How Can We Get Business to Care about Freedom, Openness and Interoperability?

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At this point in history, arguments for using Linux, FOSS (free and open-source software) and the Internet make themselves. Yet the virtues behind those things?freedom, openness, compatibility, interoperability, substitutability?still tend to be ignored by commercial builders of new stuff.

For example, US health care, like pretty much every business category, is full of Linux and FOSS, and is to some degree connected on the Net. Yet, it remains a vast feudal system of suppliers that nearly all work to lock doctors, hospitals and labs into dependency on closed, proprietary, incompatible, non-interoperable and non-substitutable systems. I've witnessed these up close as a patient. In one case, diagnostic scans by one machine and software system couldn't be read by computers with software designed to read the output of a different company's scans. In another case, records kept by one specialty failed to inform another specialty in the same hospital. The first one gave me a case of pancreatitis, and the second one gave my mother a fatal stroke.