

A futuristic, white, humanoid robot is depicted in a meditative lotus position. The robot has a sleek, metallic appearance with visible joints and some internal wiring. It is positioned in front of a large, circular window that looks out onto a cityscape. The window is framed by a dark, geometric structure. The overall scene is dimly lit, with the primary light source coming from the window, creating a contemplative and futuristic atmosphere.

The Future-Ready Practice

Balancing Talent & Technology in Healthcare

CONTENTS

- I. Context
- II. Forces of Change
- III. How To Operate
- IV. Defining Who We Are



Context



“

Everything should be
made as simple as
possible, but not simpler.

”

— ALBERT EINSTEIN

Simple is Smart

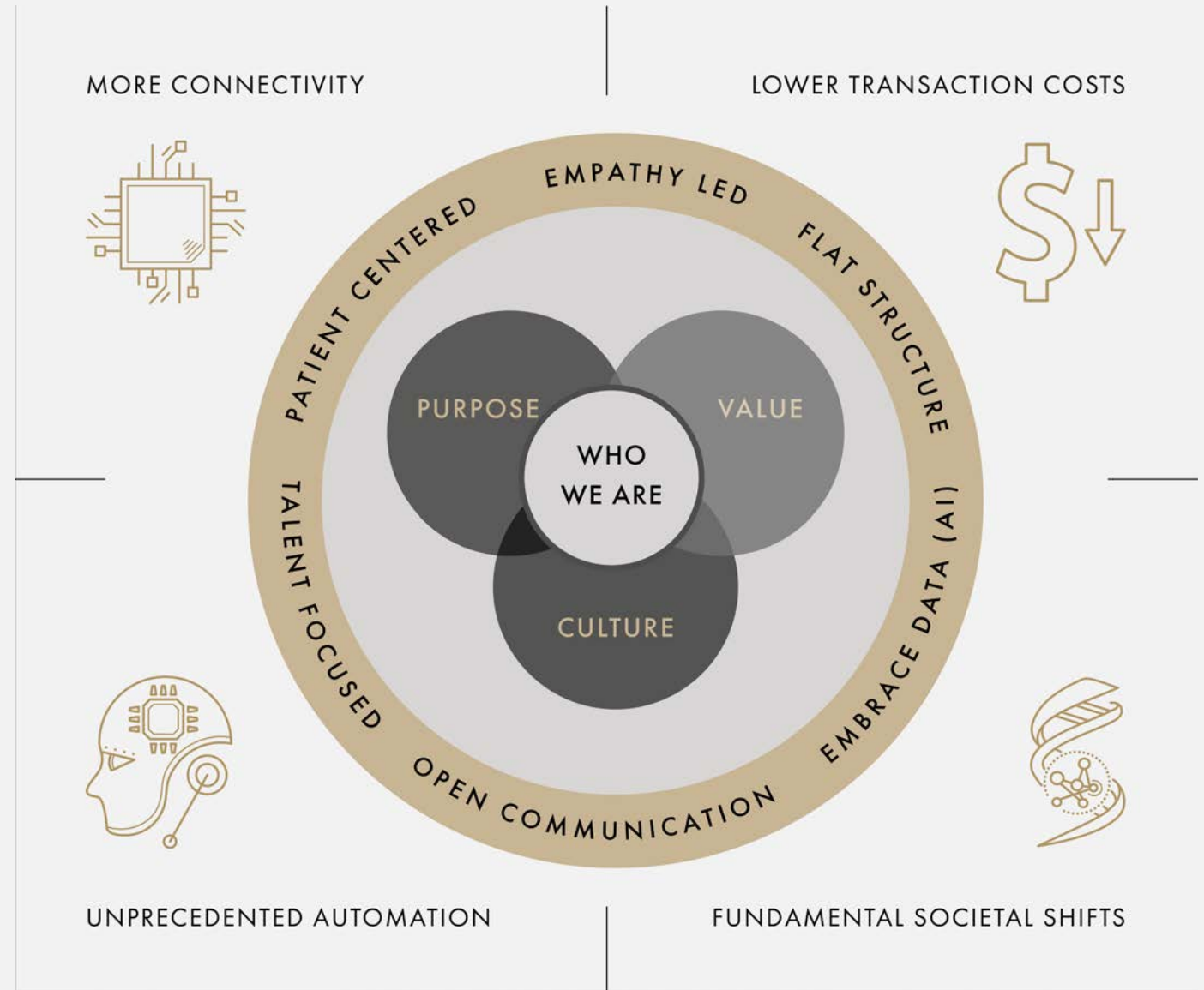
Healthcare is anything but simple, yet those who are delivering a superior experience to patients and staff somehow make it look easy.

They create and sustain a future-ready culture. One that anticipates evolving market demands and needs by adapting to the new relationship between humans and technology.

Accelerating change and rising expectations place demands on talent and technology to eliminate barriers, foster understanding, and empower individuals in every aspect of health and wellness.

Future-ready practices balance the enabling discipline of technology, with the human factor of talent. They know complexity weakens and clarity strengthens an organization.

This allows for the translation of empathy into the “secret cultural ingredient,” experienced and celebrated by all. They also keep their focus on “who they are” and “how they operate,” to ensure the “why” of their organization is never lost or forgotten.

