

OUTSIDE **THE** LINES

BREAKING THROUGH IN 2017

Here we go 2017! Will this be the breakthrough year for healthcare?

The ACA repeal and replace drums are beating. The healthcare costs, affordability and productivity questions are building. The personal responsibility and consumerism arguments are impending. Healthcare leaders have more on their plates than ever.

What to do in the midst of so much federal/state policy and industry-wide disrupt? We have two suggestions:

1. If you want to change healthcare ... Focus on care innovations – how to deliver care differently. Focus on consumerism – how to be different for consumers. Focus on creative collaborations – with both traditional and non-traditional providers of care. Start with your questions, issues, challenges or opportunities. Drive value – and differentiate your organization – on the basis of these three fronts.
2. If you want to be a leader changing healthcare ... Break out from the pack. Break away with new ideas. Break through



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with different paths to tackle the questions on your plate. Dare to innovate. Achieve success after success. Be a breakthrough leader.

We believe in “breaking through” strategies and solutions. We believe in “breaking through” leaders. This is hard work, but important work. And we at Strategy Advantage are partners for these leaders. Who are they? Some are our clients. Some are long-time colleagues and friends. Some are “insiders” in our industry; others are “outsiders.” Many are industry movers and shakers.

Throughout 2017, we will devote *Outside the Lines* to profiling these leaders, sharing their stories, featuring new ideas, bringing perspective to different ways the questions of today are being resolved, and sorting through how leaders are:

- Breaking out from the pack, advancing possibilities of a future for healthcare that looks different from the past.
- Breaking away with new ideas, doing what they do in “innovating ways” to improve care, solve the value questions and drive specific progress and results.
- Breaking through with different old-model-to-new-model paths to tackle the questions on their plates.

Always looking ahead ... because “the only time you should ever look back, is to see how far you’ve come.”

A handwritten signature in black ink, appearing to read "Kevin Huang". The signature is stylized and cursive.

DO YOU KNOW...

Telemedicine – according to some healthcare experts’ opinions – will increasingly become a standard practice of care for providers. While most hospitals, health systems and physician groups are dabbling – at least – in this care innovation, *Fast Company* in early 2017 included telemedicine in its list of [“The Biggest, Boldest Health Predictions for 2017.”](#) An interesting note in this article – and in an October piece in *Fortune* – is that [Kaiser Permanente reported 50% of its visits](#) are now conducted virtually.

DO YOU KNOW ABOUT...

ZOOM+, based in Portland, Oregon, has been referred to as “the Kaiser Permanente for the 21st century.” [ZOOM+](#) is an “outsider leader” that has been building its innovative, different care option for almost a decade. The company started in 2006 as ZoomCare, expanded and re-named itself to ZOOM+ in May 2015, and today, has 32 clinics in the Portland area and in other Oregon and Washington communities. The company’s goals are to: deliver twice the health at half the cost and 10 times the delight, keep 75% of its ZOOM+ plan members inside its ZOOM+care network, and lower healthcare costs by as much as 40%.

Watch for our bi-weekly series of *Outside the Lines* to hear more about "outside leaders" like ZOOM+ and, as well, “inside leaders” like OSF Healthcare, Henry Ford Health, MultiCare Health, Cedars-Sinai, Providence Health and many other hospital, health system and other leaders changing healthcare.

DO YOU HAVE A STRATEGY AND SOLUTION FOR THIS?

At Strategy Advantage, we have believed in the three-pronged care innovations + consumerism + creative collaboration strategy for some time. Other industry experts – especially in recent months – are affirming this direction. For example, in [a series of Health Care 2020 reports](#) published at the end of 2016, HFMA (Healthcare Financial Management Association) featured “Transformative Innovation,” “Consumerism,” and "Consolidation" in three of the four reports.

Inside, HFMA noted:

- “Innovations in clinical care delivery and healthcare business processes have the potential to reshape the competitive landscape in the industry ... If incumbent health plans, health systems and physician groups do not evolve their business and clinical care models to leverage innovations that improve value for purchasers, they will lose market share to those that do.”
- “Consumers are paying more out of pocket for their healthcare, and that changes everything. Health plans and providers that fail to respond to the imperatives of consumerism will risk losing relevance as the move to value-based payment gains traction, while consumer-savvy organizations will be positioned to thrive.”
- "The healthcare industry is in the midst of a volume-to-value revolution that is likely to turn historical patterns upside down, across the board. That pivot to a value-based business model could cast consolidation in a new light."



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