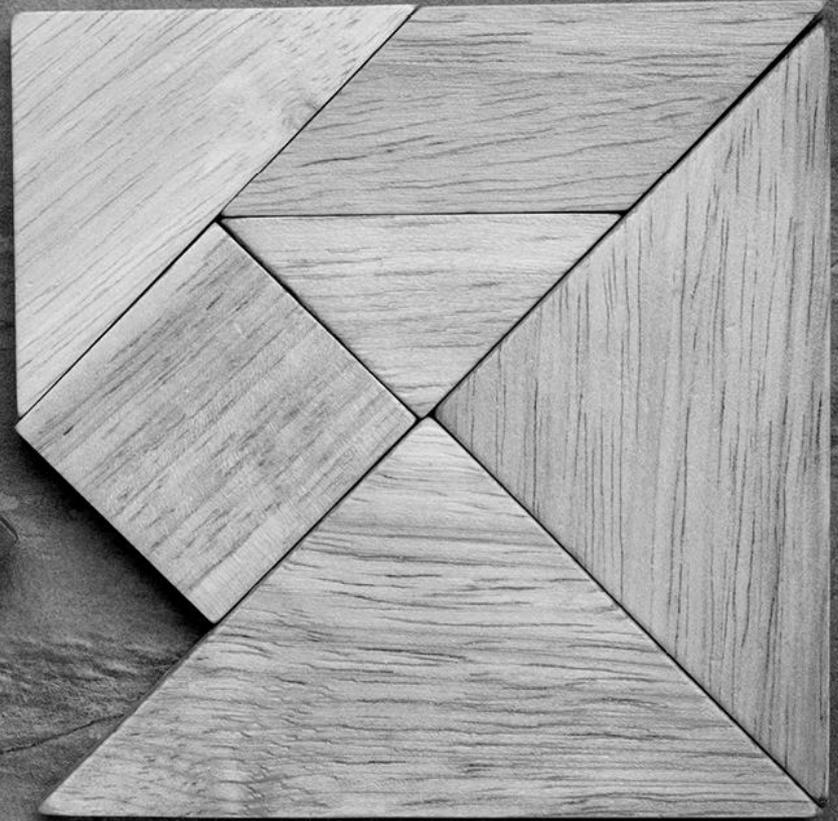


# New Information Asymmetries

Knowing what you can't know



Daniël Erasmus

# Institutional History



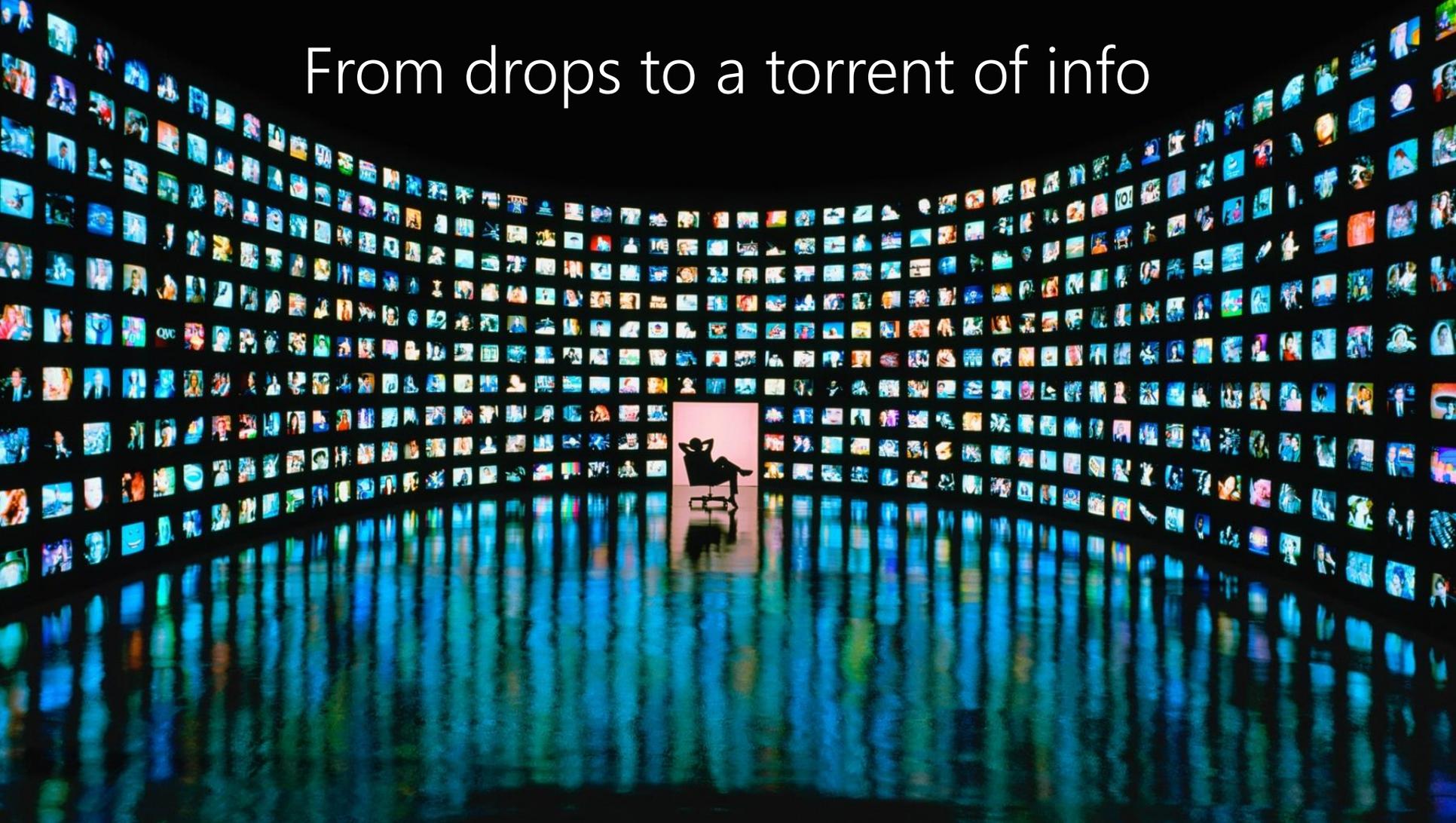


Picking the goat

# The Power of Information



From drops to a torrent of info



# ▶ Health Markets and Information

## Compare Hospitals

[Back to Results](#)

General information	Survey of patients' experiences	Timely & effective care	Complications	Readmissions & deaths	Use of medical imaging	Payment & value of care
	<p><b>NEW YORK-PRESBYTERIAN HOSPITAL</b> 525 EAST 68TH STREET NEW YORK, NY 10065 (212) 746-5454</p>  <p><b>Overall rating</b>  <a href="#">Learn more</a> <a href="#">View rating details</a></p> <p><b>Distance</b> : 5.4 miles <a href="#">Add to My Favorites</a> <a href="#">Map and directions</a></p>	<p><b>NEW YORK COMMUNITY HOSPITAL OF BROOKLYN, INC.</b> 2525 KINGS HIGHWAY BROOKLYN, NY 11229 (718) 692-5302</p>  <p><b>Overall rating</b>  <a href="#">Learn more</a> <a href="#">View rating details</a></p> <p><b>Distance</b> : 9.5 miles <a href="#">Add to My Favorites</a> <a href="#">Map and directions</a></p>				
Hospital type 	Acute Care Hospitals	Acute Care Hospitals				
Provides emergency services 	Yes	Yes				
Able to receive lab results electronically 	Yes	Yes				
Able to track patients' lab results, tests, and referrals electronically between visits 	Yes	Yes				
