

# OUTSIDE LINES

## THE KNOWNS AND UNKNOWNNS

In March, a new movie debuted. Called *The Unknown Known*, it is a documentary piece on former Secretary of State Donald Rumsfeld that spins off of his famous quote, "There are known knowns...known unknowns...and also unknown unknowns." Whether you are a fan of the former statesman or not, it has me thinking about healthcare and the business decisions we are making today. Yes, it's a crazy, challenging time...and also, interesting and full of opportunity as long as we are planning and leading from the perspective of both strategic views: the "here and known" and the "there and unknown". This also has me thinking about a favorite *Harvard Business Review* piece titled, ["The CEO's Role in Business Model Reinvention."](#) Similar to Rumsfeld, the recommendation is to manage forward with a strategic solution set that considers three boxes of time: managing the present, steering toward the next horizon and creating the future.

You know the knowns and what to do with these. But the unknowns are where we come in. In this weekly e-letter, our goal is to offer creative thinking along with new and different ideas that spur forward more "Outside the Lines" leadership in healthcare.



Kim Athmann King, MBA, FACHE  
Founder & President  
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Let's push the boundaries, let's find new ways to do the known and normal better, and let's paint new pictures for the healthcare of the future.

Always looking ahead,



Kim Athmann King, MBA, FACHE



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## NEWS ALERT! WHAT'S HAPPENED THIS WEEK

One of our clients, Tucson Medical Center (TMC), announced a clinical affiliation with CVS and its MinuteClinic operations. The partnership is primarily for data sharing - both CVS and TMC have EPIC, which makes this work - allowing data for patients who go to a CVS MinuteClinic to be electronically submitted to their physicians at TMC One, TMC's physician group. CVS has more than 50 of these affiliations in place across the country, further fueling its 7,800 retail pharmacy locations and more than 900 walk-in clinics. Wow! How far we've come since MinuteClinic started building outside of Minnesota in 2004.

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## WHO WE'RE WATCHING

In mid-March, I along with about 4,500 others, attended ACHE's Congress on Healthcare Leadership in Chicago. I found one of the educational sessions especially interesting. Curt Kretzinger, COO of Mosaic Life Care - formerly Heartland Health - in Kansas City, shared his system's "health care reimaged" vision, including its Life Center with no waiting rooms, life coaches, and a one-stop place for everything from primary care to art classes and chef demos. Check it out [here!](#)

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## WHAT'S TRENDING

Last week, the merged Scottsdale Healthcare and John C. Lincoln Health Network hospital system in Arizona - joined together about 18 months ago - announced its new name: HonorHealth. Similarly, a Southern California system combining St. Joseph Health and Hoag Memorial Hospital announced a new name when it was formed in 2013: Covenant Health Network. Within the past year, though, this system was re-named again to St. Joseph Hoag Health. This is interesting to watch and ponder prompting the important question, is "all healthcare still local"? If so, what's in a name is a really big deal.

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