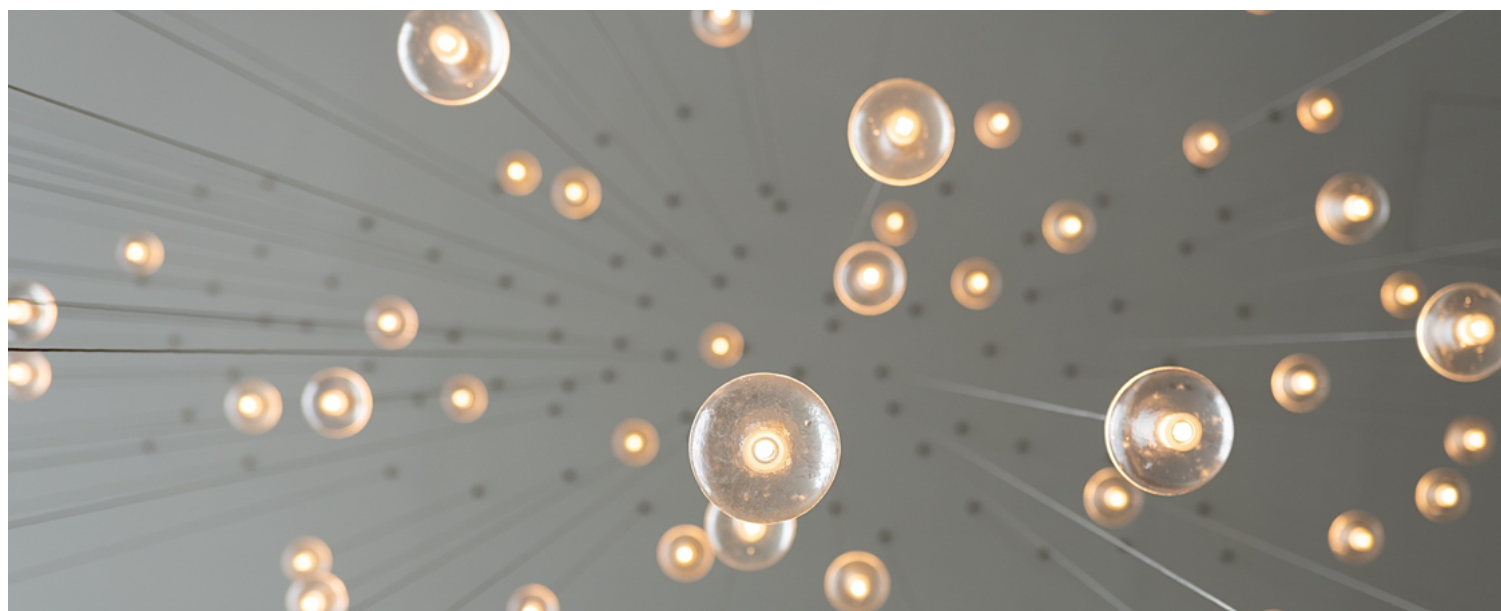


OUTSIDE LINES



VIRTUALISTS AND FREELANCERS

Today's Top Pick, Curated for Leaders Changing Healthcare

August 6, 2019

New technology, the gig economy, Millennials, Generation Z, and other factors are indicating big opportunities and a priority workforce strategy for healthcare organizations. New on the stage of workforce trends are a possible “virtualists” specialty category and more doctors freelancing. To win today, growth, value, and change strategies are important. And so are savvy and nimble talent development, retention, and workforce efficiency strategies.

Workforces are changing across America, indicating big opportunities and a priority strategy for healthcare organizations. New technology – the gig economy – the influence and different styles of Millennials and Gen Zers – these and other factors are re-shaping the ways and hows of filling physician and staff shortage gaps, working smarter, and evolving with the times. In healthcare, teleworking is already in full swing. Two other

options, medical virtualists and clinical freelancers,
are new on the stage of workforce trends.

In November 2017, JAMA proposed the addition of a new “virtualists” specialty category for physicians (also trained in other subspecialties) who spend the majority, or all of their time, caring for patients using digital healthcare. In late 2018, *Health Affairs* concurred with JAMA, emphasizing the necessity for training requirements for virtual care. JAMA projected a ‘bricks and clicks’ future for care delivery, described as: “physicians leading teams with both in-office and remote monitoring resources at their disposal,” including virtual care embedded into many services and, as well (in larger enterprises, like Intermountain Healthcare, for example), with centralized telehealth command centers.

Freelancers, too, are becoming more commonplace in healthcare. In 2017, the *Advisory Board* reported freelance doctors had doubled since 2002 and will double again in the next decade. Just a few weeks ago, *Forbes* wrote: “medicine is a tough gig these days, medical freelancing is growing, and 5% to 10% of U.S. physicians are now working as freelance doctors.” Why? They are paid well, they no longer have office or insurance burdens, and “they decide when and where they’ll work, then clock out without guilt when their shift ends.”

To win today, growth, value, and change strategies are important. And so are savvy and nimble talent development, retention, and workforce efficiency strategies. In other industries, massive efforts are underway to re-engineer workplaces and workforces in tune with techno and society factors. Companies like Walmart, AT&T, and Amazon are re-making their teams. For example, in July, Amazon announced the rollout of a major initiative to retrain one-third of its 300,000 American workers. For healthcare leaders, evolving your internal people and cultures may be one of the toughest and brightest challenges yet.

Always Looking Ahead,
Kim Athmann King, MBA, FACHE
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ZIGZAG HEALTHCARE: BE IN THE KNOW AND ON TOP OF THE TRENDS

At Strategy Advantage, in 2015 we started [ZIGZAG Healthcare](#), a strategic intelligence resource focused on one thing: new ideas and disruptive innovations that are changing the way healthcare is provided.

Our online library includes hundreds of healthcare innovator company summaries. Also, our team can be used to support strategic intelligence, customized to your questions and needs. Last year, while working with one of our clients, we facilitated strategic discussions and introductions that resulted in relationships with three innovators – Heal, Dispatch Health, and One Medical Group – adding competitive differentiation and advantage to the client organization.

We invite you to tap our ZIGZAG Healthcare resources, including [Kim Athmann King](#), as your strategic thinking partner. ZIGZAG is a service offered by Strategy Advantage. It is different in that it is designed to help you keep tabs on – to help shield you from the blind spots – amidst the explosion of changes, new ideas, and the many disruptive innovations that are game-changing in the healthcare provider space. To get started with Kim and our ZIGZAG Healthcare services, contact us at kking@strategyadavantage.com or call 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to read *JAMA*'s editorial in November 2017 titled "Is It Time for a New Medical Specialty."

Click [here](#) for the *Health Affairs* report, concurring with *JAMA* and emphasizing the necessity for training requirements for virtual care.

Click [here](#) to read about Intermountain Healthcare's Connect Care Pro 24/7 telehealth center.

Click [here](#) for more information about the freelance revolution in healthcare.

Click [here](#) to access other *Outside the Lines* issues produced by Strategy Advantage.

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