Uses outpatient safe surgery checklist 	Yes	Yes				
Uses inpatient safe surgery checklist 	Yes	Yes				

## Compare Hospitals

[Back to Results](#)

General information	Survey of patients' experiences	Timely & effective care	Complications	Readmissions & deaths	Use of medical imaging	Payment & value of care
		<p><b>Timely &amp; effective care</b></p> <p>These measures show how often hospitals provide care that research shows gets the best results for patients with certain conditions. This information can help you compare which hospitals give recommended care most often as part of the overall care they provide to patients.</p> <ul style="list-style-type: none"> <li>▶ <b>Cataract surgery outcome</b></li> <li>▶ <b>Colonoscopy follow-up</b></li> <li>▶ <b>Heart attack care</b></li> <li>▶ <b>Emergency department care</b></li> <li>▶ <b>Preventive care</b></li> <li>▶ <b>Stroke care</b></li> <li>▶ <b>Blood clot prevention &amp; treatment</b></li> <li>▶ <b>Pregnancy &amp; delivery care</b></li> </ul>				

# ▶ Health Markets and Information



## Find local services

GP

Urgent care

Hospitals

Dentists

Enter your postcode

Search for services

[Full list of services](#)



Call 111 for non-emergency medical advice

### Results for Hospitals in SE15 1AA

Store SE15 1AA as your main location for future visits?

