



THE TECH GIANTS ARE COMING FOR HEALTHCARE

Tamara StClaire

VP of Innovation

September 21, 2018

GUIDEWELL

THE BIGGEST AND MOST
FAMOUS TECH COMPANIES
ARE MAKING BIG BETS ON
HEALTH CARE

IN THE HEADLINES...

**VERILY IS LOOKING AT THE
MEDICAID MARKET**

**APPLE IS PLANNING A LINE OF
SLEEK AND MINIMALIST MEDICAL
CLINICS**

**UBER WANTS TO DISRUPT
AMBULANCES**

**AMAZON IS SETTING UP
A PARTNERSHIP WITH
JPMORGAN CHASE AND
WARREN BUFFETT**

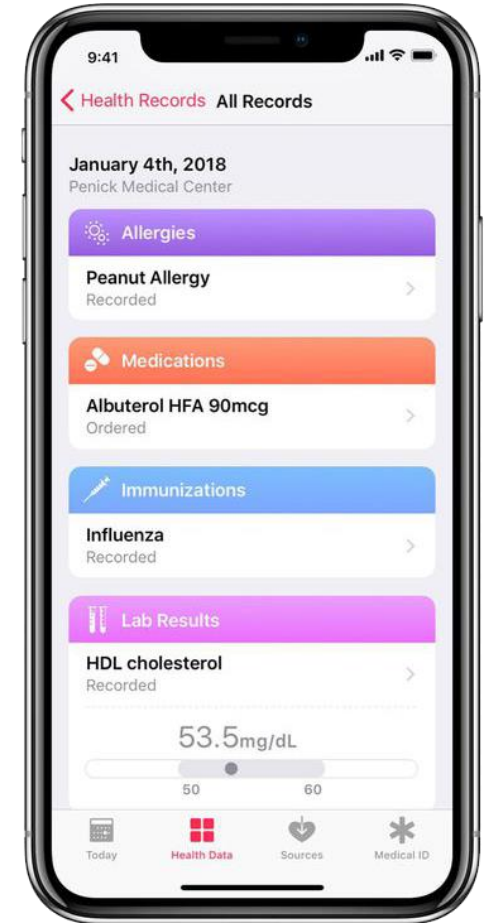
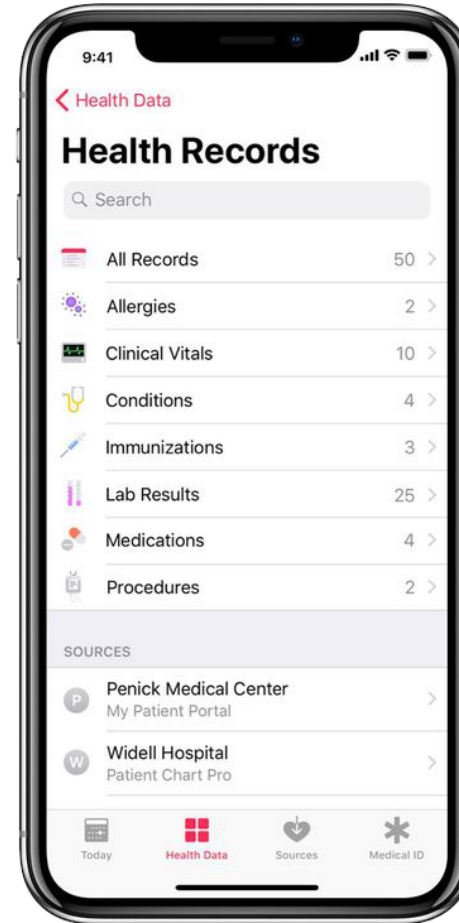
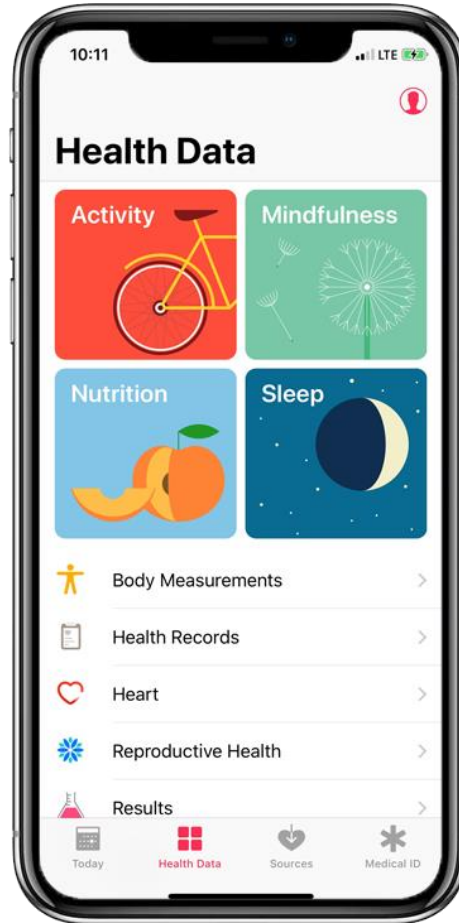
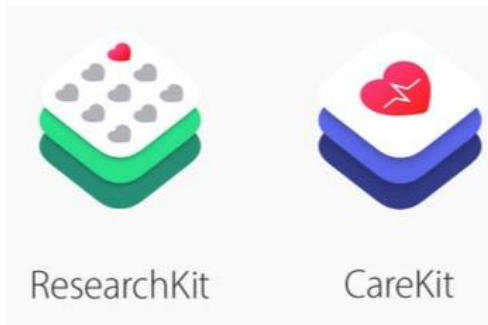
WHAT'S THE ATTRACTION?

