

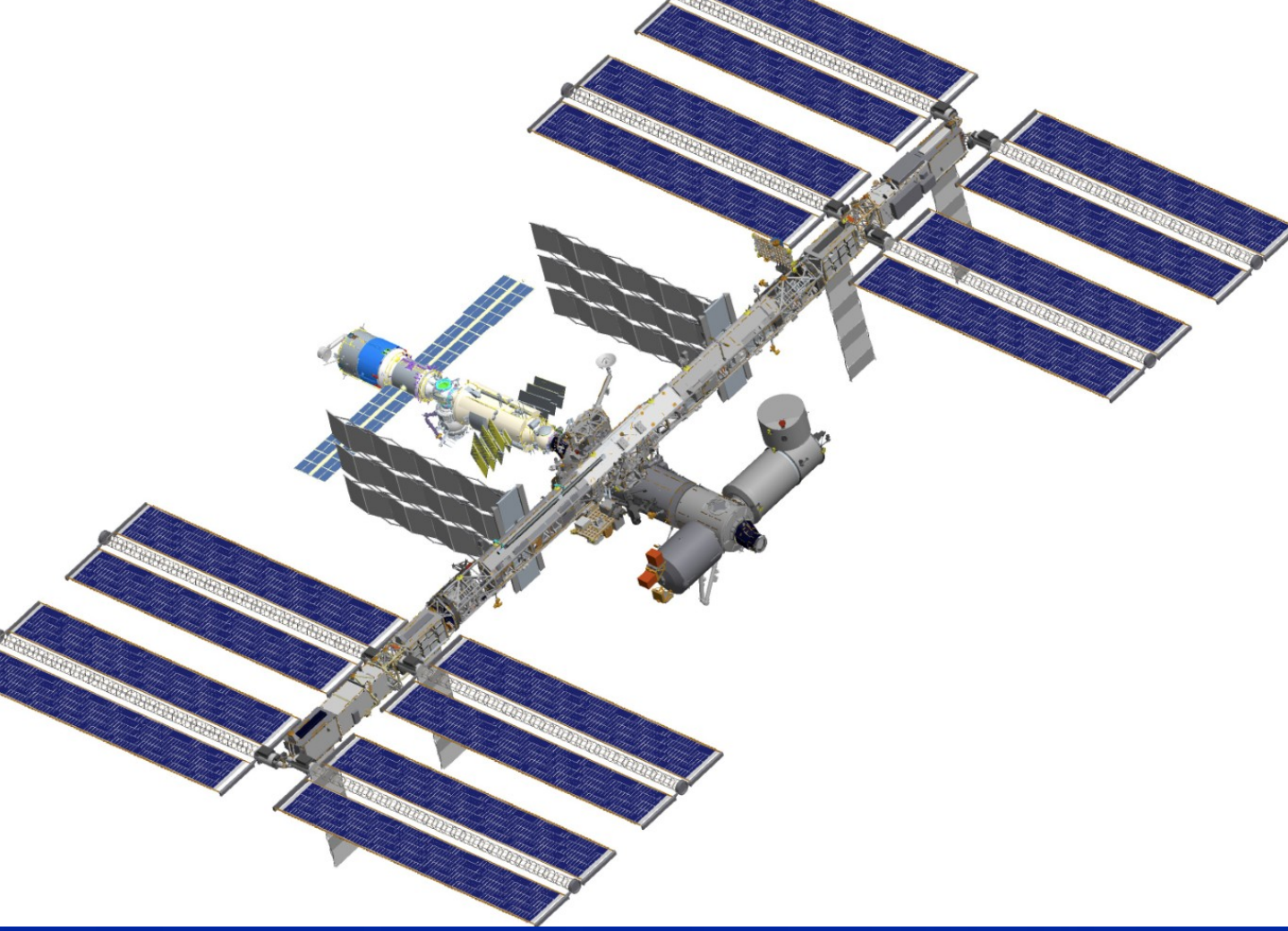


# BECOMING AN EXPONENTIAL LEADER IN A LINEAR WORLD

chris krusiewicz  
vice president  