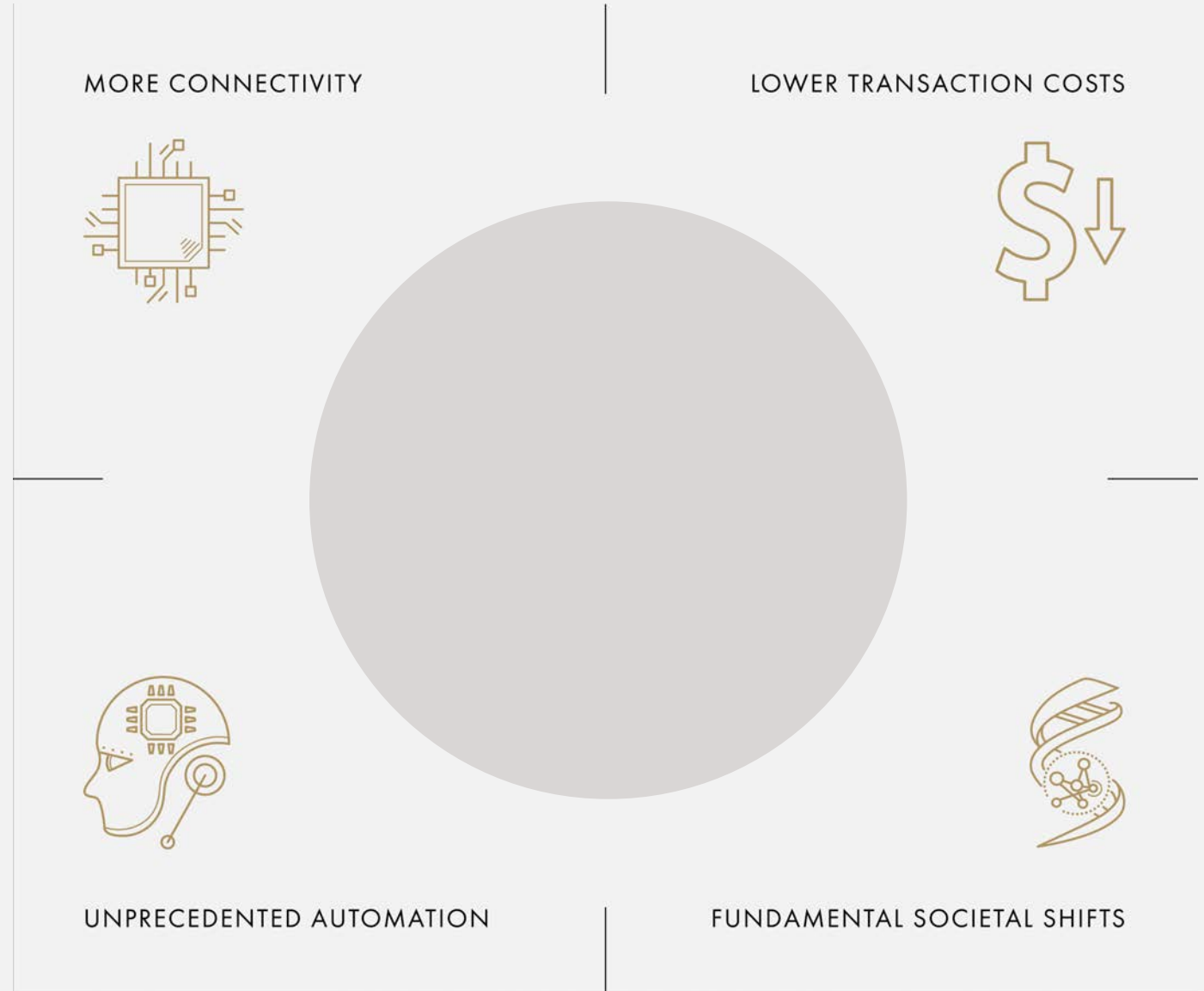




Forces of Change

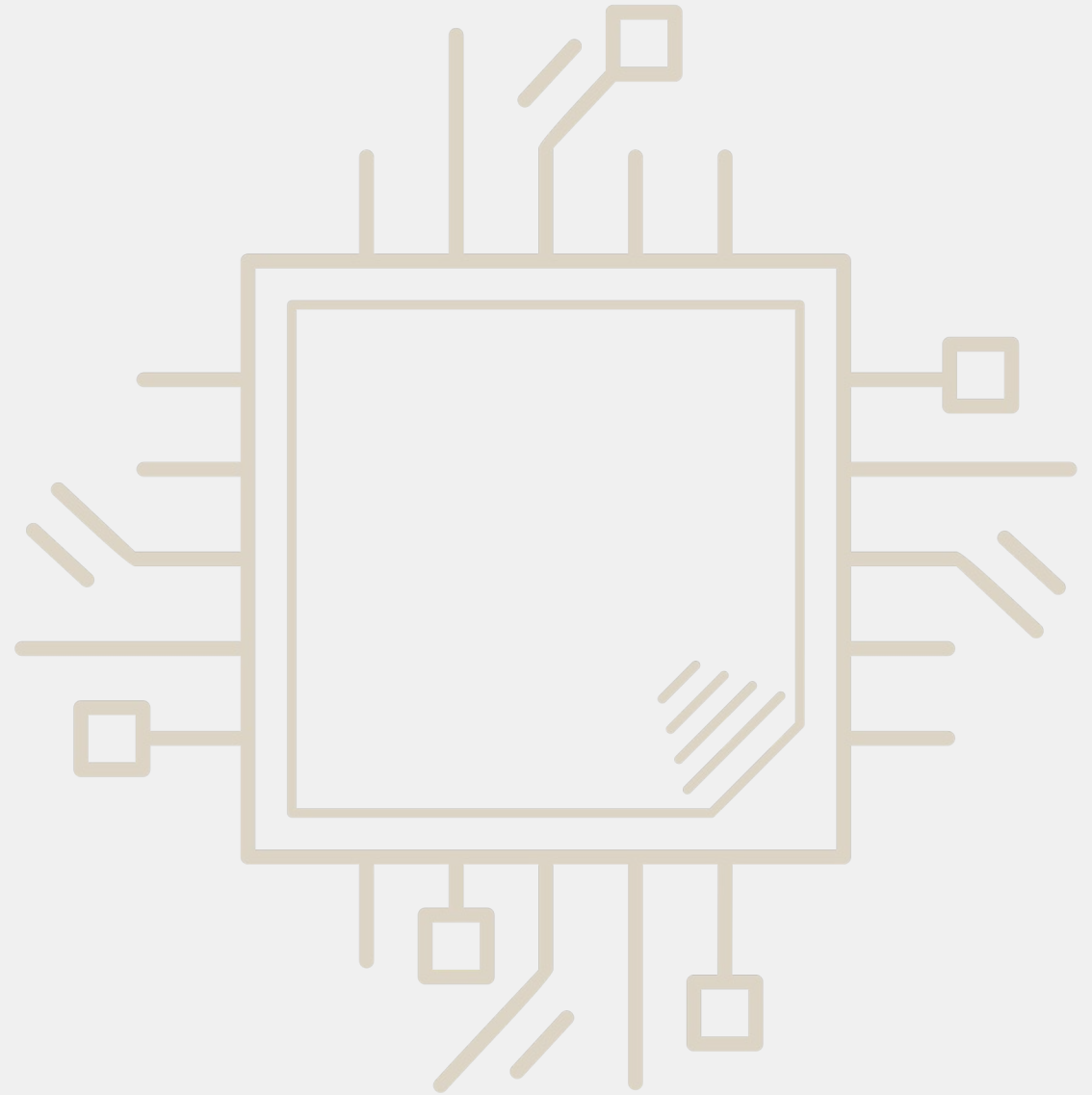
The Four Forces of Change

1. More Connectivity
2. Lower Transaction Costs
3. Fundamental Societal Shifts
4. Unprecedented Automation



1. More Connectivity

- + Rising interconnectivity speeds disruption, upending the principals for disruptive innovation
- + Free-moving information bypasses and challenges existing hierarchies



2. Lower Transaction Costs

