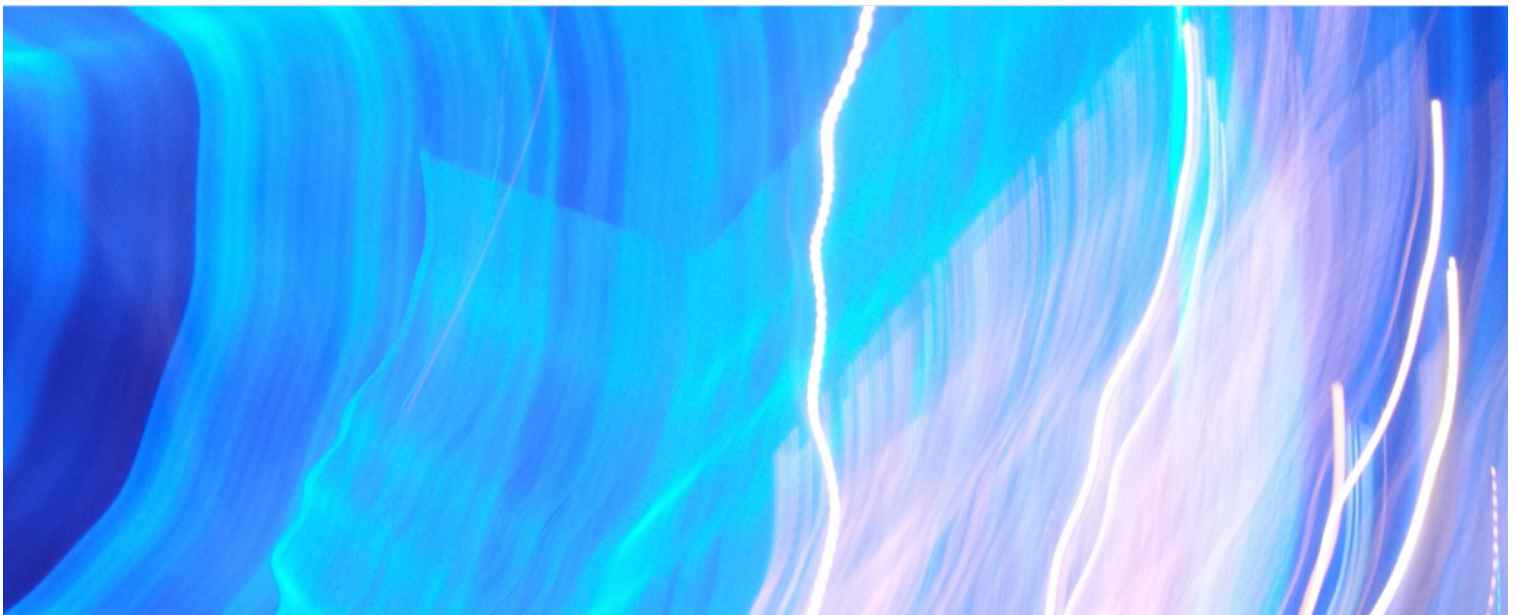


OUTSIDE LINES



CANCER CARE CLOSE TO HOME

Today's Top Pick, Curated for Leaders Changing Healthcare

November 19, 2019

One of the most important considerations for cancer patients is care close to home. Also a priority for healthcare leaders, many are making major moves to increase access to high-quality cancer care as close to home as possible

Providing the best of care for people as close to their homes as possible is a common goal cited in hospital board and executive rooms. Population health, consumerism, value-based care, urban vs. rural care gaps, and other trends all circle around – and bring focus to – this goal. Close-to-home care is a priority across all service lines. And a priority, especially, for cancer care because it is

largely outpatient and requires frequent visits, and because the patient experience (and outcomes) can be better with family and friends nearby.

The most important care consideration for cancer patients are services close to home, along with confidence in their doctors, an academic cancer affiliation, and a personalized experience. This we learned earlier this year when the Strategy Advantage team developed an Oncology Care System Strategic Plan for one of our clients, including a ‘consumer-based fishbowl’ discussion that led to these findings.

Scanning the industry, healthcare leaders are listening ... making major moves in cancer care, changing their delivery models, entering into partnerships unheard of before, and – most importantly – making a difference for people and communities. Just a couple of months ago, Stanford Health Care and Sutter Health announced an oncology services collaboration, with the intent to “increase access to high-quality cancer care for patients as close to home as possible.” In the last few years, City of Hope has been expanding from its Duarte base to the beach communities of Southern California, into Orange County, and (via a joint venture with Vantage Oncology radiation oncology sites) into nine other communities. For City of Hope, this is all about “driving the goal of delivering high quality care to more people in their own communities.”

Where will healthcare leaders go next to further enable close-to-home cancer care? One clue points to a Memorial Sloan Kettering Cancer Center pilot, called InSight Care, launched in October 2018. With this new program, a supportive, remote monitoring platform and digital care team are “providing seamless connection with cancer patients wherever they are, whenever they are in need.”

Everyone wins when patients can stay close to – and in their – homes ... *and* do better as a result.

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

www.strategyadvantage.com

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X·CO: INTRODUCING ONE OF OUR NEWEST EXPERT PARTNERS - DR. LARRY HEIFETZ - A CANCER EXPERT

[Dr. Larry Heifetz](#), one of our [X·CO Partners](#), built his career at MD Anderson Cancer Center, at Cedars-Sinai in Los Angeles as a founding partner in the Tower Hematology Oncology Medical Group, and in Truckee, California as the founder of the Gene Upshaw Memorial Tahoe Forest Cancer Center.

As an X·CO Partner, he is available to work side-by-side with healthcare executives, oncologists, and other leaders to support, inspire, and add his personal experience to help develop cancer programs. Specifically, his areas of focus help to address questions like:

- How to build and grow a cancer program in non-urban, community-based centers?
- How to increase satisfaction, distinction, and success across an oncology physician group?
- How to build a tele-cancer care network – linking together community-based with specialty and tertiary oncology care centers – to enable more care for patients in local communities?
- How to build a successful cancer service line in rural and critical access settings?

Dr. Heifetz is a frequent presenter at national cancer meetings across the country. Also, he writes and speaks on the topic of state-of-the-art rural oncology. Click [here](#) to read one of his peer-reviewed articles, this one published in October 2018.

We invite you to tap our experts, including Dr. Heifetz, today! X·CO is a new service offered by Strategy Advantage, featuring a unique network of experts. It is

different – designed to drive your success forward in fast, affordable, and high-value ways. To get started with Larry or any of our experts, contact us at XCO@xcoadvantage.com or call to 310/ 416-1400.

ADDITIONAL RESOURCES

Click [here](#) to read more about the Stanford Health Care + Sutter Health oncology services collaboration.

Click [here](#) to learn more about City of Hope's plan to invest more than \$1 as it expands into Southern California's Orange County.

Click [here](#) to read more about Memorial Sloan Kettering Cancer Center's InSight Care program.

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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