cluster, and the Lake Nona Institute was the “glue” that held these together. One of Lake Nona’s primary goals was to encourage interaction between, “seamlessly,” the diverse organizations in the cluster, and the Lake Nona Institute was the “glue” that held these together. One of Lake Nona’s primary goals was to encourage interaction between, “seamlessly,” the diverse organizations in the cluster, and the Lake Nona Institute was the “glue” that held these together. One of Lake Nona’s primary goals was to encourage interaction between, “seamlessly,” the diverse organizations in the cluster, and the Lake Nona Institute was the “glue” that held these together.
Built Environment
Outside-In Innovation

The Health Insurance Marketplace is Open!

Enroll now in a plan that covers essential benefits, pre-existing conditions, and more.

Plus, see if you qualify for lower costs.

APPLY NOW

WANT TO LEARN MORE FIRST? START HERE
Outside-In Innovation

The Atlantic

The Secret Startup That Saved the Worst Website in America

How a team of young people, living in a repurposed McMansion in Maryland, helped rebuild Healthcare.gov

July 9, 2015
WHY SHOULD WE BE OPTIMISTIC?

Shifting Focus: 3 P’s
1. Prevention

Why Should We Be Optimistic?
Behavior Change Principles

1. Motivate healthy activity
2. Support healthy food choices
3. Inspire social engagement
4. Leverage technology
5. Be bold in developing health policy

- Move naturally
- Eat wisely
- Right outlook
Why Should We Be Optimistic?

2. Place

- Decentralizing care
- Lower cost venues
- Patient convenience
- Virtual visits
- New delivery models
Evolving Venues of Care
Why Should We Be Optimistic?

3. Patient

- Health “ownership”
- Financial responsibility
- Personalized medicine
- Big data promise
- Mobile health, sensors
"I give up. Where's the patient?"
Immature, Emerging Market

"IOT" - 25 billion sensors by 2020

- Gartner Group
WHERE CAN WE GO FROM HERE?
Be The Change

- Pace of Innovation
- Prevention
- Place
- Patients
Inspiration

“In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing.”

*Theodore Roosevelt*
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