

OUTSIDE LINES



THE POWER OF FOCUS

Today's Top Pick, Curated for Leaders Changing Healthcare

October 1, 2019

Humana and Iora Health are two of healthcare's innovators, one started in 1961, the other in 2011. Over the years, they have powered their ideas forward – using FOCUS to drive progress and partnering together to transform healthcare – changing healthcare in ways that matter for people and our communities.

“The most important word in the English language is 'FOCUS.'” These are the words of Humana co-founder and former CEO, David Jones, who passed away this September. Jones was one of healthcare's original entrepreneurs. And over the years, he and the Humana organization have been partnering with another healthcare innovator, Iora Health. Together, they both prioritize ‘FOCUS’ to drive success.

Humana was started in 1961 as a nursing home company. Initially named Extendicare, the company transformed into a hospital organization, then into one of the nation's leading health insurers, and today one of the nation's growing Medicare Advantage plans. Jones and his co-founder, Wendell Cherry, started Humana with only \$1,000 apiece. As they evolved (assuming the name Humana in 1974), they grew to more than 100 hospitals at its peak. In the 1980s, Humana moved into the health insurance business and, in 1993, sold the hospital side of the company.

Iora Health was started in 2011 with a mission to “restore humanity to health care” and “change primary care as we know it.” Created initially as Renaissance Health, co-founder and CEO Dr. Rushika Fernandopulle has evolved a unique value-based primary care model that includes physicians, health coaches, behavioral health specialists, nurses, and a clinical team manager, all working together to treat the whole patient. Today, this model is being used by Humana (and by other employer and health plan ‘sponsors’) in dozens of markets across the country. In fact, in early September Iora announced that 11 more of its Primary Care practices will be added to Humana's Medicare Advantage network. According to Iora Health, “The worst thing to do is both (fee-for service and fee-for-value) at the same time, which is what a lot of providers are trying to do. Our big advantage is FOCUS. This is a new model of care, and it's all we're doing.”

As Thomas Edison said, “The value of an idea lies in the using of it.” Kudos to both David Jones and Dr. Rushika Fernandopulle – and other entrepreneurs like them – for propelling their ideas forward, using FOCUS to drive progress, and for changing healthcare in ways that matter for people and our communities.

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

www.strategyadvantage.com

www.zigzaghealthcare.com

www.xcoadvantage.com



1-DAY INNOVATION WORKSHOP FOR HEALTHCARE LEADERS

Humana, lora Health, and other transformers in healthcare have been re-shaping and re-defining how healthcare is defined and delivered. At Strategy Advantage we've been researching, tracking, and following these trends for years. We believe that healthcare leaders – healthcare strategists, especially – want to be 'in the know' and 'in front of the trends' when it comes to industry shifts and marketplace changes.

We invite you to tap [Kim Athmann King](#) and other of our experts for our [1-Day Innovation Workshop](#). It aims to spark discussion around questions like: What are the marketplace and industry dynamics changing healthcare delivery? Who are the new market entrants and disruptors? How are progressive hospitals and health systems leading with innovative strategies? And, how might your organization pursue new opportunities to energize your strategic vision and priorities forward?

To learn more about the Strategy Advantage Innovation Workshop, contact Kim Athmann King at kking@strategyadvantage.com or call 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to read more about David Jones, Sr., co-founder of Humana.

Click [here](#) to read about lora Health and its value-based care model that is 'kicking the Industry in the behind.'

Click [here](#) to read about how Humana and lora Health have been partnering to transform healthcare.

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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Strategy Advantage
Los Angeles Office
1601 N. Sepulveda Blvd. #790
Manhattan Beach, Ca 90266

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