- + Barriers to entry and the costs related to achieving scale are quickly evaporating
- + Internal bureaucracy presents more friction than external interactions and free-market transactions



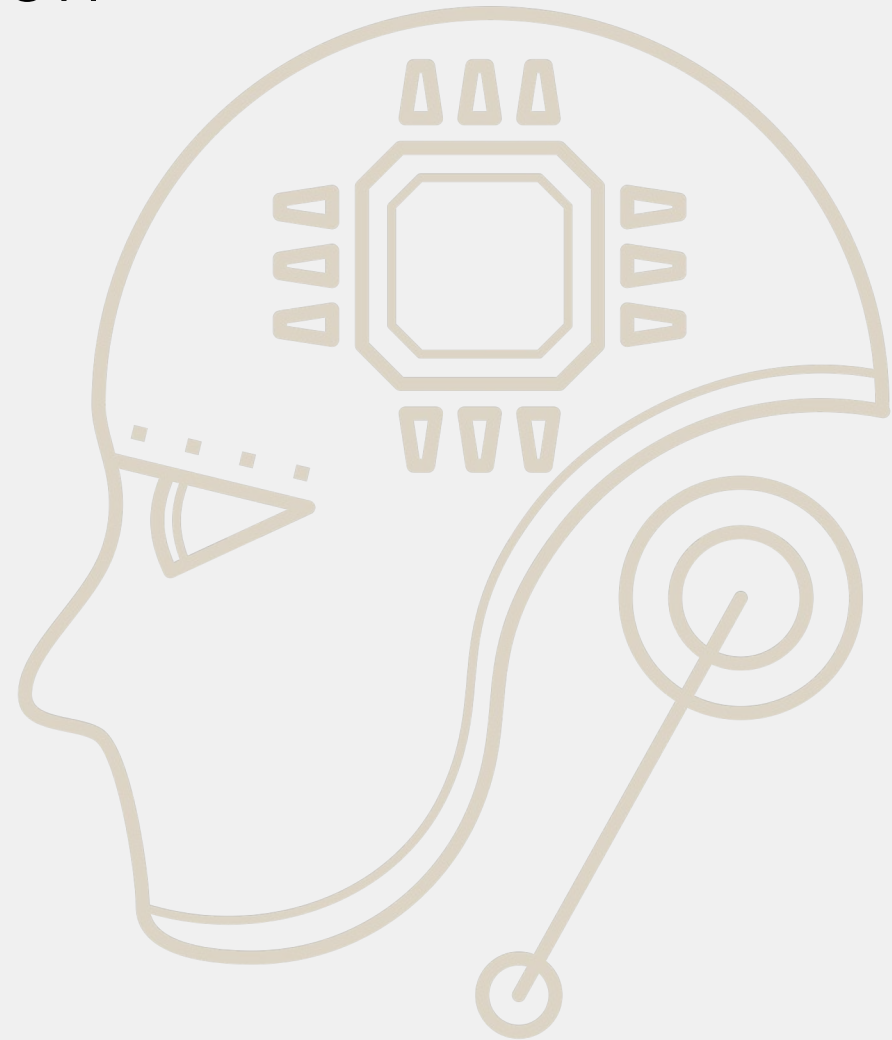
3. Fundamental Societal Shifts

- + Gen Z and beyond will have fundamentally different career aspirations
- + Expect more variety and learning, more leadership and promotion opportunities, and more social impact and career mobility



