

OUTSIDE LINES

HOW TO: RIDE THE POPULATION HEALTH WAVE

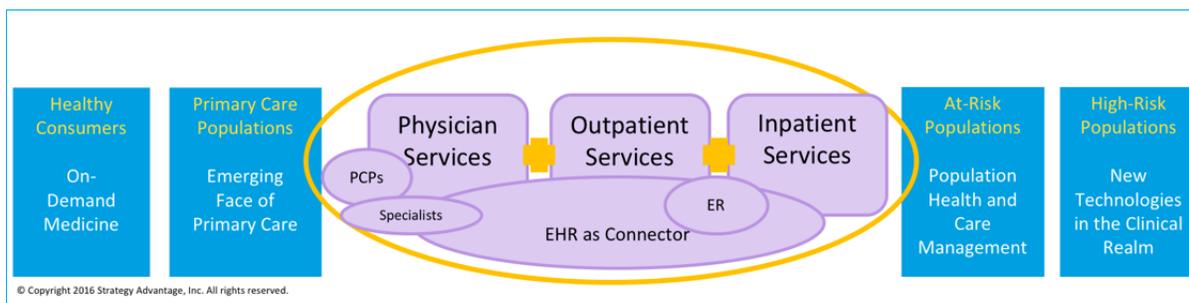
I just returned from the 2016 ACHE Congress on Healthcare Leadership in Chicago. I presented there – along with Dr. Harry Sax, Executive Vice Chair of Surgery at Cedars-Sinai Medical Center – on the topic of disruptive innovation in healthcare. We had a packed house for both of our sessions, confirming that there are a number of healthcare executives increasingly noting the importance of change, innovation, and the disruptors in our world. Even more, there were several other sessions – keynote presentations, hot topic summits, and other concurrent sessions – highlighting the parallel priorities of care transformation + consumerism as key to advancing the volume-to-value imperative.

Therefore, this week's Part 5 of our Innovation Series is well-timed. With this next addition, we are featuring new ideas and innovations specifically in the area of population-based health. While other sections of our series have been focused on innovations for healthy, urgent, and primary care populations; being able to transform care delivery, especially for at-risk populations and specifically with care models designed for high consumer involvement and engagement,



Kim Athmann King, MBA, FACHE
Founder & President
Strategy Advantage
kking@strategyadvantage.com
www.strategyadvantage.com
www.zigzaghealthcare.com

provides great promise for hospitals, health systems, and physician groups particularly as they are increasingly accountable for population groups.



According to the three CEOs featured in the Wednesday morning session at ACHE Congress – from Froedtert, Providence, and Memorial Hermann health systems – there are at least “four Cs” that will enable a “riding of the wave” toward better and more widespread population health and care management. Those “four Cs” are: care transformation, consumerism, chronic disease, and co-development with innovators. A couple of innovators were mentioned during the session that you should know of, including Omada Health and Carena. In addition, I would like to add a few others that we have featured in our [ZIGZAG Healthcare](#) library, all of which are making an interesting mark on improving population health-based outcomes:

- For diabetes, or pre-diabetes, and for people with other chronic disease, in addition to Omada Health, Canary Health and Noom Health also specialize in disease-specific digital health care platforms. Specifically, the Centers for Disease Control (CDC) recognizes all three of these companies for meeting standards that help to counter the onset of Type 2 diabetes.
- For asthma and COPD populations, Propeller Health has developed, tested, and secured several FDA clearances for custom-designed inhalers with sensors that help patients remember to take their medications or alert caregivers when they need help.
- Qardio provides wearable devices – along with its QardioApp – for continuous heart health tracking, including a companion QardioMD solution for patients’ doctors to remotely monitor their heart health and condition.
- Ginger.io, 1DocWay, and other companies provide interesting, innovative, affordable, and effective population health tools and solutions to help

manage depression, anxiety, and other behavioral health conditions.

If you are a hospital, health system, medical group, ACO, or any other healthcare provider organization with a mission or vision to be a population-based healthcare organization, we would recommend that you know about, track, and look at possible co-development partnerships with these and other companies focused on innovating and transforming care delivery. To get more information on any of these, you can visit our resource, [ZIGZAG Healthcare](#) for more information. Also, as a healthcare leader, we encourage you to think outside of the box and dig deep to think as broadly as possible, and search for both traditional and non-traditional answers, to solving the care transformation + consumer puzzle.

