

Regi's 'Innovating in Health Care' Case Corner

This issue of the Case Corner focuses on a case co-written by Kevin Schulman, Stanford University, and Magda Rosenmöller, IESE Business School

Case: Apple Health Records

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Background: Apple has developed a novel feature for its iPhone, Health Records, a personal health record platform. Apple has used a standards-based approach to the development of this technology, and has established linkages to hospitals to transfer records to the platform. For Apple, this platform could represent a major effort to create a novel health care services business model using high-quality data available in Health Records.

Based on data through calendar year 2018, the case details the importance of a data architecture built around patients to achieve connectivity in an individual's health records, and the economic benefits of such an architecture. However, there are competitors among the other technology giants also interested in entering the health care space, each with their own strategy and capabilities.

The case focused on three questions:

- How should Apple view its investments in this health care platform?
- Can coopetition help accelerate the growth of this market?
- In the end, can Apple built a successful business in this market?

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