



Leveraging Technology Platform Partnerships

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Overview

- Background
- Leveraging technology partnerships
- Pursuing a Technology Partnership Approach
- Key takeaways
- Q&A

What is a technology partnership?



A true technology partnership goes beyond a monetary or contractual arrangement for the provision of technical capabilities or services. It denotes a deeper and more mutually beneficial relationship between entities.

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Current Landscape

Business capability needs within the health care industry are changing rapidly.

- Regulatory changes
- Information security and privacy risks
- Multiple constituencies
- Increasing digital expectations
- Acquisition and operations costs

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Current Landscape

Senior executives are looking for ways to acquire business-enabling technologies that deliver



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Why leverage technology partnerships?



It's tough to go solo

- Challenging to meet the demand for technology
- Most in-house IT projects compete against operational priorities for business subject matter experts



The one-stop shop has limits

- Can minimize or eliminate opportunities for cost competition
- Dependence on a single partner can lead organizations to risk control of valuable information privacy



Partnerships are innovative and entrepreneurial

- Providing specific business capabilities with greater depth
- Offering strategic opportunities for business growth and development through joint ventures and more

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Technology Partnership Approach

Before jumping in ...

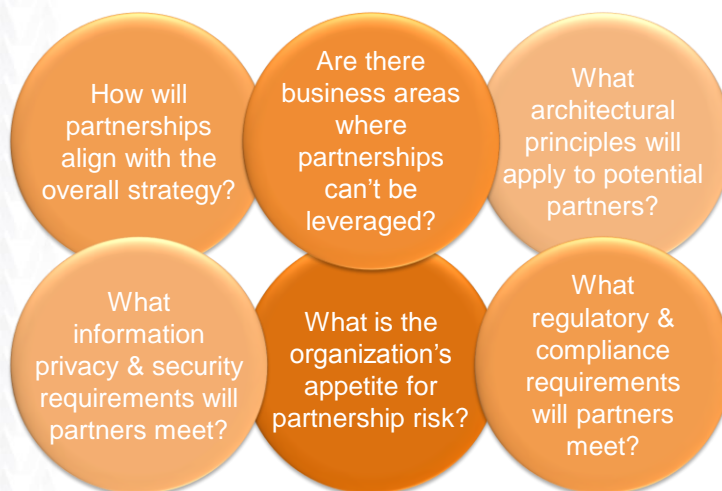
- Develop a technology partnership strategy
- Evaluate your options and prepare to compromise
- Get up to speed on legal agreements
- Understand the difference between “managing a vendor” and “leveraging a partnership”

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Technology Partnership Strategy



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Evaluate. Select. Prepare to Compromise.

- Consultants may be useful when executing a technology partnership strategy
- Access to health care technology market intel is key
- Use a structured RFP process
- Involve key stakeholders in the evaluation and selection process
- Decide which aspects of your partnership strategy are critical and which are negotiable

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Legal Agreements

Involve legal during technology partnership strategy development

Dedicated legal support may be needed, depending on scope of tech partnerships or pace for onboarding

Legal counsel with health care technology experience is invaluable

Address risk tolerance, information security, privacy, compliance and more

Don't underestimate the time and effort required to negotiate and execute agreements

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Managing a Vendor vs. Leveraging a Partnership

- Partners should have a seat at the strategy table
- Take advantage of opportunities to communicate and collaborate with technology partners
- Organizational cultures need to mesh for partnerships to flourish
- Technology partnerships must be embraced across organizations

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The Importance of Sharing Successes

Technology partners should share stories about innovations to increase awareness & attract new partners

Sharing stories will help the industry evolve & increase interest in true partnerships

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Key Takeaways

- Leverage partnerships to meet demand for tech capabilities
- Develop comprehensive strategy
- Involve key stakeholders
- Engage differently than traditional vendor relationships
- Share success stories

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