burnham benefits

1750





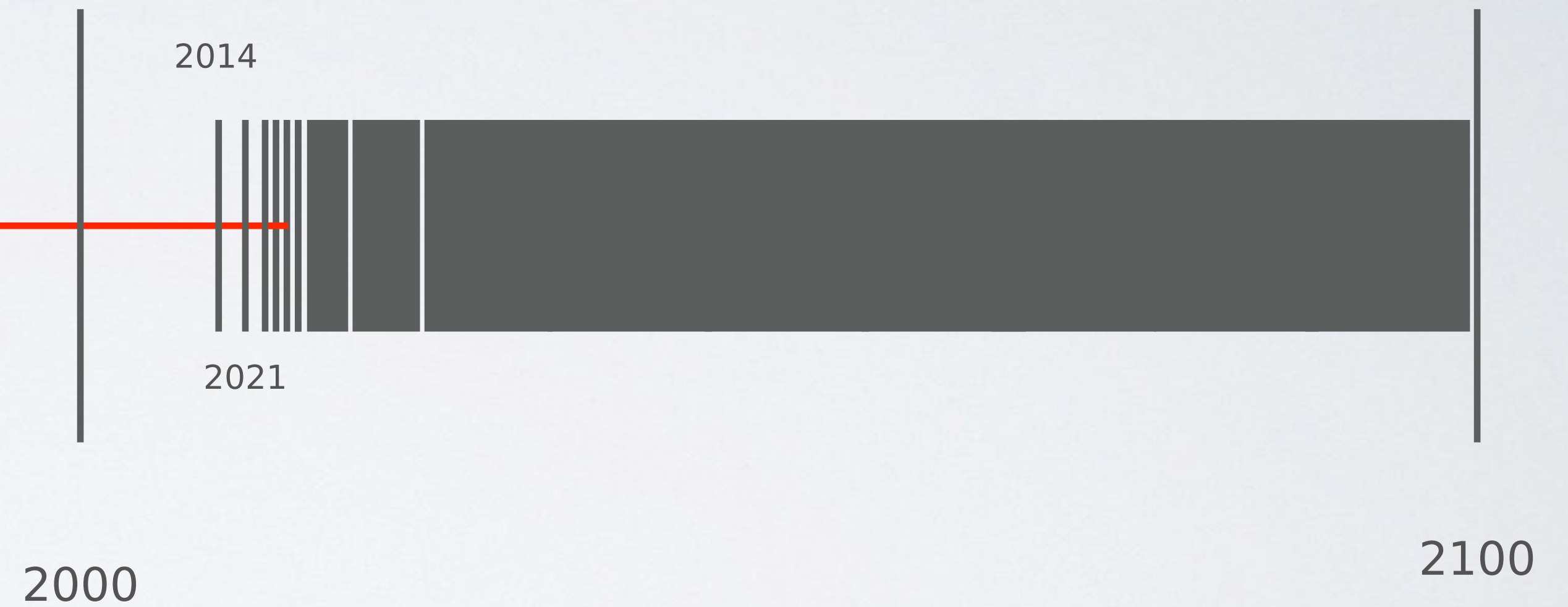
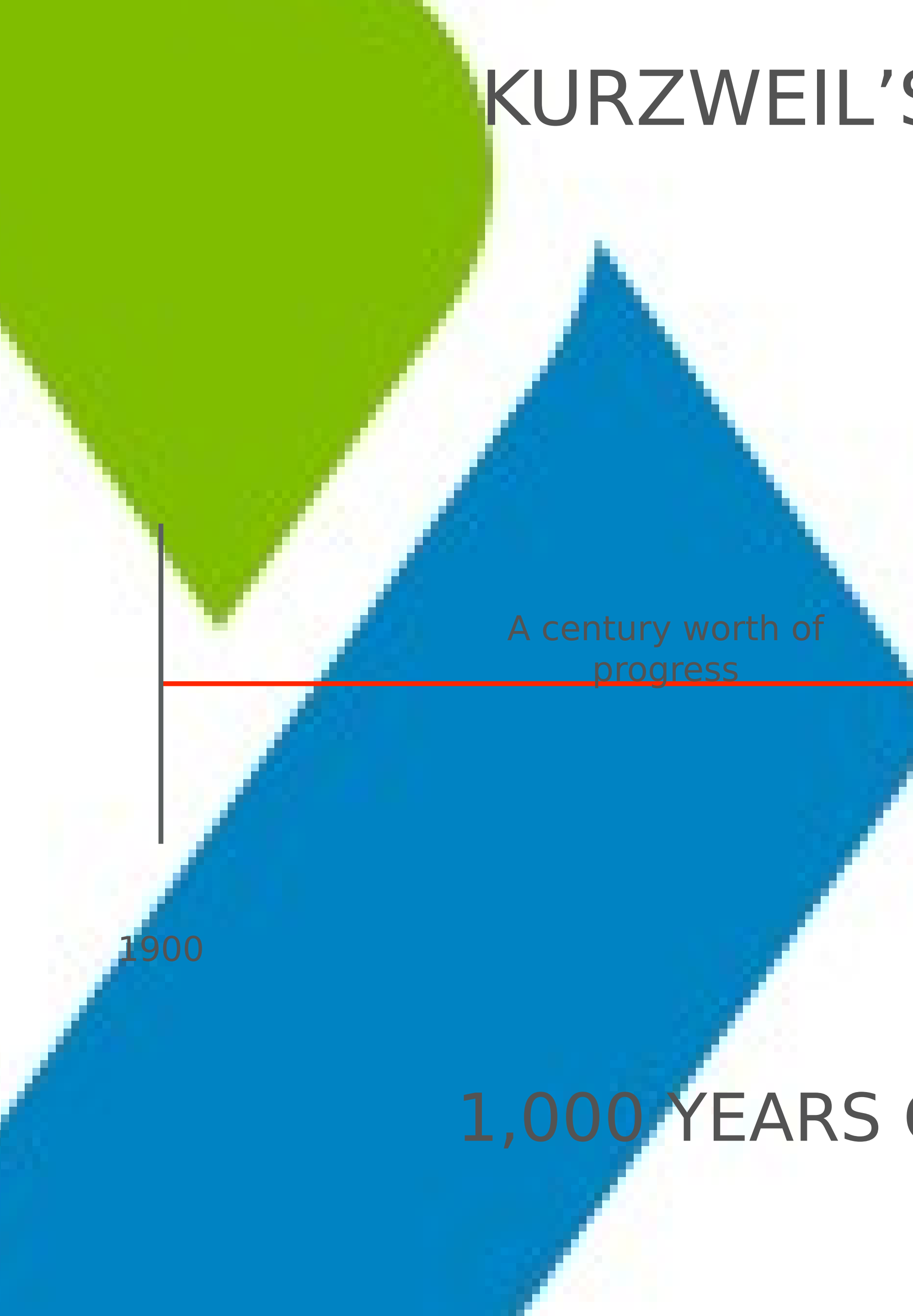
2019



10,000 B.C.

