

OUTSIDE **THE** LINES



PRIMARY CARE UPENDED

Today's Top Pick, Curated for Leaders Changing Healthcare

February 5, 2019

Younger consumers – 45% of 18-to-29-year-olds and 28% of 30-to-49-year-olds – are opting out of traditional healthcare. Valuing convenience, speed, digital connectivity, price transparency, and different experiences, they are upending the doctor's office. Our world is being transformed by the “modern” consumer.

Millennials, now the largest generation in the U.S. labor force, have surpassed the population size of Baby Boomers. With that, a “modern” consumer wave is shifting markets. At the same time, people are paying more out-of-pocket for services. All of this changes everything for healthcare, especially for primary care.

Many people are no longer wanting – or using – office-based primary care.

More than a quarter of adults (26%) do not have a primary care provider, according to a Kaiser Family Foundation study conducted in July 2018. Younger

consumers especially – 45% of 18-to-29-year-olds and 28% of 30-to-49-year-olds – are opting out of traditional primary care. While concerning to healthcare providers and leaders who believe in the physician-patient relationship, population health management, and coordinated care, millennials (and many others who are adopting millennial styles and preferences) value convenience, speed, digital connectivity, price transparency, and different experiences – all of which they believe are not found in a doctor’s office.

The time-honored model of office-based primary care is being upended, according to *Kaiser Health News*. Retail clinics, urgent care centers, on-site or near-site workplace health sites, virtual care services, concierge medicine providers, and disruptors like Heal, Dispatch Health, Forward, Canopy Health, OneMedical Group, and so many others are creating a panoply of new options for people. Frequently these services are covered by insurance. But even without insurance payment – considering the value of time, high-deductibles, and both competitive and more predictable pricing for various of these options – the pro-vs.-con selection of the new options is becoming more and more of a no-brainer for savvy consumers.

We are constantly scanning the horizon of healthcare, to help you stay on top of, and in front of, key trends. With shifts driven by the millennials – including their broader societal influences – leaders changing healthcare are flipping their primary care models, partnering with disruptors, and engaging their communities and patients as “consumers.” There is no going backwards on this. Winners are already re-creating the doctor’s office as we know it, and they will leapfrog with even more new ideas as our world is transformed by the “modern” consumer.

Always Looking Ahead,
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[Kristopher Kitz](#), one of our Strategy Advantage [X·CO partners](#), is an expert in ambulatory and consumer-directed healthcare. He helped develop the Retail Health and Strategic Partnerships team, including implementing its First Touch plan, at MultiCare Health System in the state of Washington. He can assist with questions like how to think more like a consumer-focused organization, how to add consumer-focused programs to gain market advantage, and how to re-shape your primary care and other ambulatory sites for the future. Kris is available for executive-to-executive, short-term consulting and advice, to help drive your success forward. To get started with Kris, email us at XCO@xcoadvantage.com or call to 310/ 416-1400, x4.

ADDITIONAL RESOURCES

Read more [here](#) – from *Kaiser Health News* and a Kaiser Family Foundation study – about millennials upending office-based primary care.

Read more [here](#) – from *Health Affairs* – about 5 key trends to watch in 2019, including disruption and digital trends, both being driven by the “modern” consumer dynamics changing all industries, including healthcare.

Read more [here](#) – from *Pew Research Center* – about the millennial population and labor force shifts.

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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