

## Application of Business Model Innovation to Enhance Value in Healthcare Delivery

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Faced with the need to improve quality, health care enterprises have used principles from highly reliable industries to make tactical progress. As the health care system faces growing challenges to transform itself, we propose business model innovation as a strategic framework for improving the delivery of health care. We believe that this approach will unify the domains of quality (safety, effectiveness, efficiency, timeliness, patient centeredness, and equity) with the need to enhance value by emphasizing innovation in a manner not traditionally seen in health care.

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Authors:

Fieldston ES, Terwiesch C, Altschuler S