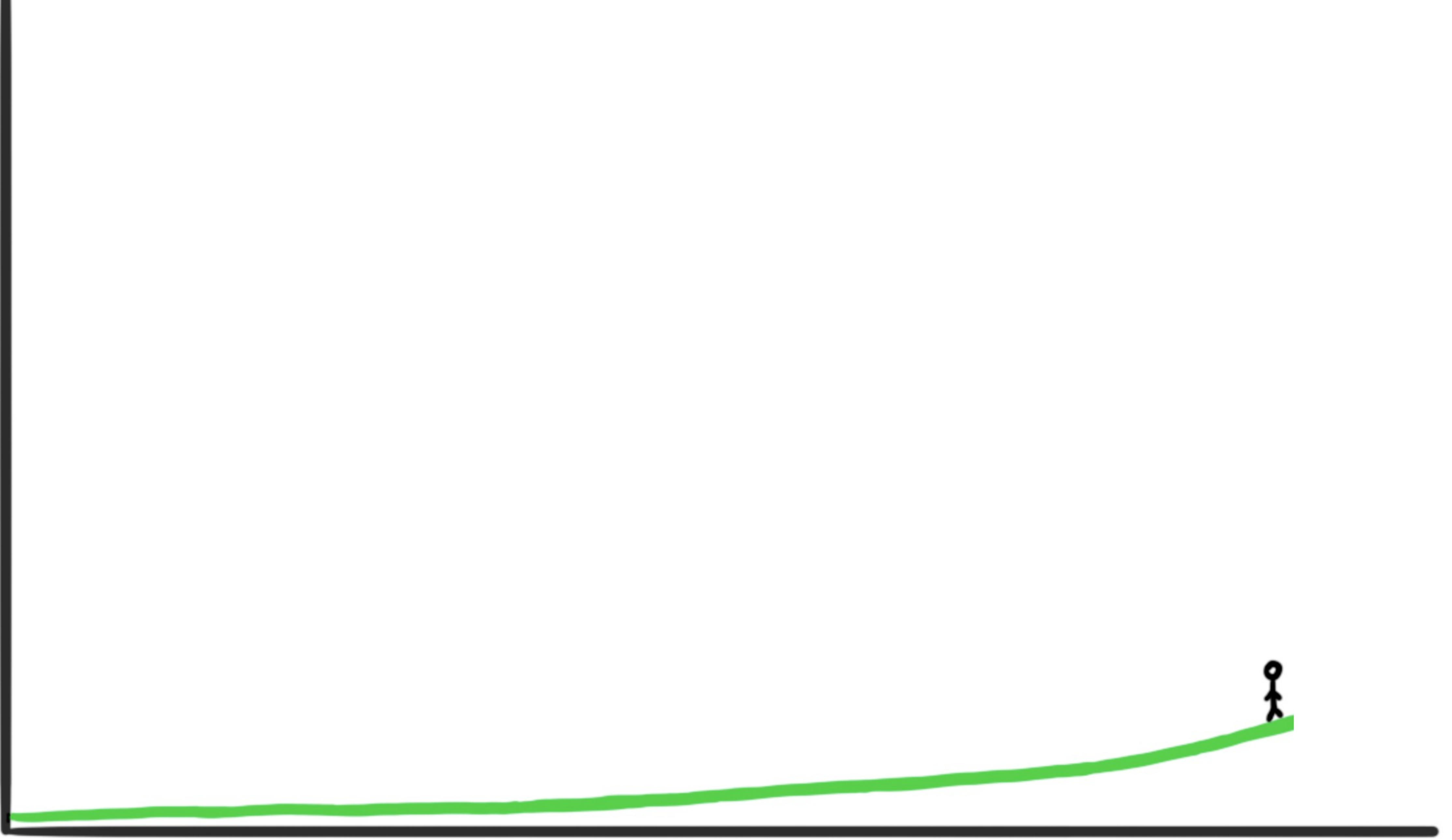


# KURZWEIL'S LAW OF ACCELERATING RETURNS



**1,000 YEARS OF HUMAN PROGRESS IN 100 YEARS!**

HUMAN  
PROGRESS



TIME

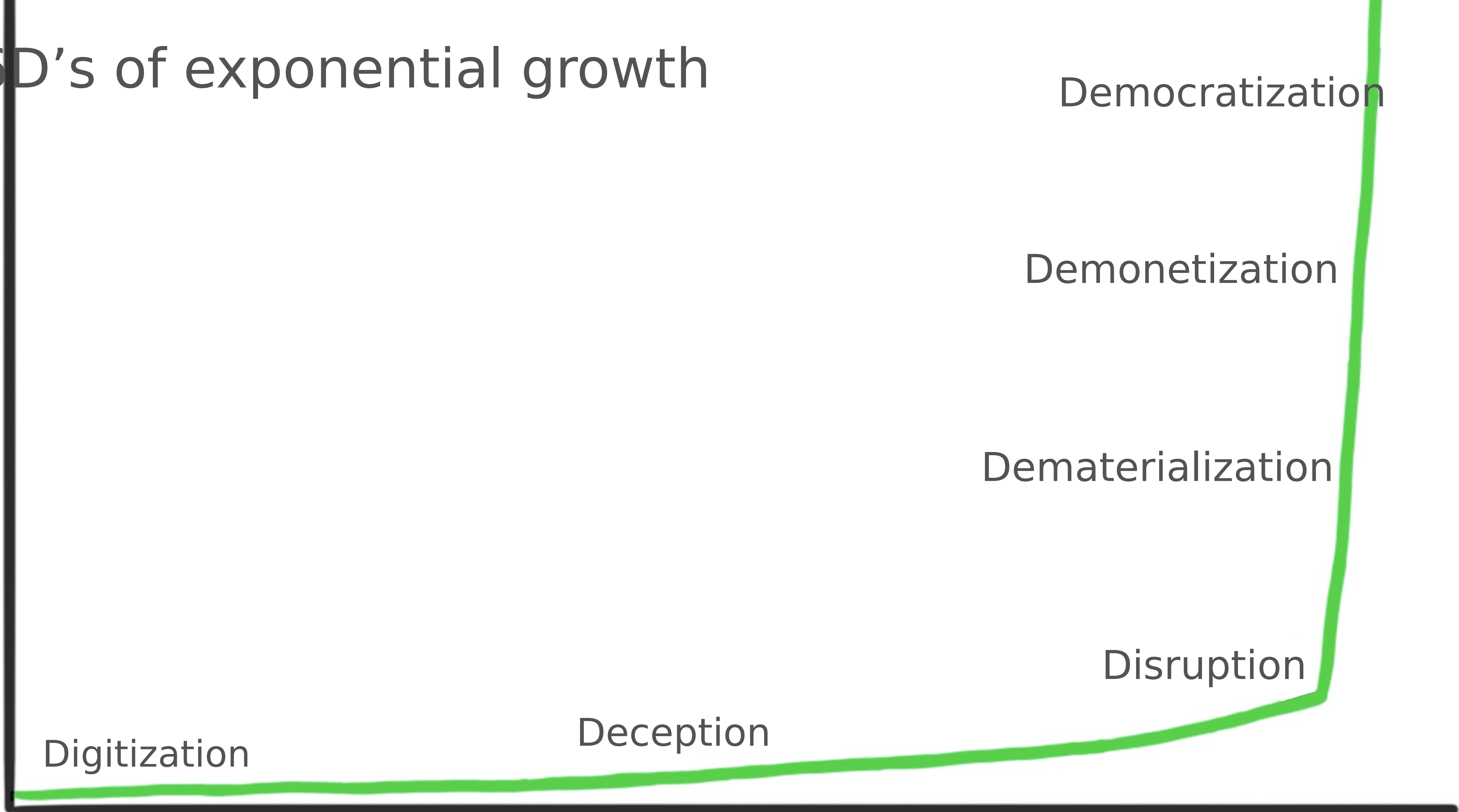




