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OUTSIDE **THE** LINES



BREAKTHROUGH MOVES IN HEALTHCARE

Today's Top Pick, Curated for Leaders Changing Healthcare

January 8, 2019

If you want to change healthcare, focus on care innovations, focus on consumerism, and focus on creative collaborations. Leaders changing healthcare are daring to innovate and pushing the boundaries into new territories of healthcare.

Will this be the breakthrough year for healthcare? That was the question we posed in our January 2017 *Outside the Lines*. If you want to change healthcare, we wrote:

- Focus on care innovations – how to deliver care differently,
- Focus on consumerism – how to be different for consumers, and
- Focus on creative collaborations – with both traditional and non-traditional providers of care.

In that same *Outside the Lines* two years ago, we also suggested that healthcare leaders know about ZOOM+Care, a primary and urgent care innovator in Portland, Oregon with more than 30 clinics (and growing). So it was surprising, and very interesting, to see the news headlines just a few weeks ago, before the holiday break.

On December 18, PeaceHealth announced it will acquire ZOOM+Care, adding all of its clinics (now 37) into PeaceHealth's network, prioritizing access, choice, and on-demand convenience for consumers. With the partnership, PeaceHealth is betting on different thinking as it expands and changes to serve its communities. Also, ZOOM+Care has won a major endorsement of the vision it has been building since 2006: Twice 1/2 Ten[®], meaning twice the health, half the cost, ten times the delight.

2018 brought other primary and urgent care partnering announcements that are having breakthrough consequences for care innovations, consumerism, and creative collaborations. On December 17, Dignity Health-GoHealth Urgent Care (a joint venture created in 2016 to open 12 consumer-focused urgent care centers in the San Francisco Bay Area) added 6 more centers by acquiring Golden Gate Urgent Care, affiliated with UCSF. GoHealth, separately, operates more than 100 urgent care centers via various health system partnerships across the country. In June 2018, Atlantic Health System partnered with MedExpress to jointly own 11 urgent care centers in New Jersey. In August 2018, South Shore Health System announced plans to acquire Health Express' 7 urgent care centers in Boston. Growth in urgent care is not new for healthcare or for health systems. Many have been investing in urgent care centers for years. What is new, though, is the breakthrough impact that is occurring. According to new research in the October 18, 2018 issue of *JAMA Internal Medicine*, reported in *TIME* magazine, people are going to urgent care centers more than ever for low-acuity conditions, and ER visits are declining.

We are constantly scanning the horizon of healthcare, to help you stay on top of, and in front of, key trends. Leaders changing healthcare are daring to innovate, pushing the boundaries into new territories of healthcare. Time will tell if these moves are brilliant or crazy, but breakthrough they are!

Always Looking Ahead,
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[Shaun Ginter](#), one of our Strategy Advantage [X·CO partners](#), is an expert in urgent care and consumer driven health (including retail health and telemedicine). He can assist with questions like how to add new consumer-focused programs, how to optimize urgent care center operations, and how to build and grow via urgent care expansion, partnerships, and new market entry. Shaun is available for executive-to-executive, short-term consulting and advice, to help drive your success forward. To get started with Shaun, email us at XCO@xcoadvantage.com or call to 310/ 416-1400, x4.

ADDITIONAL RESOURCES

Read more [here](#) about the PeaceHealth and ZOOM+Care affiliation.

Read more [here](#) about the ZOOM+Care history, care model, and vision.

Read more [here](#) about JAMA's new study on urgent care utilization.

Click [here](#) to access other *Outside the Lines* issues produced by Strategy Advantage.

This bi-weekly e-mail is curated by the expert team from Strategy Advantage and provides a look across the horizon, and outside the lines, of the healthcare industry.

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