One last note, and potentially, most importantly. In addition to the “four Cs” noted above, a “fifth C” critical for success in innovation is YOU, the CEO and C-Suite. The Froedtert, Providence, and Memorial Hermann panelists agreed that these individuals play a key role in innovation. They said that “people in your organizations, people around you, watch you as the CEO or C-Suite leader. They know what you’re passionate about. If innovation is not one of those things, the organization will not follow.”

Be an innovator. Be a care transformer. Be one of those who believes in the consumer in healthcare. Ride the wave, and make a true difference, in population health.

Always looking ahead,

A handwritten signature in black ink that reads "Kim King". The signature is stylized and cursive.

Kim Athmann King, MBA, FACHE

NEWS ALERT! WHAT'S HAPPENED THIS WEEK

To be effective at population-based health, helping to manage a disease medically is important. Also, more and more attention is also being given to the

non-medical services needed to assist individuals in their homes, during their daily lives, and with other social determinants of health. An interesting California-based company – HomeHero – features varying levels of non-medical assistance for senior / elderly population groups (including services like helping with meal preparation, assisting with exercise, or providing companionship). It's an interesting company that we are profiling now and will publish soon in [ZIGZAG Healthcare](#) with all their most recent updates. Just recently in early March, [the company announced](#) the launch of a new care management platform that will involve relationships with hospitals, health systems, and payer organizations. This could be interesting, especially for organizations with Medicare Advantage or other risk-based contracts for 65+ population groups.

WHO WE'RE WATCHING

Inception Health is a wholly-owned subsidiary company formed by the Froedtert & the Medical College of Wisconsin health network to accelerate the adoption of digital health, identify and partner with innovative companies, and increase the innovation capacity of the network. [Providence Ventures](#) was founded in 2014 to manage a \$150 million venture capital fund on behalf of Providence Health & Services (PHS). The fund is designed to provide direct investments in innovative start-up healthcare companies that improve quality and convenience, lower cost, and improve health outcomes. As a second example, [Summation Health Ventures](#) is a strategic health care investment fund – backed by MemorialCare Health System and Cedars-Sinai Health System – to provide a gateway for innovators to refine and grow their products and to help providers fulfill their mission in a new way.

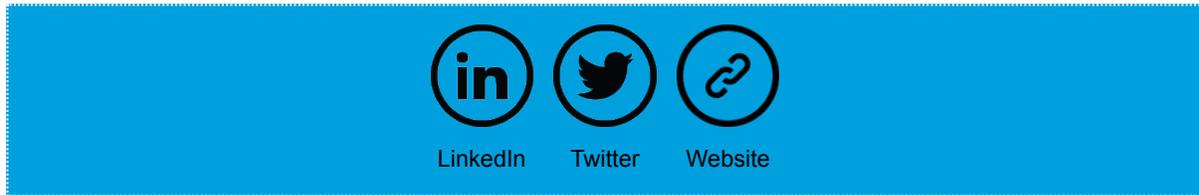
We are watching and tracking all of these – and others like them who are movers, shakers, and leaders in the healthcare innovation and innovation centers movement. Contact us at [Strategy Advantage](#) – 310-416-1400 – if you want to compare notes or hear more.

WHAT'S TRENDING

Increasingly, the FDA and other regulatory agencies are reviewing and clearing new and different care models and / or digital health or mobile apps. While I am not a proponent of “only-an-app-needed” to transform care and serve our

consumers, it is very interesting to follow and take note of the companies, devices, and apps that are receiving clearance. Some are technologies that you may want to discuss with your doctors and possibly embed into your care processes. Others are technologies already baked into a care model that might be ready to plug and play in your organization, inside of key services lines and / or for different disease-specific or population-specific groups.

MobiHealthNews provides a good [quick-read of 31 clearances for digital health](#) in 2014. We are searching for the new list for 2015, but for now, I think you'll find this list to be helpful.



Copyright © 2016 Strategy Advantage, All rights reserved.
You are receiving this e-mail from Kim Athmann King

Our mailing address is:

Strategy Advantage
1601 N. Sepulveda Blvd.
#790
Manhattan Beach, CA 90266

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)