# The 6 Ds of Exponential Growth



# 6D's of exponential growth



Digitization

Deception

Disruption

Dematerialization

Demonetization

Democratization

# DIGITIZATION



# Linear thinking in an EXPONENTIAL world



1996

Market Cap:  
\$28B  
Employees:  
140,000



2012

Bankrupt  
Employees:  
17,000



2012

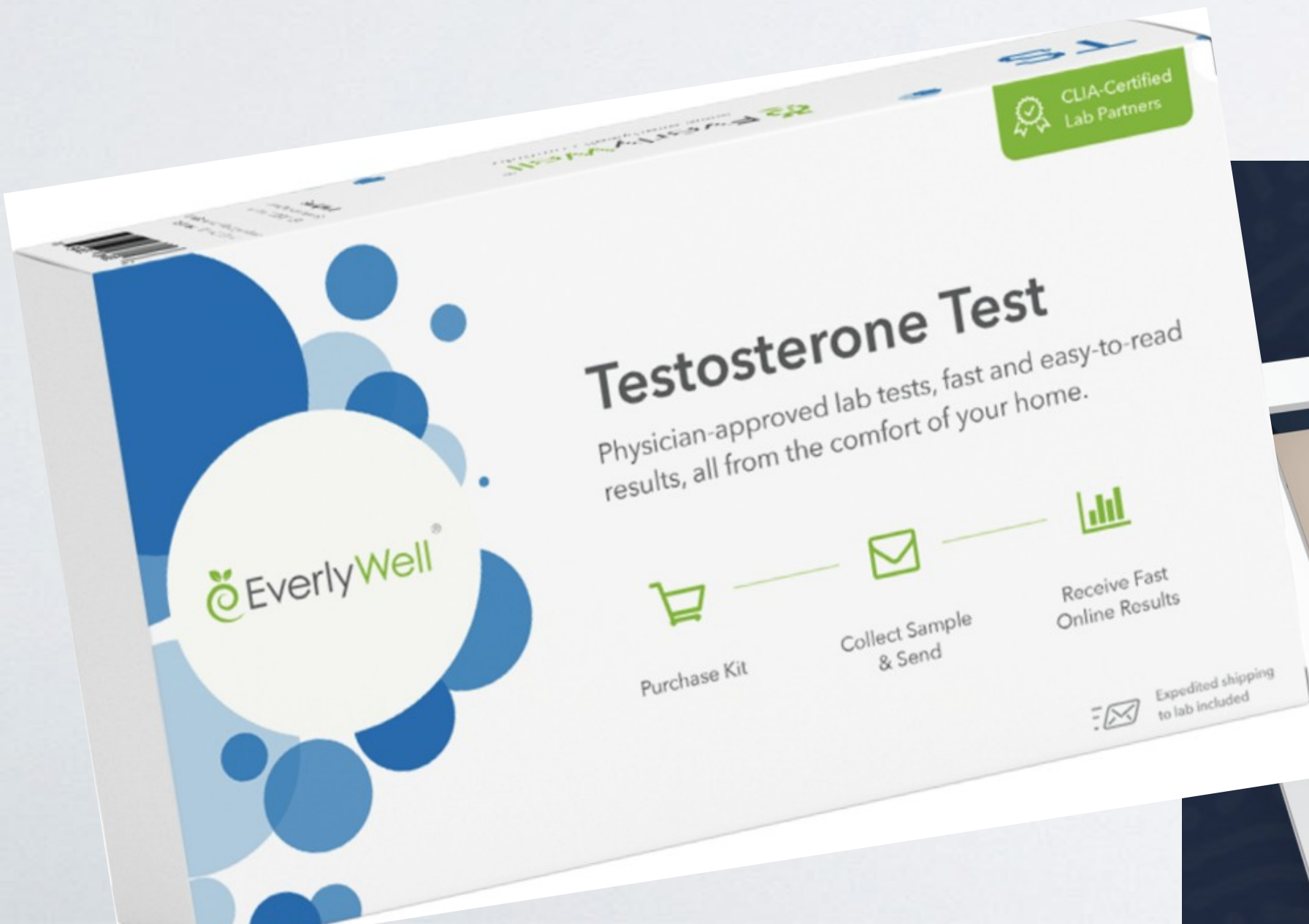
Market Cap: \$1B  
