

# OUTSIDE LINES



## 'HEALTHCARE' VS. 'HEALTH' CARE

Today's Top Pick, Curated for Leaders Changing Healthcare

November 5, 2019

*'Healthcare' happens in hospitals and doctors' offices. 'Health' happens in people's homes, their communities, their lifestyles, in the blind spots between doctor visits. How hard is it to perform while transforming? This was a key theme – along with many others – at the 2019 HLTH Conference.*

A week ago today, I was one of 6,000 people at the HLTH Conference in Las Vegas. Unlike most conferences, this one is remarkable in the way it blends both traditional and non-traditional thinking. Among the many takeaways below, one theme resonated: 'healthcare' happens in hospitals and doctors' offices, and 'health' happens in people's homes, their communities, their lifestyles, in the blind spots between doctor visits.

**“Clinical settings account for 20% of healthcare in our country. The rest is all about lifestyle and wellness.”** The YMCA’s Katie Andamson, Vice President, Health Partnerships and Policy – promoting its 21 million members in 250 communities across 20 states – said “prevention has always been under-valued and under-resourced, a huge mismatch for what is needed in healthcare.” The YMCA, in partnership with the CDC, has developed a suite of health improvement initiatives and is focused on community, place-based health and prevention solutions.

**“Our strategy is to help people navigate via a digital front door and a consumer experience model.”** Dan Liljenquist, SVP and Chief Strategy Officer at Intermountain Healthcare, shared news of their new initiative (launching this month) that includes three parts: finding care (including self-triaging and self-diagnosing care), managing care, and paying for care.

**“We realize we are only in the middle of the care journey,”** according to MD Anderson Cancer Center’s Chief Innovation Officer, Rebecca Kaul. Cancer patients’ actual journey begins and continues “before and after patients come into our doors.” So, questions MD Anderson is solving include: How to create the feeling of an integrated continuum of care even though MD Anderson Cancer Center lives in the middle of that. And how to do more through partnerships and integrated experiences.

**“Why call it telehealth? Why not just call it medicine?”** Ann Mond Johnson, CEO of the American Telemedicine Association (ATA), said: “Technology has to do more than replace the face-to-face physician visit.” The ATA, therefore, is an advocate for technology that enables the re-imagining of care.

Many health system leaders were at the conference. Along with MD Anderson Cancer Center and Intermountain Healthcare, NewYork-Presbyterian, UPMC, Kaiser Permanente, and others were on stage. The innovation teams of Children’s Hospital Los Angeles, Boston Children’s Hospital, and others were in the Exhibit Hall. And others you might not expect were there, including Facebook announcing its Preventive Health tool, launched in partnership with the CDC, American Cancer Society, American Heart Association, and American College of Cardiology.

How hard is it to perform while transforming? This, too, was a key theme at the

HLTH event. The realization – and truth – for healthcare leaders, as shared by another one of the presenters, is “we got to do what we do in our current day-to-day, AND we have to transform,” to provide both ‘healthcare’ and ‘health’ care.

Always Looking Ahead,  
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## YOUR OWN STRATEGIC INTELLIGENCE TEAM

Not just a few – but 100s – of new ideas are fundamentally changing healthcare...with new models of care, new technologies powering change, and new ways of delivering 'healthcare' and 'health' care.

Our Strategy Advantage strategic intelligence team is here to help hospital and health system leaders stay on top of, and in front of, these trends. Saving time and costs with us. Our team is constantly curating, researching, tracking, trending, and updating our library of innovation packets, highlighting new ideas and how they are evolving. Dozens of these packets are ready to use. You can use them directly with your teams. Or, you can use them in conversations with your teams – with us as your facilitators – to spark strategic thinking and develop a transformation roadmap. Tap our team of experts for a [1-Day Transform Workshop](#) to explore questions like: What are the marketplace and industry

dynamics changing healthcare? What are traditional and non-traditional leaders doing that is new and different in healthcare? How can your hospital, health system, and/or medical group lead – and energize your strategic vision and priorities forward – with transformative strategies?

To learn more about our Strategic Intelligence services, contact Kim Athmann King at [kking@strategyadvantage.com](mailto:kking@strategyadvantage.com) or call 310/ 416-1400.

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## ADDITIONAL RESOURCES

Click [here](#) to read more about healthcare trends spotted at the HLTH 2019 conference.

Click [here](#) to see more about the health and prevention initiatives YMCA has been building in its 250 communities across the country.

Click [here](#) to learn more about Intermountain Healthcare's digital front door pilot.

Click [here](#) to know what Facebook is doing with its new Preventive Health tool.

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

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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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