4. Unprecedented Automation

- + Increased automation undercuts the mechanistic thinking upon which most organizations were created
- + Practice management thinking on control and predictability must evolve

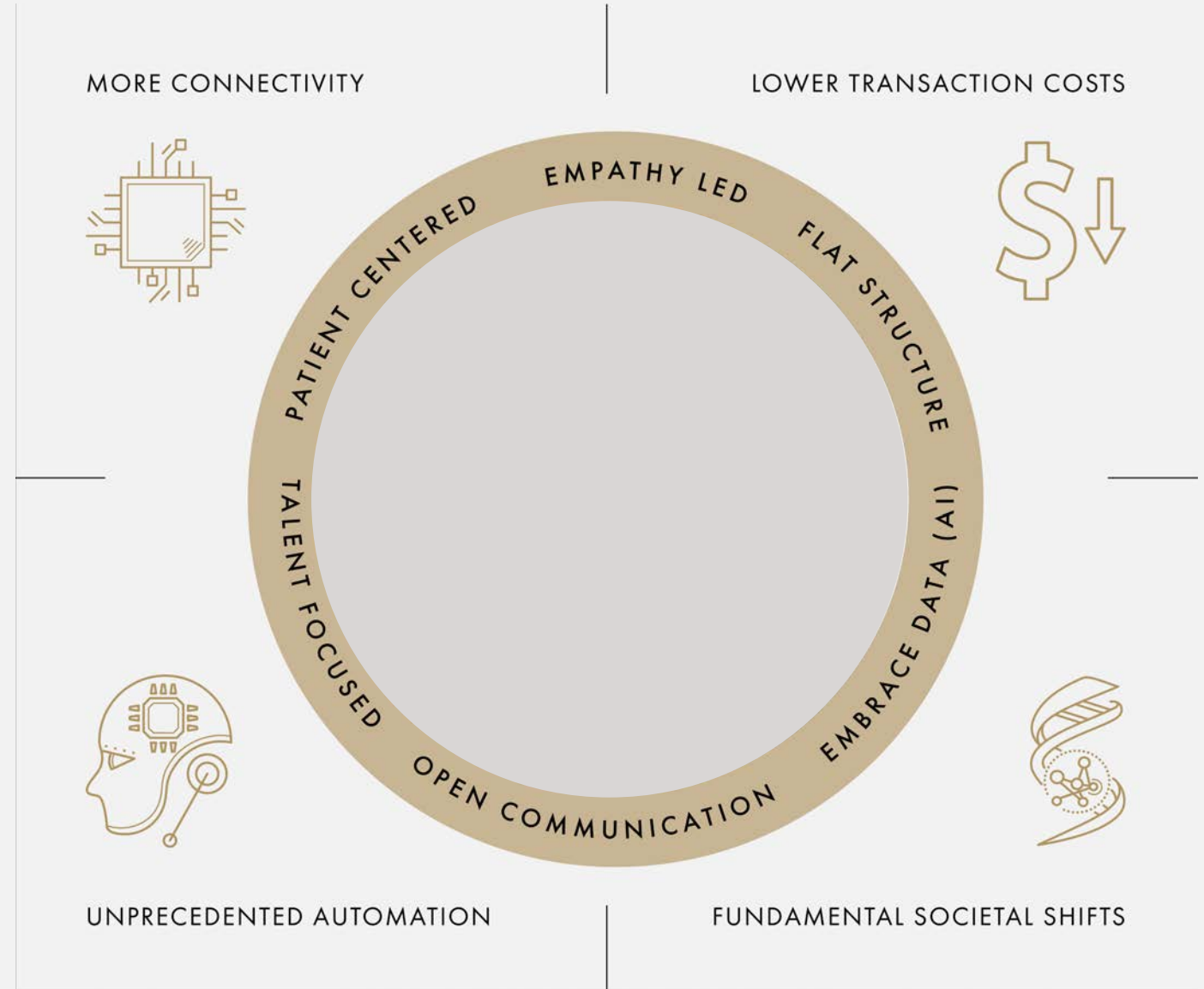




How To Operate

How To Operate

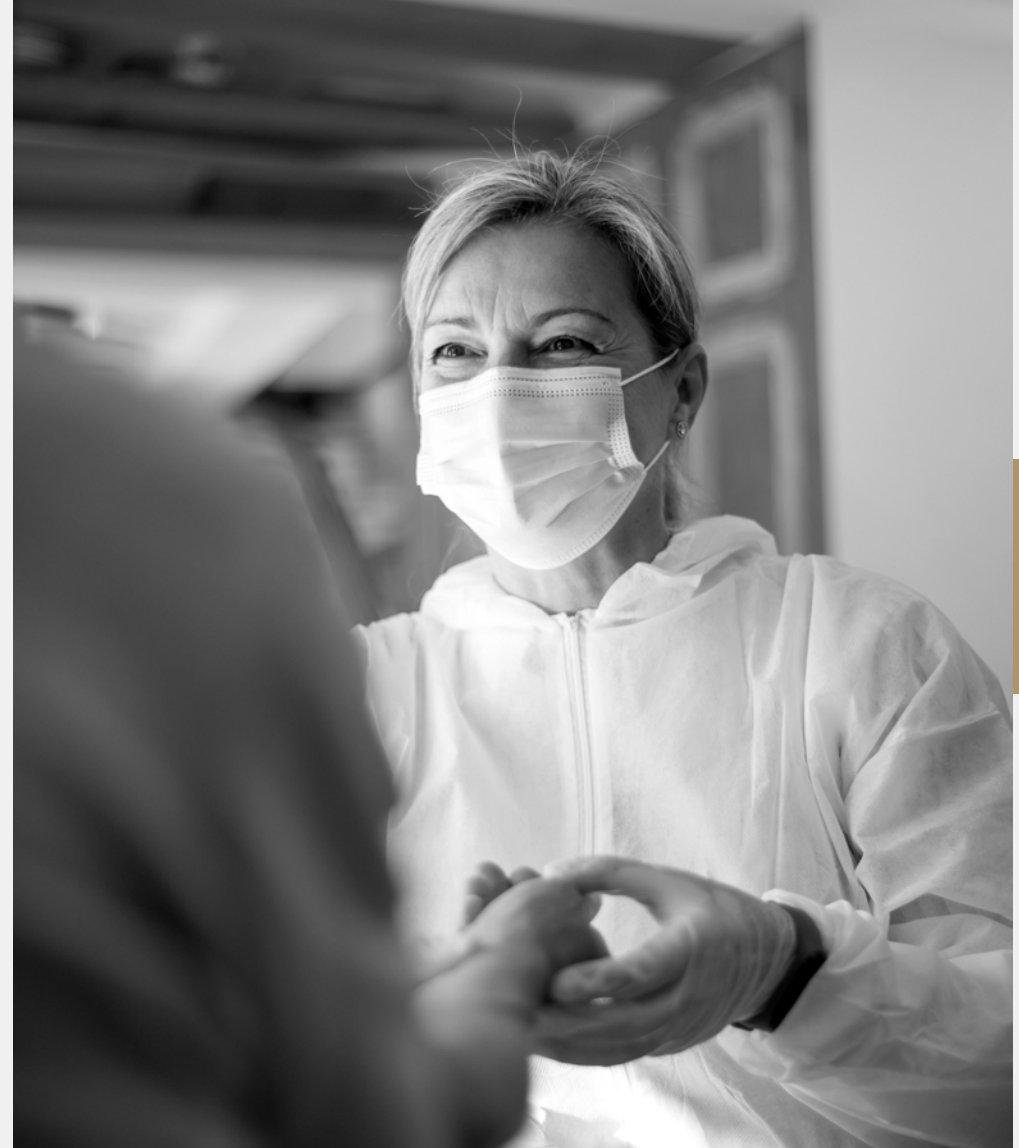
1. Patient Centered
2. Empathy-Led
3. Flat Structure
4. Talent Focused
5. Open Communication
6. Embrace Data (AI)