Narrow search or start new search

Showing 1-10 of 271 results | Results per page 10 | Update | See results on a map | Shortlist (0)

Distances given are in a straight line but travel routes may be longer. Please check before starting your journey

Topics	Key Facts	NHS Choices users rating	Care Quality Commission inspection ratings	Recommended by staff	Mortality rate (in hospital and up to 30 days after discharge)	Food: Choice and Quality
Sort by	Nearest					
<a href="#">Update results</a>						

### King's College Hospital

Tel: 020 3299 9000  
Denmark Hill  
London  
SE5 9RS  
1.3 miles away | [Get directions](#)

153 ratings  
[Rate it yourself](#)

Requires Improvement  
[Visit CQC profile](#)

Within expected range with a value of 69%

Number of deaths within the expected range

92.33% Among the best

### Guy's Hospital

Tel: 0207 1887188  
Great Maze Pond  
London  
SE1 9RT  
2.1 miles away | [Get directions](#)

107 ratings  
[Rate it yourself](#)

Good  
[Visit CQC profile](#)

Among the best with a value of 89%

Lower number of deaths than expected

93.44% Among the best

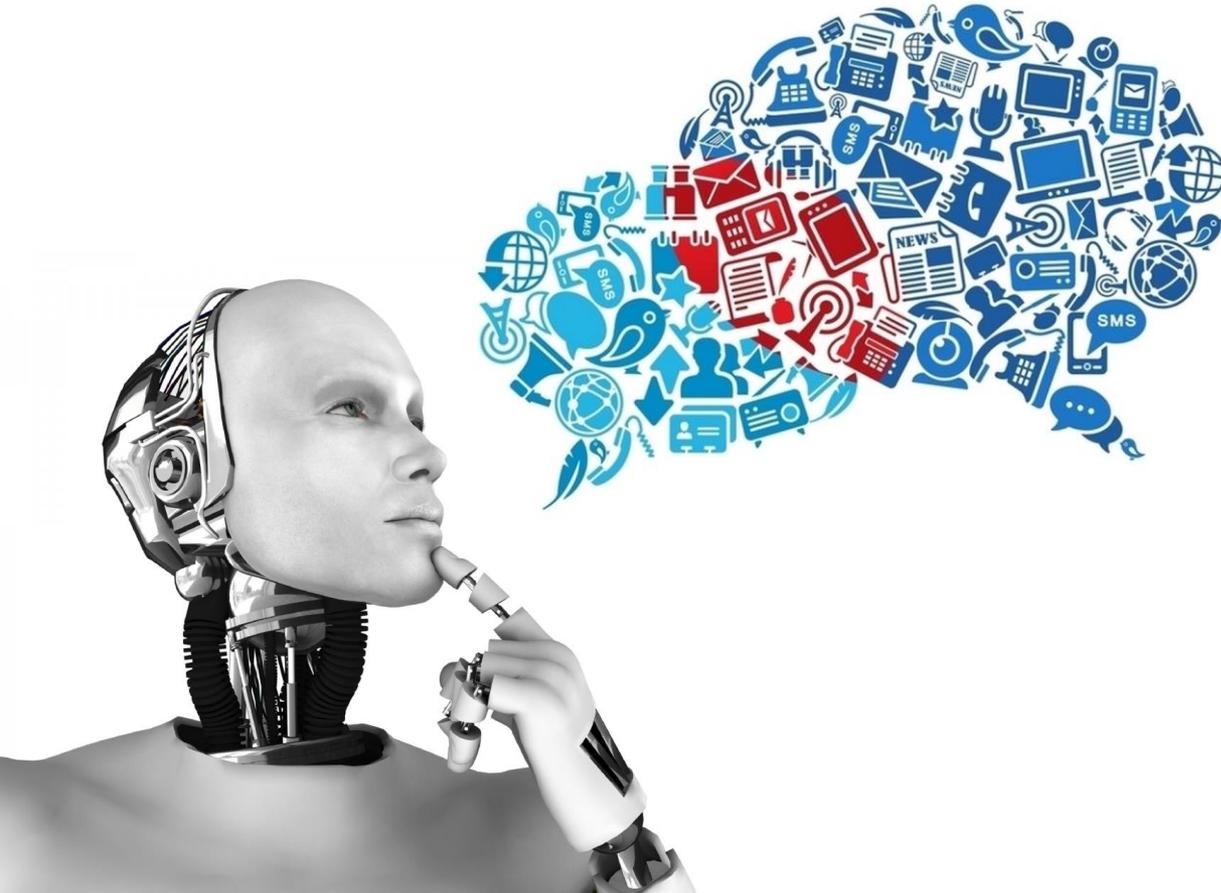
## ▶ UK CMA – Private Market Findings

The healthcare marketplace is unique not only in the way it has commoditized information but also the application of that information.

