

Track 1: Aligning disruption with innovation

“The world is moving so fast these days that the man who says it can't be done is generally interrupted by someone doing it.”

- Elbert Hubbard (1856 – 1915)

Technology has changed society. People are no longer *asking* for more convenient services at more affordable prices, they are demanding it. While some within health and education sectors are reluctant to adapt to this new, faster, more technologically engaged world order, others are embracing change by introducing innovations that may soon remake the face of both industries. These innovations follow other industries in providing more consumer-driven products and services.

For students—who are the consumers of education—there is a greater demand for experiential learning that more closely aligns with [job training](#). This is according to the observations of Andrew Roth, the former president and CEO of Notre Dame College. Other of his observations were supported by studies finding that students embrace [blended learning](#); shorter, less expensive [programs](#); and a more [personalized experience](#) facilitated through technology. Roth further described how student-consumers are influenced by an Amazon culture that effectively guides buyers through their online product options, and has raised students' expectations of schools. In response, Austin Peay State University in Clarksville, Tennessee developed a predictive analytic [model](#) that recommends courses to students based on data collected from hundreds of thousands of former students' grades and course of study.

Like education innovators, health care innovators are also shifting toward a more consumer-driven market. In a study by [Deloitte](#) on what matters to health care consumers, the researchers uncovered four priorities. These include personalization, financially justifiable choices, convenience, and technologically enabled care. While [Amazon](#) has not yet announced how it intends to enter the health care market, it is clear that given its well-developed infrastructure and business model, it will be a major disruptor of currently fragmented, expensive, and often slow systems of care.

Given the high degree of overlap between consumer demands within care and education, it is time for all health professionals within education and practice to work together in coming up with the next generation of innovations or risk being left behind in a changing society.

Track 2: Building a pipeline of disruptive innovators in health professions education

“People don't want to buy a quarter-inch drill. They want a quarter-inch hole.”

- Clayton M. Christensen, [The Innovator's Solution: Creating and Sustaining Successful Growth](#)

The current generation of health professional educators has a unique opportunity to shape the future of health professional education that will be creating the world's next innovators. To do that, educators will need to align their thinking with that of current innovators within education and care delivery. These innovators are looking at consumer-driven services. As such, it may be necessary to introduce health professionals to health care [supply chains](#) that are key assets to [Amazon's](#) success. Other areas might include exposing learners to [analytics](#) and new technologies that promote [personalized learning](#) and a fuller understanding of health care [finance](#). Key to all of these educational opportunities will be understanding the demographics and needs of the consumer. For example, an older student population may have different requirements than [younger students](#) raised in an era of smartphones and the internet. Knowing other aspects of the student's background can also help create a learning environment that engages each student from a personal level, and improves the likelihood of successful completion of the health profession's education program.

To thrive during this period of change, educators will have to think differently. They will be forced to rethink traditional silos and reach across to other health professions, other sectors, and into the care delivery space to provide an innovative, experiential, educational experience at reasonable costs, or risk being left behind in a changing society.