

OUTSIDE **THE** LINES



THE NEXT NEW THINGS

Today's Top Pick, Curated for Leaders Changing Healthcare

April 30, 2019

CMS' new Primary Cares Initiative includes five new value-based primary care payment options, launching what HHS Secretary Alex Azar said is a "historic turning point in American healthcare." But that's not all that's spinning in new directions. Humana launched "On Hand," a new health plan focused on virtual-first primary care. And post-acute care is next on deck for change.

This week, CMS announced its new Primary Cares Initiative, including five value-based primary care payment options (two under the new Primary Care First path and three under another new Direct Contracting path), launching what HHS Secretary Alex Azar said is a "historic turning point in American healthcare."

But that's not all that's spinning in new directions. Next on the horizon – among many new things – are virtual-first primary care and, on the other end of the care spectrum, post-acute care transformation.

CMS estimates that 25% of traditional Medicare will transition to Primary Cares, and it is encouraging state Medicaid programs and commercial payers to adopt similar approaches. Already in front of this change, Humana is pushing even further to unveil a next, new thing in primary care. Along with its partner, Doctor on Demand, it launched “On Hand,” a new health plan focused on virtual-first care, encouraging video visits as a first course of primary care and promising substantially lower premiums. The plan is being sold now in Humana’s Florida and Texas markets, and will be ready for members to start on June 1.

Post-acute care is next. Azar, along with CMS Innovation Center Director Adam Boehler and CMS Administrator Seema Verma, are the movers and shakers behind Primary Cares and other of CMS' change initiatives. Next for them is post-acute care, where new payment models are being considered, and they are calling for ideas from hospitals, health systems, and other providers. Spurring this along are results from the Comprehensive Care for Joint Replacement (CJR) program, where decreases in utilization of post-acute care facilities accounted for most of the reduced spending.

We are constantly scanning the horizon of healthcare, to help you stay on top of, and in front of, key trends. For years, the American healthcare system has been transforming itself to focus on primary care, paying for value, and placing patients at the center of care. And now ... payment models are starting to support these changes. Next and new things are happening all around us. The question for healthcare leaders is this: are you a traditionalist or a trailblazer?

Always Looking Ahead,
Kim Athmann King, MBA, FACHE
Founder & President, Strategy Advantage

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ADDITIONAL RESOURCES

See [here](#) for a two-page fact sheet on the CMS Primary Cares Initiative.

Read more [here](#) about the Humana + Doctor on Demand Virtual-First Primary Care Plan.

See more [here](#) about CMS' announcement to focus next on post-acute care payment reforms.

Read more [here](#) about how decreases in post-acute care accounted for most of the reduced spending on hip and knee replacements.

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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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Strategy Advantage
Los Angeles Office
1601 N. Sepulveda Blvd. #790
Manhattan Beach, Ca 90266

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