

OUTSIDE LINES



CANCER IN THE SPOTLIGHT

Today's Top Pick, Curated for Leaders Changing Healthcare

July 10, 2019

Value-based models for cancer care – a key service line for patients, communities, and all healthcare providers and payers – are ramping up. Large employers, CMS, and commercial payers are advancing Oncology Care Models (OCMs). And national oncology groups are leading a new way forward.

Value-based care is becoming – more and more – the model for how leaders move forward and stay relevant in our changing healthcare world. This is true for health systems, generally, and for key service lines. Bundled payments for orthopedic and cardiac care have been building for some time, but also evolving are value-based models for cancer care, a key service line for patients, communities, and all healthcare providers and payers.

Ramping up through the years, large employers have been embracing and expanding Centers of Excellence (COEs), directing their employees to a select set of providers they deem “best” for certain treatments and procedures. WalMart was an industry leader, pioneering the employer-based COE movement since 2013, including cancer care COEs. And, doubling down on the movement – indicating a more substantial shift – both CMS and other payers, like Humana, have been pursuing their respective Oncology Care Models (OCMs).

Since 2016, the CMS Innovation Center has been developing a voluntary Oncology Care Model (OCM), working with oncology practices across the nation, partnering with commercial payers, and aiming to provide higher quality, more coordinated, and lower-cost oncology care. More recently, HHS Secretary Alex Azar announced plans to advance mandatory payment models in oncology care, including radiation oncology. Also, in April 2019, Humana launched its own OCM, a national, value-based program focused on more integrated, cost-effective cancer care for its Medicare Advantage and commercial members. National oncology groups – like The US Oncology Network and OneOncology – are leaders in value-based, integrated cancer care efforts, representing practices participating in both the CMS and Humana models.

We are constantly scanning the horizon of healthcare, to help you stay on top of, and in front of, key trends. Value-based care – and bundled payments – have been hot topics in healthcare board rooms and executive conference rooms for years, but value-based cancer care seemed to be a non-starter, given the complexity of patient care and treatment approaches ... until now! Oncology practices are leading a new way forward, with results being evaluated as they go. Follow what they are doing, and ready yourself!

Always Looking Ahead,
Kim Athmann King, MBA, FACHE
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**X-CO: GET TO KNOW OUR CANCER EXPERT, DR. LARRY HEIFETZ,
TO HELP DRIVE YOUR SUCCESS**



Just this month, the Strategy Advantage team completed a Cancer Service Line Strategic Plan for one of our health system clients. Supporting this project, including activation of selected strategic initiatives, Dr. Larry Heifetz provided executive-to-executive and physician-to-physician support and expertise.

Dr. Larry Heifetz, one of our [X·CO partners](#), is a board-certified medical oncologist and expert in cancer services. Given his 23 years in private practice at Cedars-Sinai in Los Angeles, plus another 15+ years as Founder and Medical Director at the Tahoe Forest Health System Cancer Center in Northern California, Dr. Heifetz helps to resolve questions like: how to build your cancer care service line, how to support and align goals with your oncology physicians, how to build a cancer network (including a tele-cancer network), and how to optimize an academic cancer care strategic partnership. Dr. Heifetz speaks and writes nationally on oncology models; see more [here](#).

We invite you to tap our experts, including Dr. Heifetz. X·CO is a new service offered by Strategy Advantage, featuring a unique network of experts. It is different, designed to drive your success forward, fast, affordable, and high-value. To get started with any of our experts, contact us at XCO@xcoadvantage.com or call 310/ 416-1400.

ADDITIONAL RESOURCES

Read more [here](#) for an overview of the CMC Oncology Care Model.

Read more [here](#) about Humana's recently announced oncology payment model.

Read more [here](#) about The US Oncology Network, one of the groups actively pursuing value-based cancer care.

Read more [here](#) about OneOncology, another of the groups actively pursuing value-based cancer care.

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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