

OUTSIDE **THE** LINES

IT'S UP TO YOU NOW

This is a main headline this morning at CNN.com: “It’s Up To You Now.” Of course, it’s election day and it’s now time – finally – for the voters to make their decisions. For healthcare leaders, the “what next” of all of this will take time to sort out. Most definitely, the ACA will continue to rumble along with complicated, tough questions and lots of political fighting still to be had.

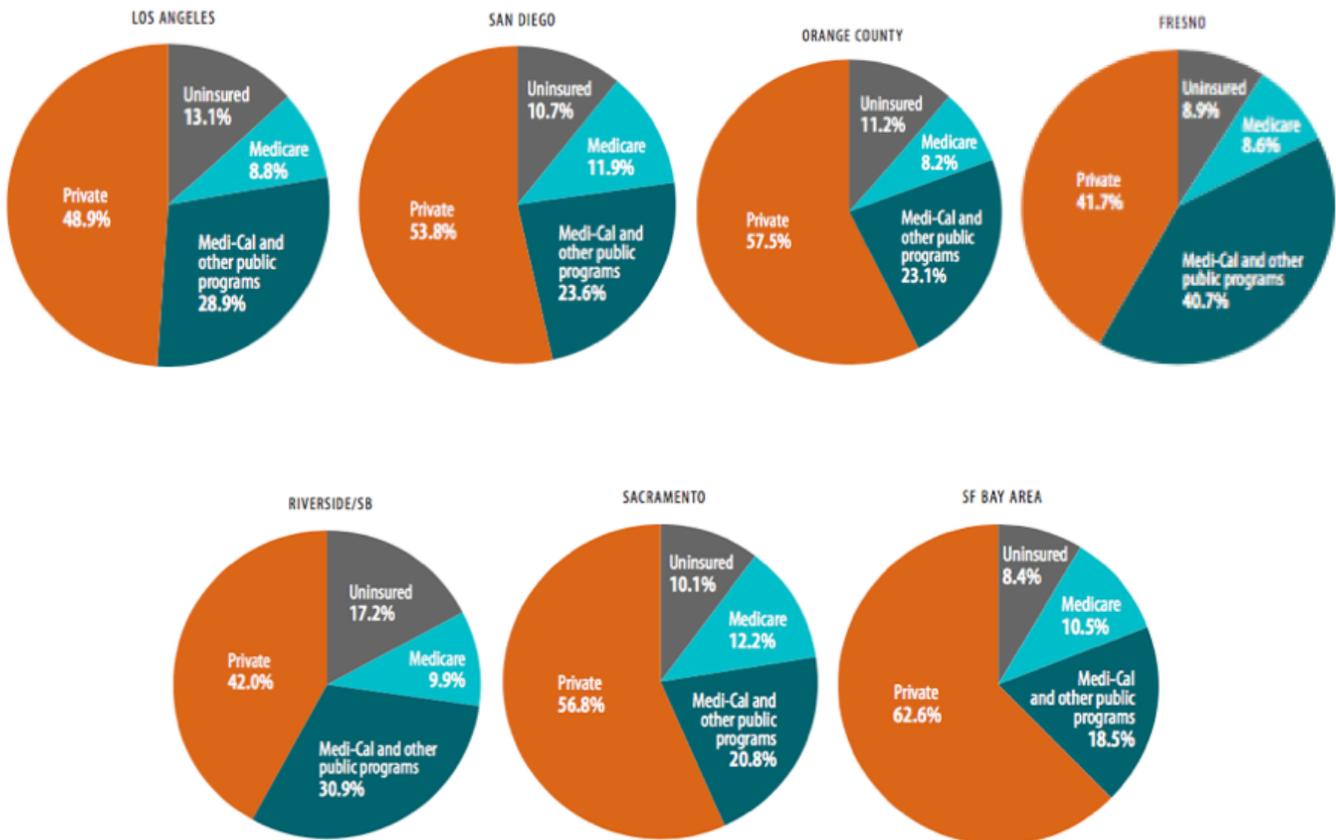
So it’s our viewpoint that right now and for years both behind and ahead of us, it remains up to us to steer a new course forward for healthcare, to be leaders fundamentally changing healthcare delivery. As the nationwide and statewide policies shift and stagnate, the questions are: How can you further your mission in the near future to serve your community and improve your local healthcare? How can you zig and zag, from volume to value, including both sick care and health care, and deploying both traditional and non-traditional, emerging care models to make healthcare better in your city, county and region ... because healthcare is still local?

As we watch the election maps throughout today and into this evening, take a look at some other maps that depict the unique healthcare differences in seven markets in California. Thanks to the [California Healthcare Foundation](#), quick reference guides, interesting infographics and issue briefs have been produced for [each of the seven regions](#): Los Angeles, San Diego, Orange County, Fresno, Riverside/San Bernardino, Sacramento, and the San Francisco Bay Area.



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As you might expect, each local area is vastly different from the other, affecting decisions about the delivery of healthcare that must be nuanced uniquely in each region. And this is true for every state nationwide, not specifically just California.

The differences are stark:

- While the Los Angeles region has 49% of its population privately insured, San Diego has 54%, Sacramento 57% and San Francisco a whopping 63%. Fresno and Riverside/San Bernardino have 42% privately insured.
- Los Angeles is still a largely fragmented market while San Diego's more consolidated providers are pursuing countywide networks and new patient care models. In the Bay Area, providers are "empire building" and in Fresno and the Riverside/San Bernardino areas, providers wrestle with solutions for their larger Medi-Cal and uninsured populations.

The national election may be over after today, but the hard work of healthcare continues. Let's keep it local. Let's stay true to our missions. Let's be leaders changing healthcare delivery. It's always been up to you and that is never more true than NOW.

Always looking ahead,



Kim Athmann King, MBA, FACHE

NEWS ALERT! WHAT'S HAPPENED THIS WEEK

In a [two-part series published in *Forbes*](#) magazine, four CEOs in four market areas – Dublin, Ohio; Duarte, California; Cleveland, Ohio; and Philadelphia, Pennsylvania – discuss [“The Biggest Issues for the Future of Healthcare in America.”](#) The series is interesting in that it points to both similar and opposing viewpoints, along with the solutions being applied, in four local markets. Don't miss this exclusive look.

WHO WE'RE WATCHING

As policy and local markets shift, and as we consider the both/and of managing the present while also steering to the next horizon, I was reminded this week of the immensity of population demographic changes. They are certainly prevalent in today's election conversation, but also apply across the board, including healthcare. We must assess how this will dictate what can be – what will need to be – funded publicly and how then both the demographic need and the public funding that follows, will naturally change priorities for future shifts in the private payer landscape. As we have all known for years, the 55+ boom and increased lifespan are changing the American population map. The California Department of Finance provides a California Population Pyramid, 1940-2060 that provides an intriguing picture to consider. [Click here](#), play and watch what is happening as our population grows and is changing.

WHAT'S TRENDING

Another map is interesting. Global Health Check allows you to enter your date of birth and track how the world's health has changed in our lifetime. [Click here](#), enter your date of birth, press “Go,” and look at all of the progress that's been made as leaders over the years have made substantial strides in changing healthcare delivery. As inspiring as it is to see this, let's not stop. Let's use this for motivation to push to the next frontier!



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