Employees: 13



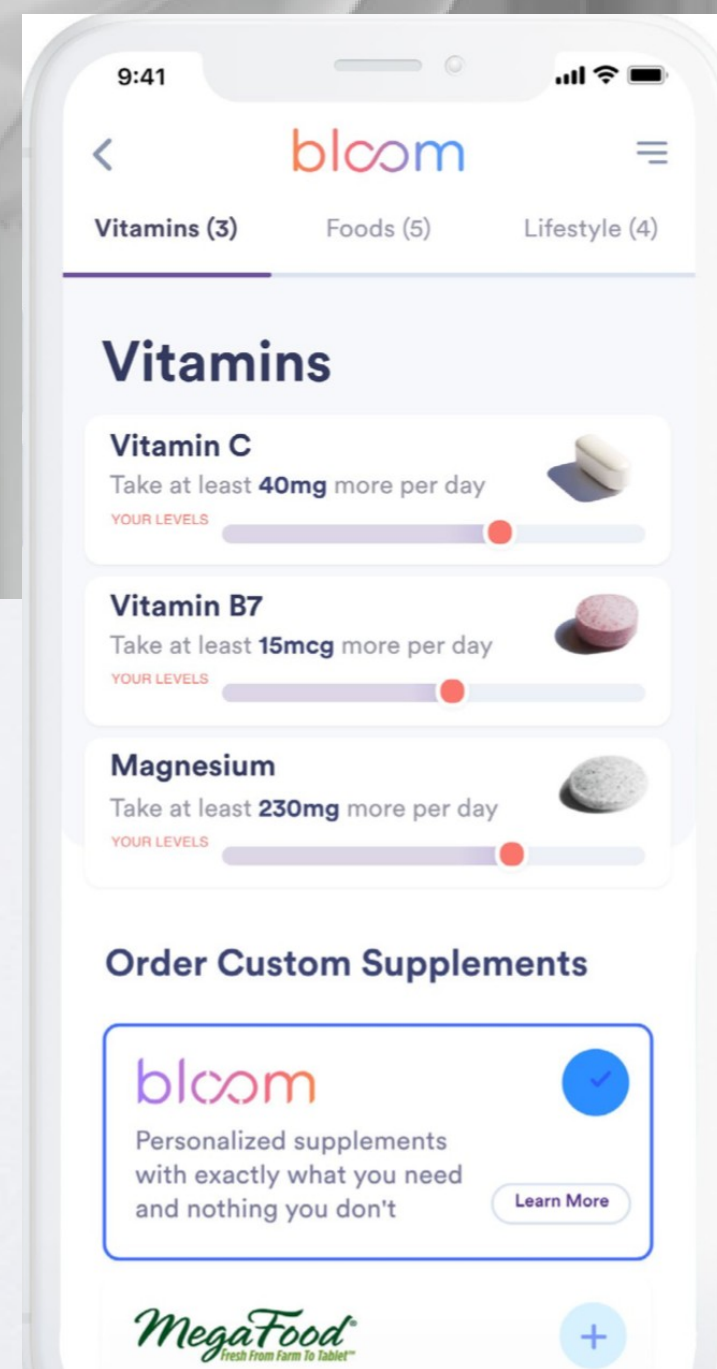
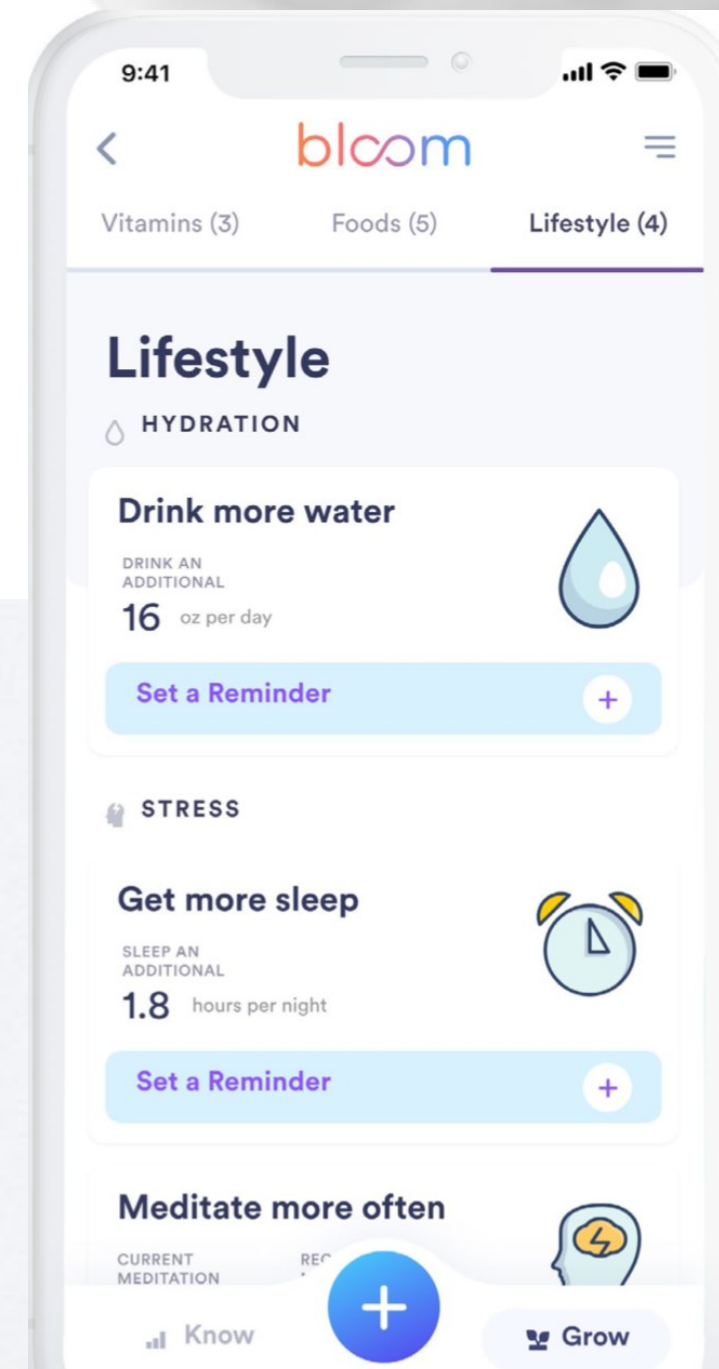
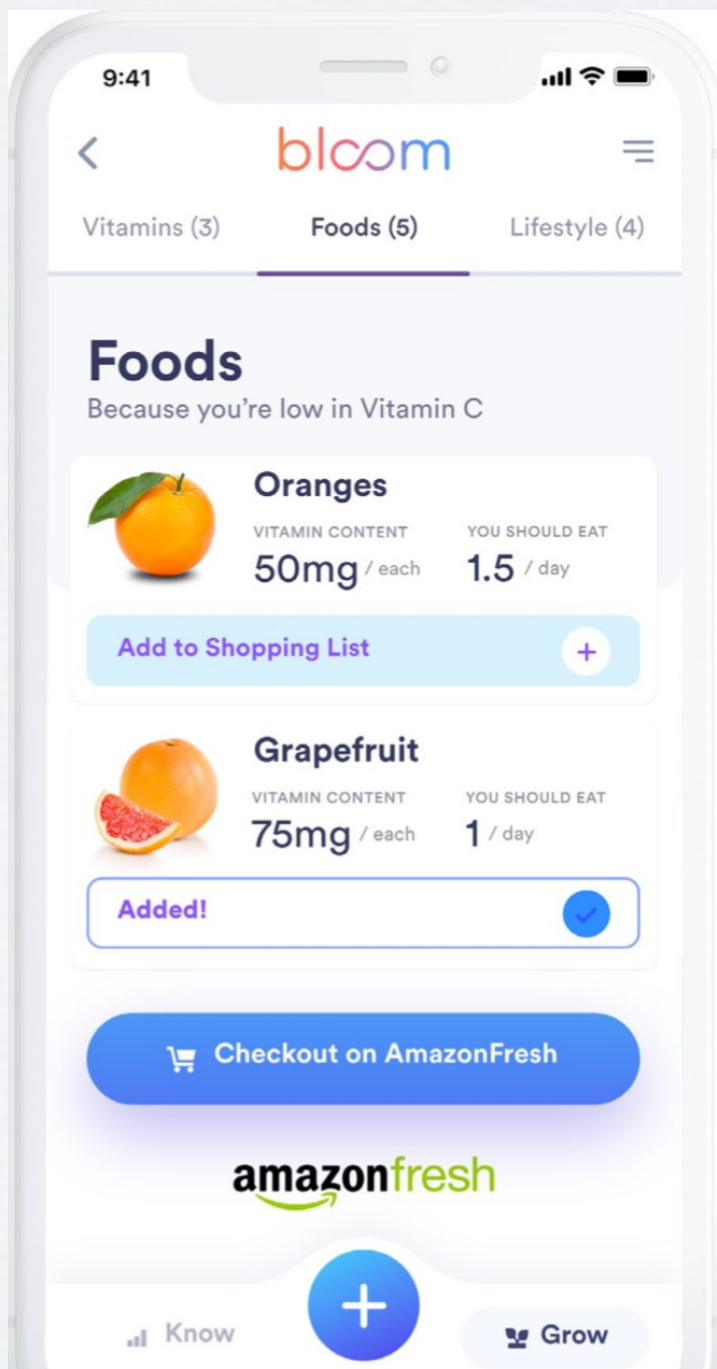
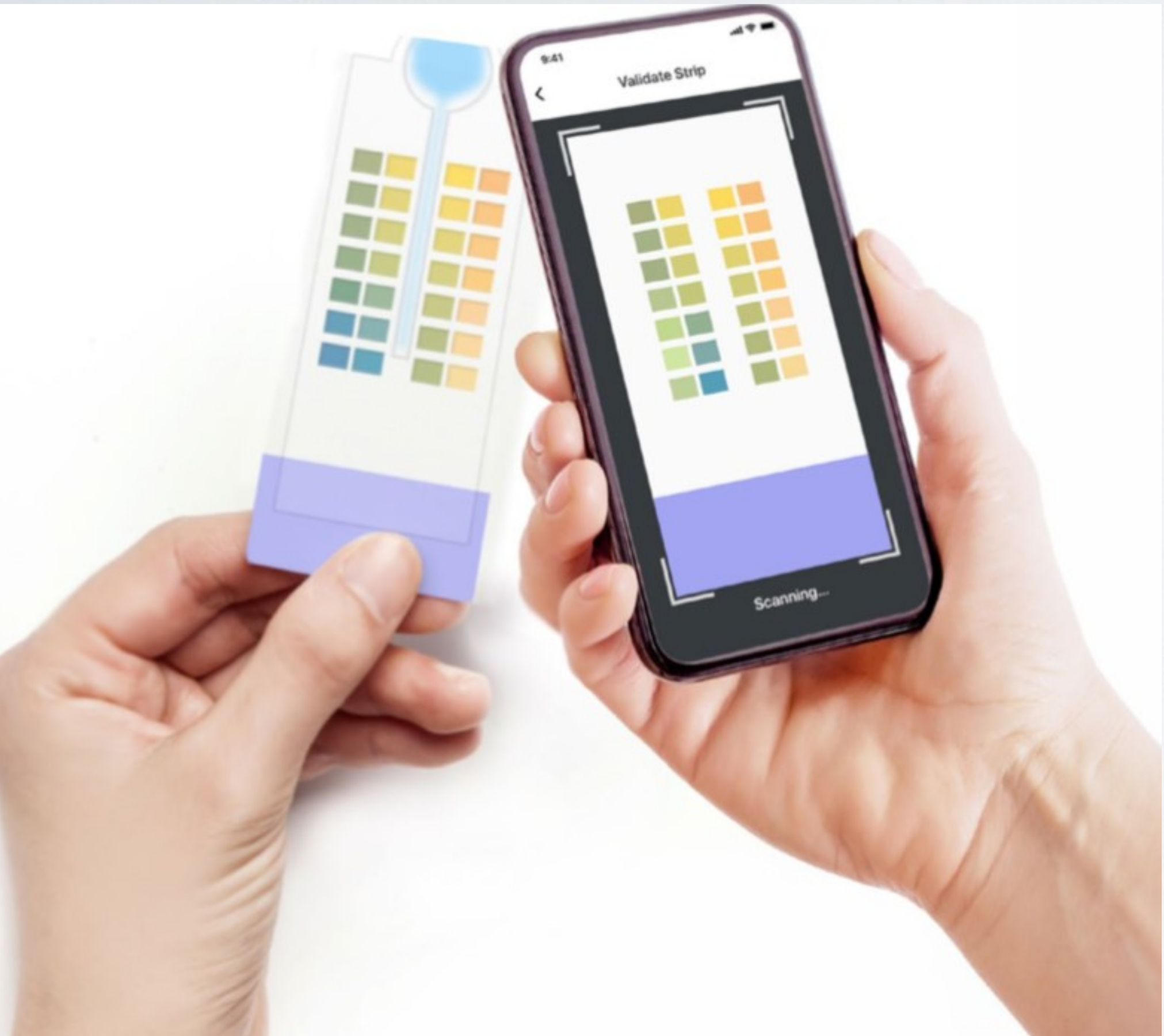


