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OUTSIDE **THE** LINES



THE 800-POUND GORILLAS OF HEALTHCARE

Today's Top Pick, Curated for Leaders Changing Healthcare

January 21, 2020

Cutting costs, empowering consumers, and commercializing technology are what healthcare in the 2020s will be all about. This is the expert opinion of Dr. Richard Boxer with the David Geffen School of Medicine at UCLA. Featured in Healthcare Financial Management Association's (HFMA) January 2020 magazine, *HFM*, Boxer along with Regina Herzlinger at Harvard Business School noted "it will be innovations in healthcare delivery, not new policies or planning around payment,

that will help the nation reduce its costs of healthcare.” They further noted that solutions to address “the 800-pound gorilla of the healthcare system – people with chronic diseases” are what we really need.

One leader, Dr. Tom Lee, an innovator in healthcare who launched One Medical Group in 2007 (now with more than 70 locations across the country) aims to tackle the cost + consumer + technology + chronic disease challenges. With his new company, Galileo Health, his hope is to push the boundaries further to make a more dramatic impact for a broader population.

With Galileo Health:

- The vision is to use innovative mobile technology and human-centered design to improve the patient experience.
- The goal is to treat urban and rural populations, serving all people – including those on Medicare, Medicaid, and private insurance across the US.
- The focus is to provide a comprehensive level of care, including chronic disease management.
- The design is to re-imagine the relationship between patients and doctors – with exceptional clinical teams and next-generation technology – to empower the dialog and help people live better, healthier lives.

Based in New York and founded in 2018, Galileo Health is now available for people in New York state, Pennsylvania, and Connecticut. While One Medical Group is about how to make primary healthcare better, Galileo Health is being promoted as ‘a partner for healthy living.’ Galileo offers two levels of annual membership fees, and it is geared to provide a combination of everyday care (for common medical issues), plus answers for sick patients (related to headaches, GI issues, persistent coughs, etc.), plus ongoing care to help with chronic health conditions (for people with asthma, diabetes, anxiety, thyroid, etc.).

If you are interested in a more complete, complementary profile of Galileo Health, request it [here](#). Indicate ‘Galileo Health’ in the Message line, and we will send a PDF version of the profile to your preferred email address.

According to one of the Galileo online sites, Lee and his team are ‘building the future of healthcare – today.’ This is good news if you believe that Dr. Lee’s track record of success can help to crack the nut in addressing the cost and chronic

disease gorillas of healthcare.

Always Looking Ahead,
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**STRATEGY ADVANTAGE ON THE MOVE:
Partners for Leaders Changing Healthcare.
A Production Studio for Healthcare Strategy.**



It's hard to believe Strategy Advantage was started in 2002 – 17 years ago! Today and always, it is clear what *we* are all about. We are a boutique healthcare consulting team, based in Los Angeles, specializing in difference-making growth strategies, and especially committed as *partners for leaders changing healthcare*.

As 2019 ended, we were excited to hear from several of our clients that they had achieved major wins throughout the year, making progress with their strategic plans, activating new ideas, programs, solutions and partnerships, and most importantly, making a difference for the families and communities they serve.

Also, while only three weeks into 2020, we are also excited to announce that the Strategy Advantage team has been engaged to support two new projects: a Governance & Leadership project for a growing health system in the West and an Ambulatory Care Strategy for a 4-hospital system serving communities on the East Coast.

We invite you to reach out as you have strategic or growth planning needs in 2020. Also, for your specific strategic, operational, or clinical initiatives, we have experts who are here to support you and help drive your progress forward. Contact us [here](#) or call 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to review the 'Healthcare in the 2020s' article from the January 2020 issue of *HFM*.

Listen to Dr. Tom Lee [here](#) as he discusses Galileo Health on this 'A Healthy Dose' Apple Podcast.

Click [here](#) and [here](#) to read more about the new Galileo Health venture.

Go to the Galileo Health website [here](#).

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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