

Healthcare's Changing Needs

What healthcare systems are going to need
in the "New Normal"



Agenda

- Introductions
- Healthcare's Changing Needs - Joseph Scott, FACHE
- Q&A

Adam Turinas, healthlaunchpad

- Healthtech Entrepreneur
- Founded, grew and sold Uniphy Health
- Two decades in marketing (BofA, Dell, IBM, Sirius Radio)





Joseph Scott, FACHE, J Scott Advisors

- 40 plus year executive healthcare experience
- Served as executive for healthcare quality and safety
- Chief executive of 2 hospitals and 1 healthcare system
- Chief Transformation Officer for largest healthcare system in NJ
 - Innovation, Strategy and Population Health
- Healthcare advisory services to health systems, venture capital funds and innovation start ups in the healthcare space.

COVID-19: Will we ever get back to normal?



The Current Reality

- Financial pressure
- Loss of elective procedures
- Fear of continued acute facility losses
- More consolidation and partnerships across traditional sectors of healthcare
- High unemployment
- Medicaid ranks expanding
- State budgets devastated impacting future Medicaid funding and services
- Disproportionate impact on minority populations



Poll

How has the COVID-19 pandemic affected your business?



3 Themes

1. Consumer demand for convenience post COVID-19
2. Continued digital transformation
3. Value Based Care



Consumer demand for convenience

"Airport spa shops offer COVID testing"

- Personalization and convenience in every industry ...now consumers demanding same from healthcare
- Telemedicine cat is out of the box ...slow to start pre-COVID...now a must for every practitioner
- Pharmacy mail order
- AI and chat bot applications for screening entry into the system
- Increase demand for convenient, accessible Behavioral health services
- Continued expansion of patient monitoring and at home health services
- Alternative source of revenue outside acute care facilities



Continued Digital Transformation

Digitalization is shaking up conventional patient journey

Predictive analytics for personalized care

Focus on at home digital health solutions

Innovative opportunities to address Covid and future pandemics

- Patient tracking
- Testing
- Supply chain
- Zero test body temperature measurement tools
- Home respiratory testing and monitoring to detect early serious symptoms



The Move To Value

Value based payment models less impacted during covid

Payer provider partnerships on the rise

Federal push for alternative payment models

Expanding Medicaid population



The Move to Value-Core Competencies

- Managing patients across the continuum
 - Improving access
 - Telemedicine, convenient accessible touch points, home health and home monitoring
 - Using AI to leverage data and create efficiencies
 - Care Management solutions for keeping people healthy and managing chronic conditions
 - Optimizing the efficiency of hospital operations
 - Managing post acute provider networks
 - Community based care models with community health workers
 - Addressing Social Determinants of Health