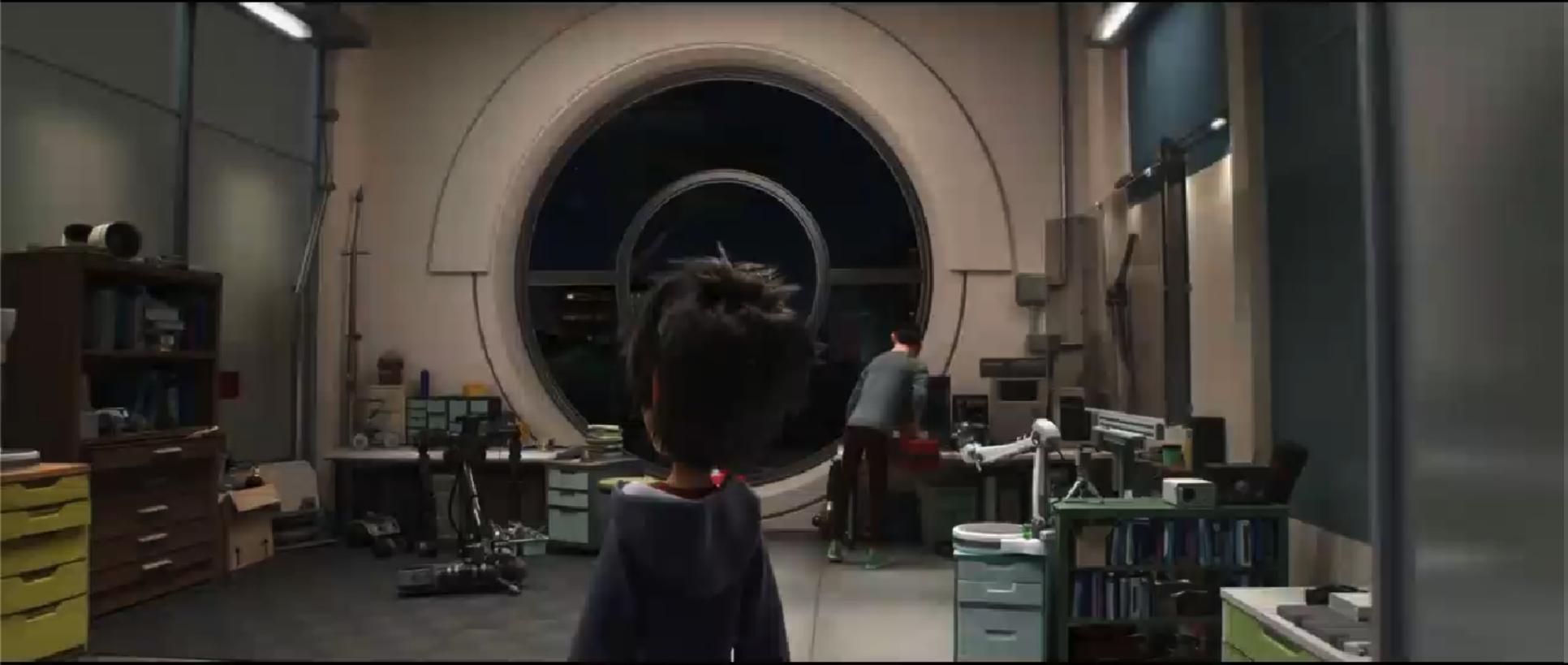


A WHOLE  
NEW WORLD

► Overcoming asymmetries



**HELLO**  
I AM...  
**AN EXPERT**





# ▶ Me, My Doctor and The Machine



Hi. I'm joy.

I'll help you track and improve your mental health.



## Weltok®

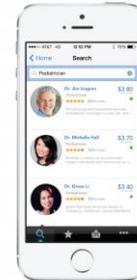
Optimizing Health, Maximizing Rewards.



*Hello, I am Mabou!*

## Doctor Quickly

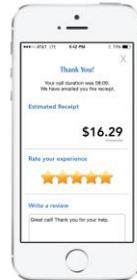
Doctors In Your Pocket



Search



Talk



Rate



THIS IS YOUR MACHINE LEARNING SYSTEM?

YUP! YOU POUR THE DATA INTO THIS BIG PILE OF LINEAR ALGEBRA, THEN COLLECT THE ANSWERS ON THE OTHER SIDE.

WHAT IF THE ANSWERS ARE WRONG?

JUST STIR THE PILE UNTIL THEY START LOOKING RIGHT.



A WHOLE  
NEW WORLD

# PLEASE NOTE

- ▶ **This presentation is incomplete without the accompanying narrative**