*DATA IS THE NEW OIL*

# DIGITIZATION: “SENSORIZATION”



# DIGITIZATION: ON DEMAND TESTIN



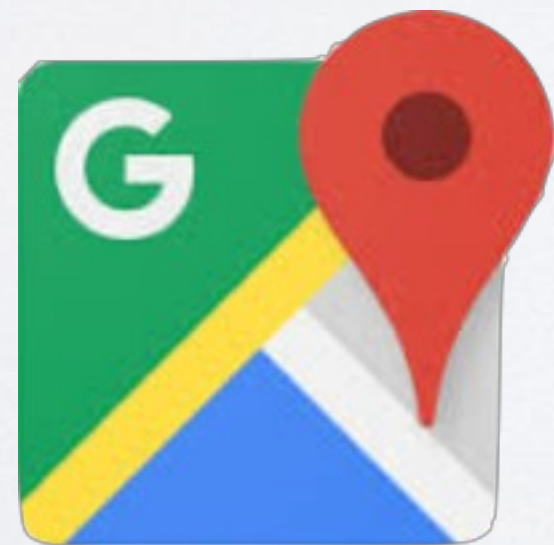
# ULTRA-PERSONALIZATION OF HEALTHCARE



prime now



amazon



POSTMATES



DOORDASH

Uber



Dropbox

airbnb

amazon alexa



# ARTIFICIAL INTELLIGENCE



**FDA approves AI-powered diagnostic that doesn't need a doctor's help**

A cartoon illustration of He-Man, a muscular man with orange hair, wearing a blue harness with a red cross, orange wristbands, red loincloth, and red boots. He is holding a silver sword. A blue speech bubble is positioned above his head.

I HAVE  
THE  
POWER!

