

OUTSIDE **THE** LINES

LEADERS CHANGING HEALTHCARE: INTERMOUNTAIN HEALTHCARE + AMA + OMADA HEALTH

May 10, 2017

If I were to ask you to name 10 health systems who are leaders in healthcare *and* changing healthcare, you would (most likely) include Intermountain Healthcare on the list. Also, if I were to ask you to name one of the top chronic conditions to solve for as we figure out how to be successful in population health, diabetes would surely make the list. In this week's *Outside the Lines*, we feature Intermountain Healthcare, an interesting collaboration, a new digital health option, and one of the companies on our [ZIGZAG Healthcare](#) innovators library, where together they target diabetes.

According to the American Diabetes Association, more than 29 million Americans have diabetes, and every 23 seconds, another person is diagnosed with diabetes. The [CDC notes](#) that



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another 86 million adults – one in three people – have prediabetes, where their blood sugar levels are higher than normal but not high enough to be classified as type 2 diabetes. Almost 90% of prediabetic people are unaware they have the condition, and without lifestyle changes, 15% to 30% of them will develop diabetes within five years.

This is where the Intermountain digital diabetes story starts. In July 2016, Intermountain with the American Medical Association (AMA) and [Omada Health](#), announced an initiative aimed at prediabetes. The collaboration's intent is to give at-risk patients an online option for care and to explore – and prove – how digital tools can help providers prevent diabetes.

Intermountain Healthcare is a Utah-based, not-for-profit system of 22 hospitals, 185 clinics, a Medical Group with 1,400 employed providers, and a health plan division called SelectHealth. Omada, along with other companies like it (Noom Health, Canary Health and others), offers a CDC-recognized, 16-week online course that leverages remote coaching and mobile tools to deliver the National Diabetes Prevention Program ([NDPP](#)).

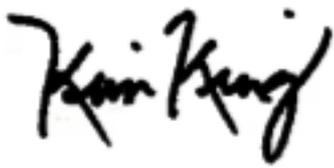
According to the [AMA](#), the collaboration marks the first time it has worked with a digital healthcare provider, in this case supporting high-risk patient referrals to Omada's online lifestyle change program. "Research shows that participation in evidence-based diabetes

prevention programs can cut the risk of developing type 2 diabetes by nearly 60 percent,” said AMA President Dr. Andrew W. Gurman.

According to [Intermountain Healthcare](#), the initiative is about convenience for patients. “The traditional diabetes prevention programs are 16-week, face-to-face educational programs where somebody has to get in their car, drive to a place, sit there for 60 to 120 minutes. Whereas a digital strategy allows for asynchronous learning, and they can access the material pretty much anytime, anywhere since it’s been optimized for different platforms whether it’s a mobile phone, iPad or tablet, or laptop or desktop,” said Dr. Elizabeth Joy, Intermountain’s Medical Director for Community Health and Clinical Nutrition.

Intermountain is enrolling 250 patients in the pilot initiative. Clinical care managers/nurses reach out to eligible patients, offering the Omada program. For Intermountain, more than 100,000 adults in its service area are living with prediabetes. It estimates huge savings if the collaboration succeeds: \$6,000 per patient per year, on the low end, and multiples of this as the program prevents the onset of diabetes across many years. Talk about moving the needle. That’s progress: one collaboration, one initiative, one step at a time!

Always looking ahead,



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DO YOU KNOW...

According to [Forbes](#), a January 2017 study published in [PLOS ONE](#) (the publication of the Public Library of Science) revealed that diabetes may be killing around four times as many people as originally thought. The CDC currently lists diabetes as the 7th leading cause of death in the U.S., with more than 76,000 deaths in 2014. Multiply this by four, and diabetes becomes the 3rd leading cause of death, leapfrogging lung disease, accidents, cerebrovascular diseases and Alzheimer's disease. According to the PLOS ONE study, "Diabetes may represent a more prominent factor in American mortality than is commonly appreciated, reinforcing the need for robust population-level interventions aimed at diabetes prevention and care."

DO YOU KNOW ABOUT...

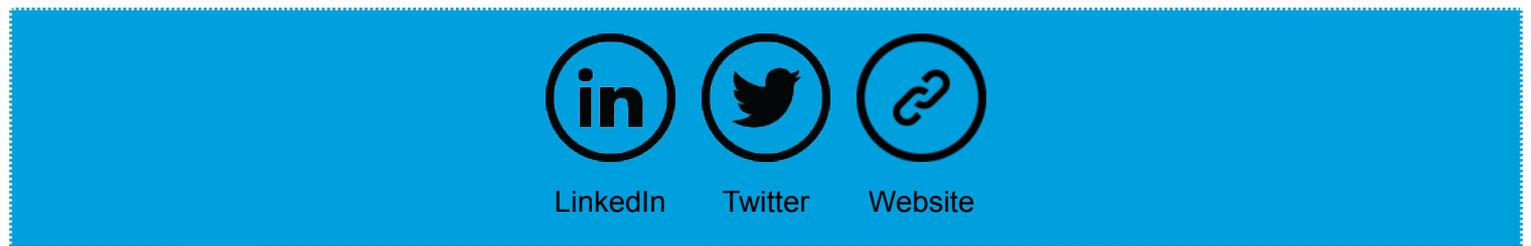
There are [many](#) care model and digital care tool innovations focused on diabetes prevention and care management. At Strategy Advantage, we just completed a Digital Health strategy for a major medical center, with a Digital Diabetes Care pilot included as one of six action priorities. Do you have a Digital Health strategy to grow, add differentiation and improve efficiency for your health system? Are you in the know related to "digital diabetes" options? Also, going forward, pay attention to what Apple and other major tech firms and startups are doing with a goal to disrupt traditional diabetes care. As an example, [Apple announced](#) it has hired 30 biomedical engineers to work on the "holy grail" of life sciences — a noninvasive blood-sugar monitor to help those suffering from diabetes.

DO YOU HAVE A STRATEGY AND SOLUTION FOR THIS?

While Intermountain Healthcare chose Omada Health as its partner for digital diabetes, the [YMCA](#) and other organizations selected Noom Health. Also, [Medtronic](#) and other organizations selected Canary Health. There are many, many examples, and the momentum in this category is building fast.

For the last three days, my team and I have been in Austin, Texas participating in a national healthcare strategists conference. While here, one of the presenters noted this favorite line from futurist and technology media pioneer Kevin Kelly: "The future happens very slowly and then ... all at once." It's fascinating to stay on top of, and in front, of the digital trends that have re-shaped other industries and are paving the way for all forms of new possibilities for digital medicine and healthcare.

This is why we created ZIGZAG Healthcare: especially, for the most innovative and driven leaders in healthcare. And just this week, we took the next step with ZIGZAG, opening the door for many more members to join us, to spark change and spur forward the new frontier in healthcare. You can join ZIGZAG Healthcare as an individual member, as a small business team, or for your business+ executive, strategy and physician teams. Get started now. [Join us](#) today.



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