1. Patient Centered

The consumer has won and has been crowned king; and all the habits and traits that go along with this fact have been embraced by patients and consumers of health and wellness products and services.

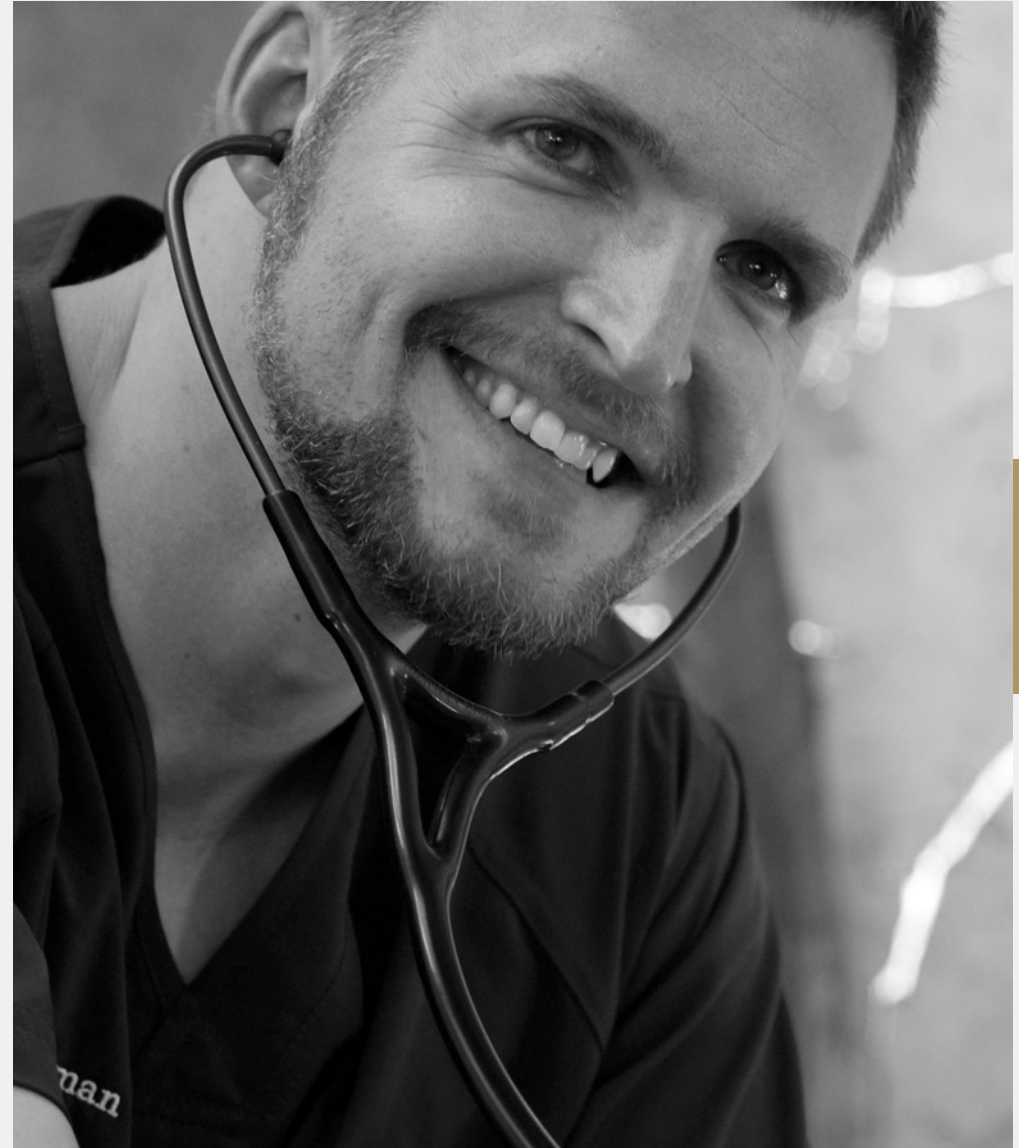
Therefore, it's best to follow the Golden Rule that creates a superior patient experience and focuses on building long-term relationships with those you serve.



