

OUTSIDE **THE** LINES



PRIMARY CARE 1ST

Today's Top Pick, Curated for Leaders Changing Healthcare

December 17, 2019

A new year brings excitement for the future, but with that ... many questions. Top to explore in 2020 are how to evolve primary care and how to make it first for patients and community-based health. Involvement of nurse practitioners, innovators, digital and virtual services, and whether primary care providers stay in or out of health system organizations ... these are all up for consideration.

In the middle of 2019, CMS announced Primary Care First, a new payment structure with five voluntary options for primary care. While originally slated to launch in 2020, in October this year CMS announced a revised start date of

January 2021. This provides more time to explore key questions for the new year like how to evolve primary care and how to make it first for patients and community-based health.

The question of nurse practitioners (NPs) as key providers in primary care is still evolving, but momentum is picking up. Nearly half of all states now grant NPs full authority to practice independently, and this trend is accelerating. Other states (including California where NPs work in tandem with physicians) are adding more NPs into medical groups, extending care and services. "NPs are the providers of choice for millions of patients," according to the American Association of Nurse Practitioners (AANP). "Current provider shortages, especially in primary care, are a growing concern...the growth of the NP role is addressing that concern head-on."

The question of innovators in primary care is rapidly changing the healthcare landscape. Companies like One Medical Group – started in 2007 and dedicated to 'transforming primary care' – are well on their way to being the '*new normal*' in healthcare. In addition, groups like Iora Health 'changing healthcare from the ground up', Firefly Health 'a better approach to primary care', Heal 'a better way to see a doctor', and others are re-facing the way patients can access and experience primary care. And there is much more to come. Dr. Tom Lee, One Medical Group's founder, announced in May 2019 his next new venture, this one called Galileo and geared toward sick patients in Medicare and Medicaid programs.

The question of digital and virtual services in primary care is the way of the future and gaining acceptance either as 'DIY' or augmented primary care options. Telehealth, virtual and remote care platforms (including behavioral health), and AI tools have enabled novel primary care offerings for patients. These are especially preferred by Millennials and GenZers, and as well for more modern consumers across the spectrum of ages.

The question of primary care providers working inside of – or not – of healthcare systems may begin to be tested in 2020 and future years. In December 2019, healthcare investors predicted that "2020 will be the year PCPs wake up and realize that they can earn more and be happier working independently of health systems. As a result, payers will try to tempt PCPs to break free by offering them higher reimbursement, start-up capital, and even subsidized office space and technology."

There is so much up for consideration. More and more, we are seeing our industry shift, with ‘healthcare’ happening in hospitals and doctors’ offices and ‘health’ happening in people’s homes, their communities, their lifestyles, in the blind spots between doctor visits. Where does primary care fit in all of this? That’s a key question for 2020 and beyond.

Always Looking Ahead,
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HAPPY HOLIDAYS!
LAUNCHING A NEW DECADE.
AND LAUNCHING A NEW STRATEGY ADVANTAGE BRAND.



On behalf of our team and experts at Strategy Advantage, our sincerest of thanks to all of you who are part of our community. It has been an exceptional year of great work, and even more important, wonderful relationships.

As we prepare to launch into a new decade, we look forward to more engaging strategy projects and good times ahead. Also, we are pleased to announce – and introduce you to – our new Strategy Advantage brand and look. Inspired by the many twists and turns of the healthcare industry that we navigate through to find pathways and solutions for growth, this new logo further commits our team to an invigorating and refreshed tone for all that is to come, as we continue in our mission: *to be partners for leaders changing healthcare.*

With 2019 nearly ended, we send all the best. We look forward to seeing you in the New Year. And we look to bring you more *Outside the Lines* starting again on January 14 and continuing bi-weekly throughout 2020.

Happy Holidays to you and yours!

ADDITIONAL RESOURCES

Click [here](#) to review a compendium of publications produced by the California Health Care Foundation, featuring the role of – and expanded scope of practice for – nurse practitioners in healthcare.

Click [here](#) to learn more about Tom Lee's new venture, called Galileo, geared toward sick patients in Medicare and Medicaid programs.

Click [here](#) to read more about healthcare investors predicting 10 ways the industry will change in 2020, including prediction #10 – that PCPs will break free from hospitals.

Click [here](#) to read more about digital solutions driving primary care practices for the future.

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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