

# Disrupting Industry

Back in March, [Tech Crunch](#) columnist [Tom Goodwin](#) wrote a paragraph that perfectly defines modern entrepreneurship:

*Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate. Something interesting is happening.*



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So what's the "something interesting" Goodwin is referring to? In a word: disruption. All of these brands are interrupting their respective industries with truly innovative technology. The facts are undeniable, yet you probably hadn't thought about it that way before.

More recently, [Forbes' blogger, Avi Dan](#), listed his top [25 Most Disruptive Brands of 2015](#). Unsurprisingly, all of the brands mentioned by Goodwin made an appearance near the top. More important than the company rankings, however, was Dan's closing insight: "Disruption is the new normal."

To an information technology creator like CNSI, this trend is particularly poignant. Many of the projects we work on are large-scale, long-term government systems, specifically in Medicaid IT. By nature, both the organizations and the projects are adverse to disruption. But it is vital – both for the progress of modern health care and our success as a business – that we never become too comfortable. Innovation needs to be at the forefront of every solution we design, otherwise we risk failing the millions of Americans that depend on our technology solutions.

CNSI has been successful in changing an industry with the recent launch of the [Michigan and Illinois cloud-based Medicaid Management Information System](#). It's the first cloud-based Medicaid Management System in the country, allowing the two states to share efficiencies for better health outcomes at lower costs. But the opportunities for continued disruption are endless. We may not have made the top 25 list this year, but watch out for us in 2016!

Which brand do you find the most innovative? What disruptive ideas do you have for the healthcare IT industry? Let us know by joining the conversation on Twitter. Find us [@CNSICorp](#)