2. Empathy-Led

Healthcare providers often communicate in ways that is considered condescending at their worst or authoritative at their best.

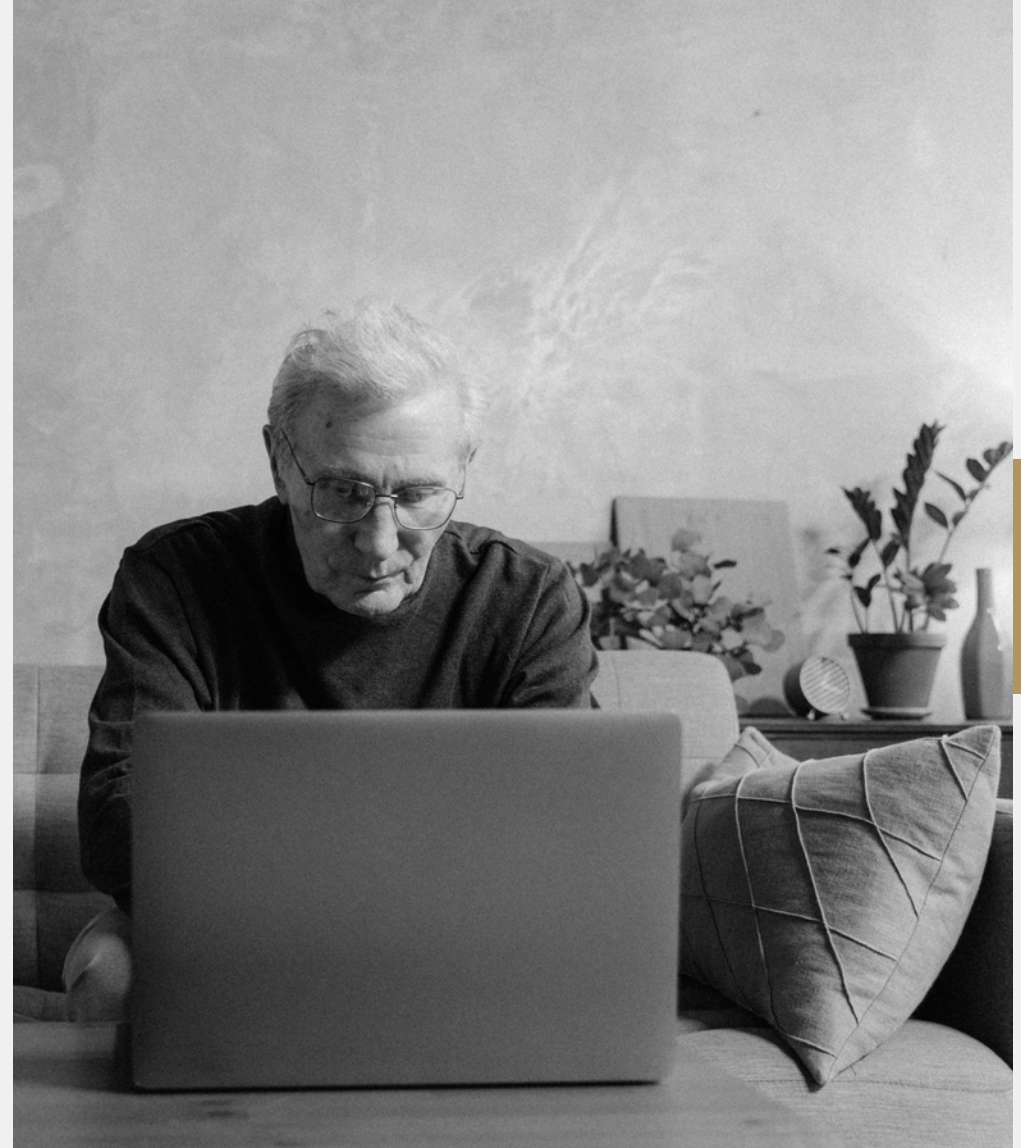
The new frontiers of care need to embrace the Golden Rule; including communicating with empathetic resonance to balance facts and medical rational when engaging with patients.



