

The role of business model-building and model-changing in driving healthcare value

A physiotherapy primary healthcare organisation perspective

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Background

- In the Dutch managed competition market, physiotherapy primary healthcare organisations (PTPHO) must offer high-quality and efficient care in terms of money and time
- PTPHOs fulfil local context-specific needs, such as the individual patient's needs, efficient and effective collaboration with local staff and stakeholders, and positive financial results of the organisation itself
- To achieve and sustain desired outcomes of overall healthcare quality aims and local context-specific needs, PTPHOs need to deploy change
- This diverse set of conflating components, such as overall healthcare quality aims, local context-specific needs and deployment of change, can be viewed as *healthcare value for PTPHOs*

DISSERTATION research aim

To gain insights into business model-building and model-changing related to healthcare value for PTPHOs within the context of Dutch PTPHOs.

Five research gaps (RG 1-5)

1. Healthcare value for PTPHOs
2. Business model-building and model-changing, and healthcare value for PTPHOs
3. Business model efficiency and novelty, and healthcare value for PTPHOs
4. Organisational orientation, business model novelty, and healthcare value for PTPHOs
5. Business model-changing and healthcare value for PTPHOs, linking the internal organisation and external environment

Methods (2017-2024)

1. Scoping literature review (RG1)
2. Qualitative, 25 interviews with PTPHO managers (RG2)
3. Quantitative, survey offered to PTPHO managers (RG3)
4. Quantitative, survey offered to PTPHO managers (RG4)
5. Qualitative, one year case study of one viable PTPHO (RG5)

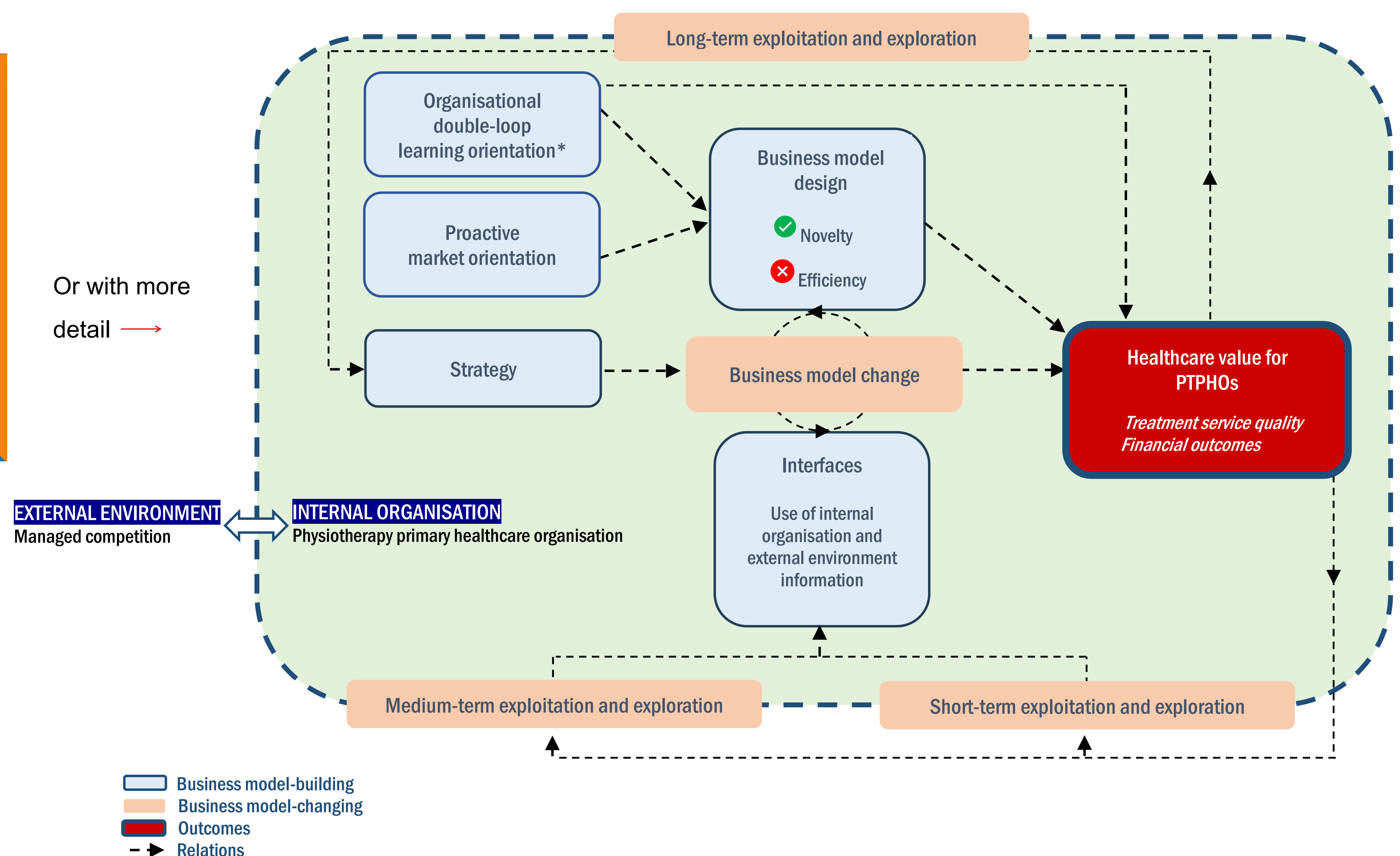
Discussion

- Business model-building: apply a planned strategy, encourage organisational double-loop learning orientation and proactive market orientation and, business model novelty
- Business model-changing: conduct business model change over-time that link the internal organisation and external environment by concurrent short-, medium- and long-term exploitation and exploration

Results



Or with more detail →



* For organisational double-loop learning orientation a relation exists with Healthcare value for PTPHO treatment service quality, but not with financial outcomes.
All arrows are drawn with a dashed line because these relations were delineated for the first time and need to be confirmed and validated in future research.