The end of  
information  
asymmetry

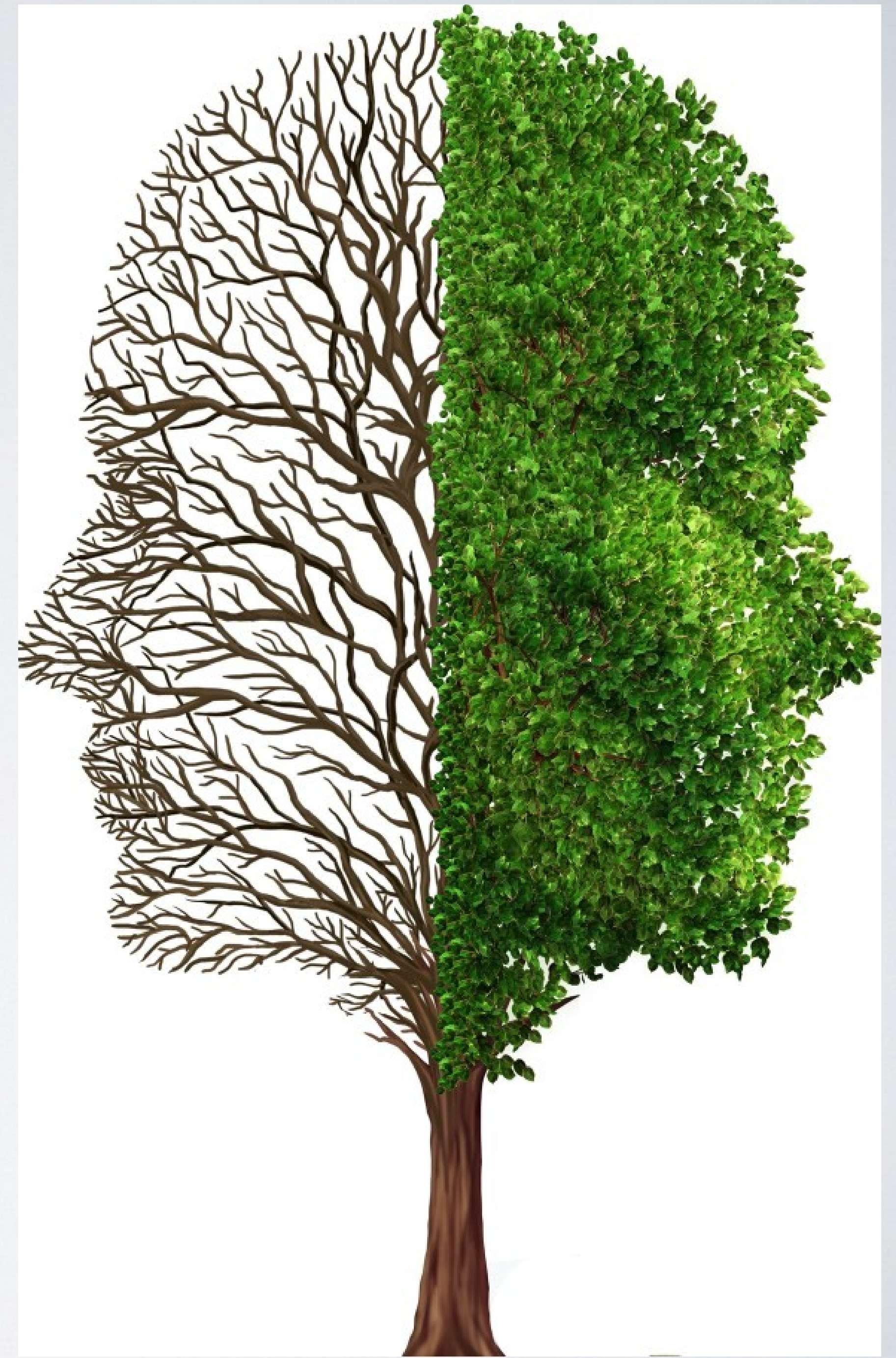






# Two Critical Moments in

# ABUNDANC E



# RESILIENCE

re·sil·ient

/rə'zilyənt/

Adjective

1. (of a person or animal) able to withstand or recover quickly from difficult conditions.
2. (of a substance or object) able to recoil or spring back into shape after bending, stretching, or being compressed.

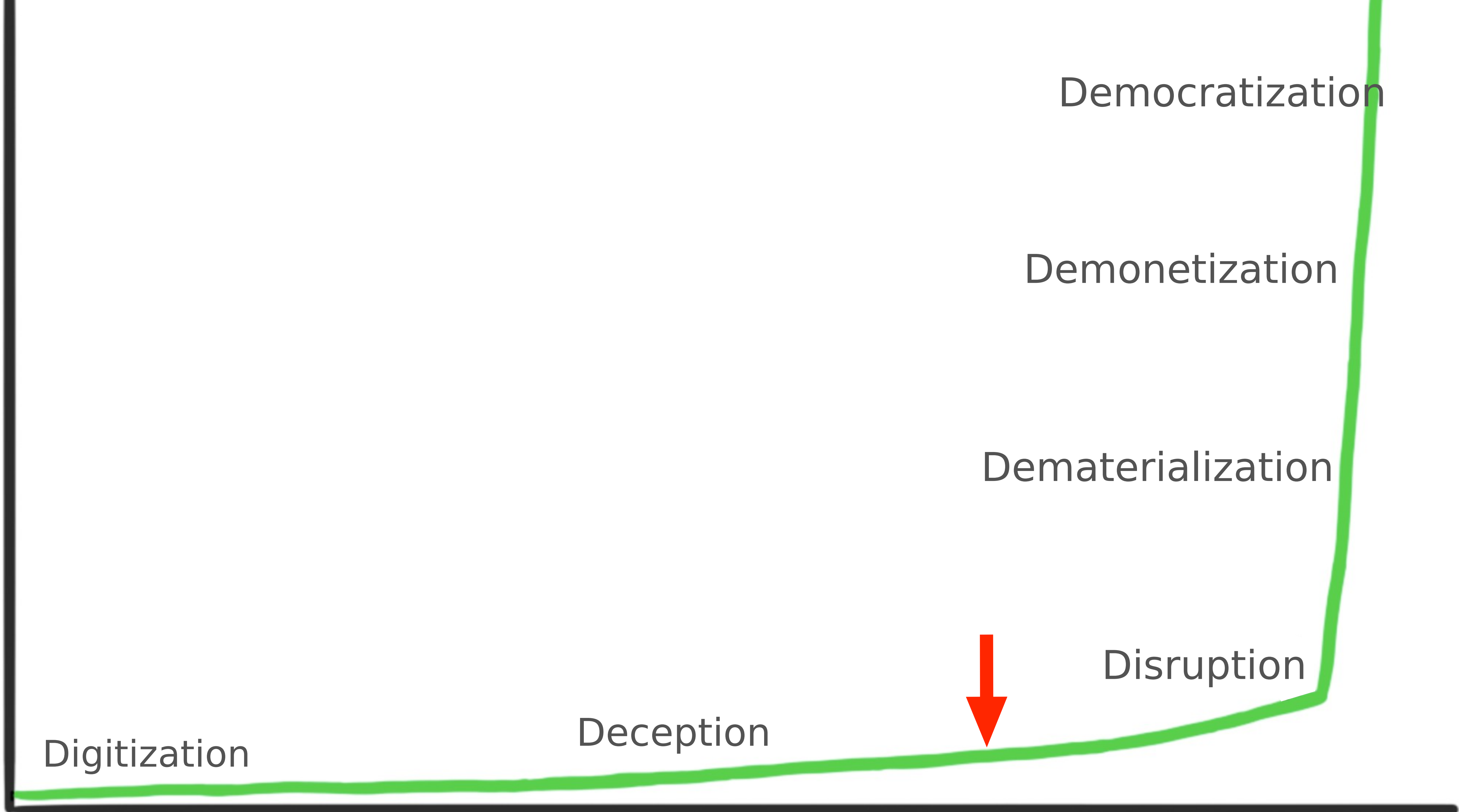


# RESILIENCE

“Self-pity is our  
worst enemy and if we yield  
to  
it, we can never do anything  
good  
in the world.”

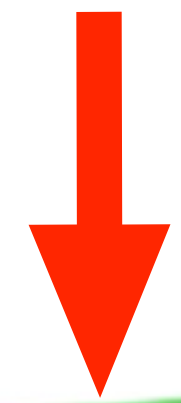






Digitization

Deception



Disruption

Dematerialization

Demonetization

Democratization



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#MostInterestingThingInHealthcare