3. Flat Structure

Information and insights need to travel at the speed of life to make a difference. They must traverse the shortest distance to resonate.

This means having an apolitical and flat organizational structure, where everyone in the organization has a voice and is heard.



4. Talent Focused

As technology continues to make advances in healthcare, the importance of the human-machine relationship rises.

The very private nature of care requires patient listening and greater understanding in a time-starved world; placing additional stress on staff and care givers.

To navigate the paradox of time and attention, talent needs to be celebrated as the number one success factor that unifies your practice.



5. Open Communication

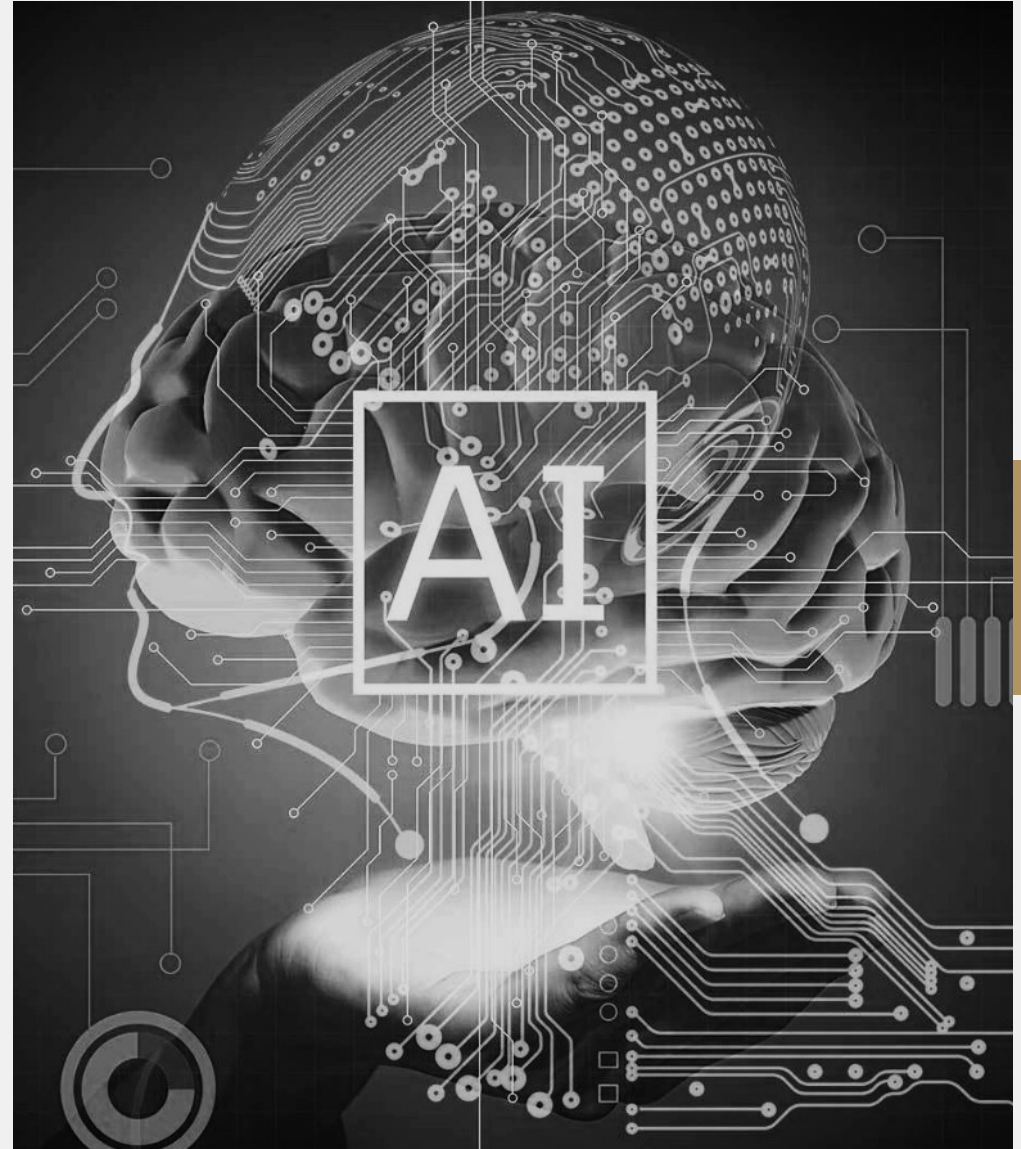
The collaboration between humans and machines increases the need for communication between patients and staff.

Open communication is the life-blood of a flat organization and is central to the larger generational shift taking place in healthcare.



6. Embrace Data (AI)

Learning how to integrate AI into your practice will enable the productive reallocation of staff time and a shift in focus to higher-order tasks and services.





