

OUTSIDE LINES

FEATURED DISRUPTOR: PATIENTPING

May 23, 2017

There is a new frontier taking shape in healthcare. Almost all major healthcare organizations/associations, health systems, physicians and others are focusing on transformation, innovation, disruptors, changers and great ideas that are shifting the processes, practices and payment methods for healthcare. In fact, just this week, *Health Affairs* joined the dance, with the announcement of its new [blog](#) featuring the “Diffusion of Innovation.”

But even though there are thousands – and more – innovators, disruptors, new healthcare market entrants and others stepping forward, not all will make it. In fact, many will not find their way into the deep fabric of our healthcare delivery system. A few, however, are movers & shakers, already re-making healthcare as we know it.

In this week’s *Outside The Lines*, and for the next few weeks, we will feature top companies out of our [ZIGZAG Healthcare](#) library that are great ideas ... in our opinion, they represent the next

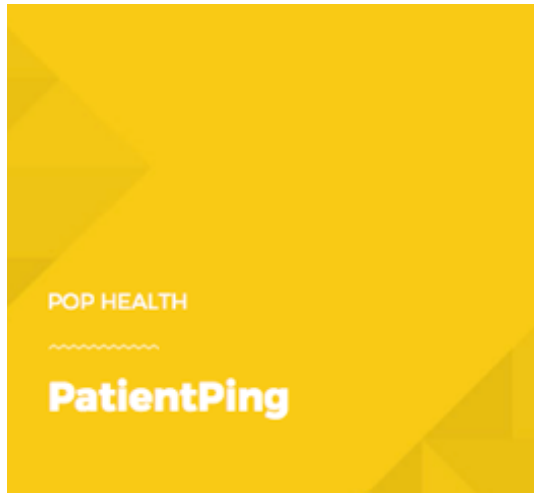


Kim Athmann King, MBA, FACHE
Founder & President
Strategy Advantage
www.strategyadvantage.com
www.zigzaghealthcare.com
kking@strategyadvantage.com



frontier of healthcare. They are the kind of “be in the know” companies you don’t want to miss. These companies – the disruptors and their health system/other partners – are taking major leaps and lead positions. While we don’t ever know what the future holds, if I were a betting person, I’d put my money on these companies.

Featured Disruptor



[PatientPing](#) is a care coordination technology company connecting hospitals and providers, transforming care transitions, and building statewide data-sharing initiatives and a national care coordination community.

Why Do We Like PatientPing? Started in 2013, the company has already built its network in several states. In states like Massachusetts, it has been adopted throughout the state, with dozens of unaffiliated hospitals, home health agencies, skilled nursing facilities and, as well, thousands of physicians connected and coordinating care via PatientPing.

Why Does PatientPing Make Sense? Region by region, PatientPing has found a way to connect providers beyond the walls of any one hospital or system. It sends real-time notifications

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("pings") to providers whenever their patients are admitted, transferred, or discharged to or from a facility. For population health, utilization management and care coordination are crucial capabilities, but often hindered by the "silos" both inside and outside the walls of IP-vs-OP, acute vs. post-acute, and facility-vs.-facility transitions.

To learn more about [PatientPing](#), join us to download and use the complete Innovation Packet including an executive summary, quick links to more information sources, and other tools you can use to share this disruptor with others.

Always looking ahead,



Kim Athmann King, MBA, FACHE

DO YOU KNOW...

The market value for Amazon today is more than 2,000 times its value about a decade ago. Comparably, the value of brick-and-mortar retailers like BestBuy, Macy's, Nordstrom and others are each about 100 times lower in value. See more [here](#), along with more perspective on how the power of digital technologies are upending traditional industries, including prospectively healthcare.

DO YOU KNOW ABOUT...

Cerner and AmericanWell have entered into a [relationship](#) which will embed telehealth visits into the Cerner EHR. According to Cerner, the integration will enable providers to better manage the health and care of patients beyond the walls of the health system.

DO YOU HAVE A STRATEGY AND SOLUTION FOR THIS?

Strategy Advantage provides a network of experts to be your partner as you lead and drive change forward. There is a new frontier out there ... and so much is possible, and doable, in the world of transformative healthcare. For digital health, retail health, consumerism, creative collaborations, and everything virtual, we have created ZIGZAG Healthcare focused on one thing ... new ideas and disruptive innovations in healthcare. Contact [me](#) if you need a growth strategy or want to add a digital health strategy to your enterprise business model. Or if you're not currently developing strategy, but want to stay on top of, and in front of, the healthcare innovation trends, consider becoming a ZIGZAG individual, business or business+ [member](#).



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You are receiving this e-mail from Kim Athmann King

Our mailing address is:

Strategy Advantage
1601 N. Sepulveda Blvd.
#790
Manhattan Beach, CA 90266

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