The tech giants see a system rife with administrative inefficiencies, opaque prices, and customer dissatisfaction.

IMAGINE...

Enabling capabilities that are common place in other industries, like price transparency, unified customer records and customer ratings of providers in healthcare.

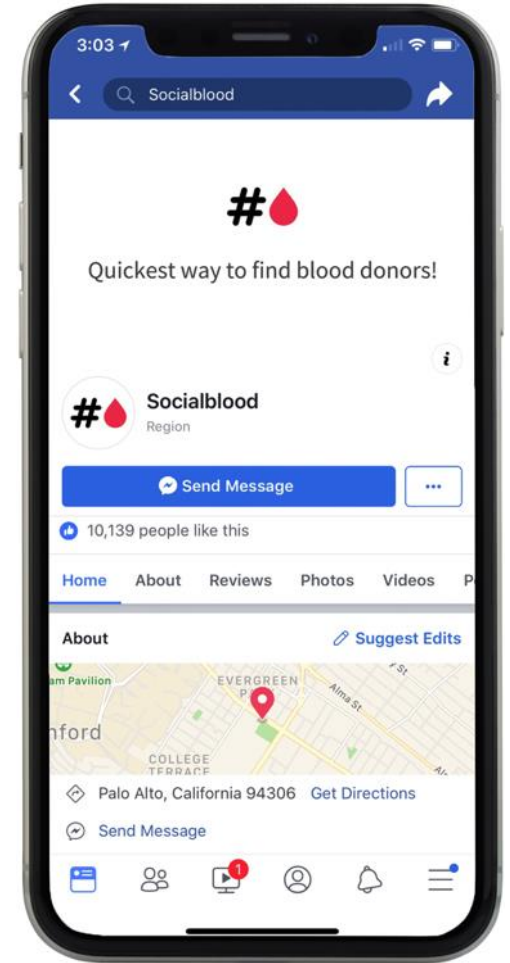
APPLE



FACEBOOK



Oculus Go



MICROSOFT

Artificial Intelligence



Precision Medicine



Cloud Computing



Cyber Security



Strategic partnership

UPMC
LIFECHANGINGMEDICINE

ALPHABET

Alphabet



Project Baseline

Notable collaborations



Notable investments



AMAZON



amazon*Prime*

Notable partnerships

**BERKSHIRE
HATHAWAY**

**JPMORGAN
CHASE & CO.**

CHALLENGES

These are businesses with a proven history of disrupting existing business models.

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'z', pointing to the right.The Facebook logo, consisting of the word "facebook" in a bold, blue, lowercase sans-serif font, followed by a registered trademark symbol (®).The Google logo, with the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is green, 'l' is blue, and 'e' is red.The Microsoft logo, featuring a square icon divided into four smaller squares of different colors (red, green, blue, yellow) to the left of the word "Microsoft" in a bold, grey, sans-serif font.

HOW DO WE FEEL ABOUT
THE TECH GIANTS COMING
FOR HEALTHCARE?

THANK YOU

Tamara StClaire

VP of Innovation

tamara.stclaire@bcbsfl.com



@drstclaire

GUIDEWELL