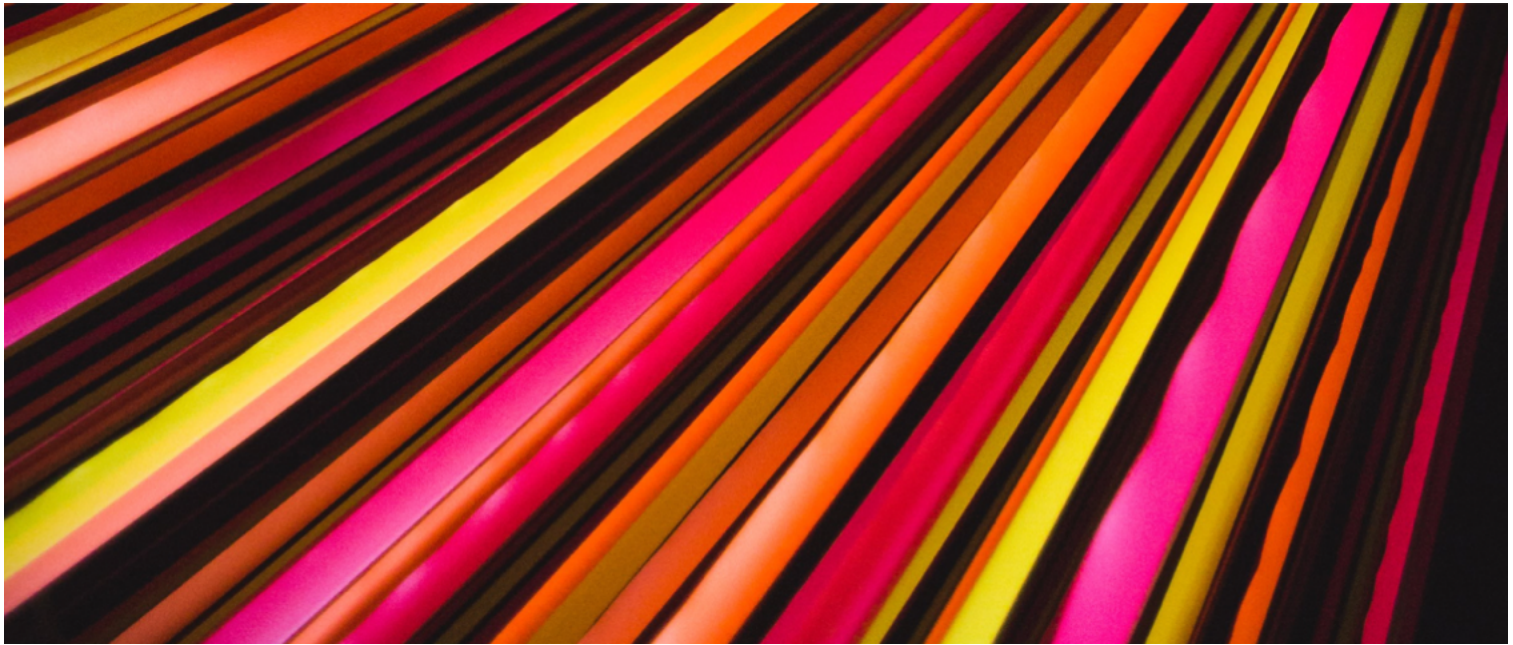


OUTSIDE LINES



THE UPTICK OF TELEMEDICINE

Today's Top Pick, Curated for Leaders Changing Healthcare

August 20, 2019

Primary, urgent, non-specialized, and even chronic care are shifting to non-traditional settings, because of telemedicine and all that can now be done remotely. Telemedicine dollars and usage are enormously on the uptick. But telemedicine, alone, is not the trend.

Rather, it's the channel and the driver for a major shift in how care can, and will, be delivered today and in the future. Don't miss the opportunities here.

Telemedicine dollars and usage are enormously on the uptick. The tele-market is exploding, worth about \$40 billion in 2018 and projected to increase to \$130 billion by 2025. And visits have increased by more than 260% each year between 2015 and 2017. But telemedicine, alone, is not the trend. Rather, it's the channel and the driver for a major shift in how primary and chronic care can, and will, be delivered today and in the future.

Primary care, urgent, and non-specialized care are shifting to non-traditional settings, because of telemedicine and all that can now be done remotely. This is real and relevant, according to an interview the Strategy Advantage team conducted last week with an accomplished executive at one of our top hospital clients. The technology is ready for this. The safety of care is being validated. Policy and parity laws are evolving, as is reimbursement for tele, virtual, and remote care. And this is leading to, as our executive shared, “so many mechanisms by which primary or urgent care can be delivered in more cost-effective, convenient ways ... and that more healthcare consumers will choose their care based on convenience and other factors that are important to them.”

Chronic care, too, is shifting with technology-driven solutions. Innovative companies like Livongo, Noom, Omada, and others are re-shaping chronic health management. They are providing online programs for conditions like prediabetes, diabetes, weight management, hypertension, and high cholesterol conditions. They and others are also supporting depression, anxiety, stress, sleep, and other behavioral health conditions.

Some are describing these changes as “floodgates to a digital healthcare wave.” A top doctor interviewed last week, also conducted by our team, asked “why aren’t we leveraging all that we can with telemedicine ... because so many of our general cases could be done very safely with technology ... it’s the next frontier.” Are you leveraging telemedicine? Are you evolving with these changes? Yes, all of this must be balanced with other investments, strategies, and with the all-important face-to-face care provided. But don’t miss the opportunities here. The uptick is speeding forward.

Always Looking Ahead,
Kim Athmann King, MBA, FACHE
Founder & President, Strategy Advantage

www.strategyadvantage.com

www.zigzaghealthcare.com

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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 change, 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@strategyadvantage.com or call 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to read more about the increasing telemedicine market, growing to \$130B by 2025.

Click [here](#) for a Strategy & Insights report from *Cigna* (written in 2015), predicting the evolving models of care delivery.

Click [here](#) for more about Livongo Health and other disruptors in a digital healthcare wave.

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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