IN

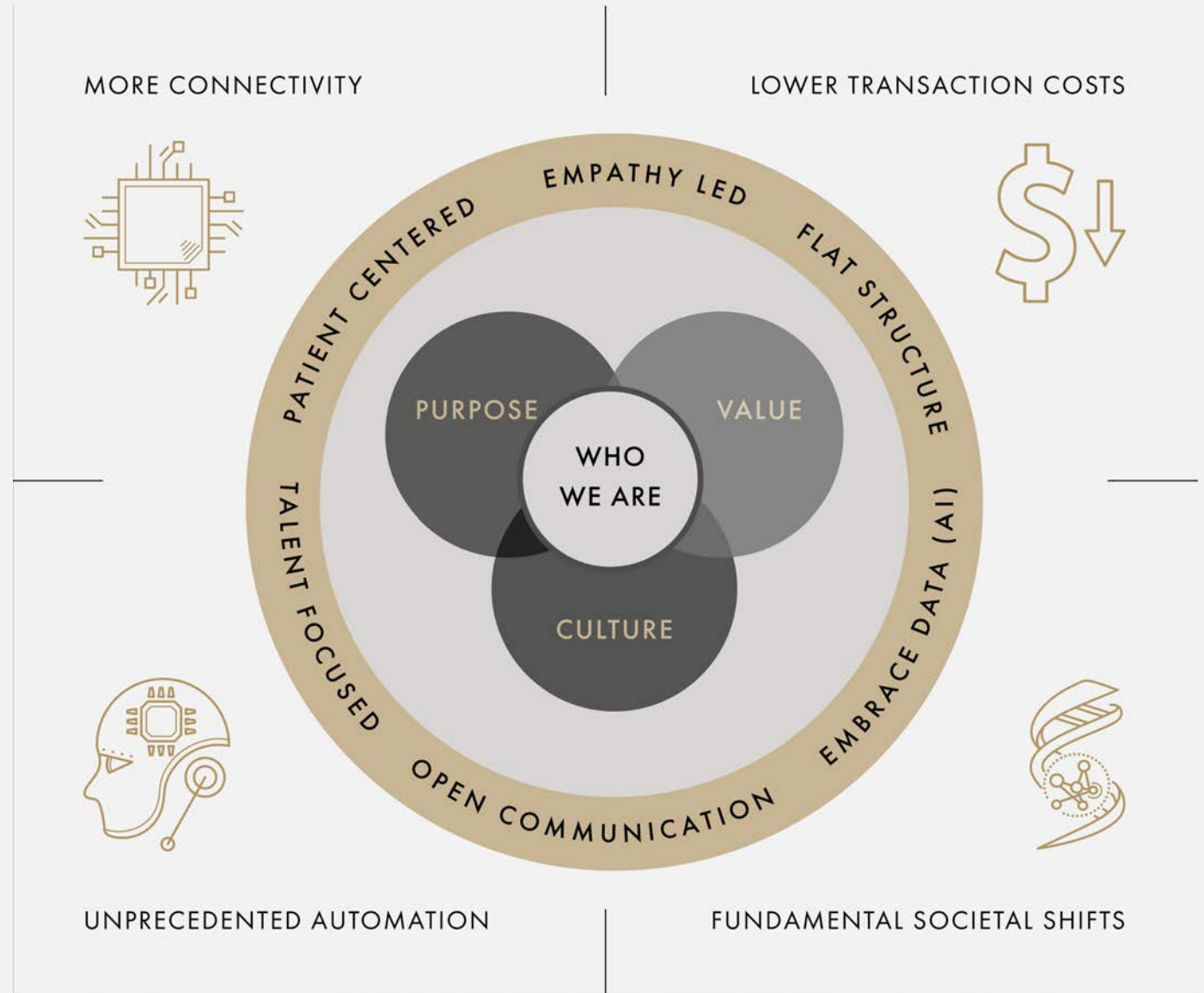
Defining
Who We Are

Defining Who We Are: The Clear Core

People long to belong, and they want to be part of something bigger than themselves.

Therefore, practices that create a strong identity will meet employees' needs for affiliation, social cohesion, purpose, and meaning.

Future-ready practices accomplish this in three ways: they are clear on their purpose, they know what makes them a unique value-add, and they create distinct cultures that help attract and retain the best people.



Purpose

Top-performing practices know that purpose is both a differentiating factor and a must-have.

A strongly held sense of purpose is a unique affirmation of identity—*the why of work*—and embodies everything the practice stands for from a historical, emotional, social, and practical point of view.

When centered at the heart of work, purpose helps people navigate uncertainty, inspires commitment, and reveals untapped market potential.

Future-ready practices will clearly articulate what they stand for, why they exist, and will use purpose as the glue that connects staff and other stakeholders in ways that inform their choices.

Value

Future-ready practices create a value agenda: a map that disaggregates its ambitions and targets into tangible elements such as services offerings and key capabilities.

Armed with such a depiction, you can articulate where value is created in the practice, what sets it apart from the competition, and what might propel its success in the future.

The key is to use the value agenda to focus the organization's efforts and instill a sense of pride and purpose in every staff member.

When practices can leverage this clarity—knowing exactly what differentiates them from everyone else—the results are powerful and hard to replicate.

Culture

In successful practices, culture forms the backbone of organizational health that fuels sustained outperformance.

Signs of a strong culture include leaders who consistently embody the organization's values, employ work practices that stand out, and innovate approaches to the important moments of truth—everything from greeting a patient and employee onboarding, to how meetings are run.



Culture eats strategy for breakfast.

—PETER DRUCKER

Thank You

Ron Cappello

rcappello@infiniagroup.com

+1 646-209-0832

Infinia is a brand strategy, design, and communications firm. Since 2003, intense market demand, heightened consumer expectations, and rapid technological advancements have transformed the way we do business.

Yet, our purpose has remained steadfast - to help clients grow by making the complex simple and the simple memorable.

We achieve this by translating business goals into clear brand strategies and distinct value propositions, clarifying and designing an unforgettable brand voice and identity, and shaping customer and employee experiences for acquisition and retention.

A Select Number of Healthcare Clients Include:



infinia