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# OUTSIDE LINES



## NO ORDINARY TIME

Today's Top Pick, Curated for Leaders Changing Healthcare

Today, these weeks, and the months ahead mark an extraordinary moment in history. In times like these, we shift. What was ordinary before is no longer. And sometimes – usually – emerging trends take off, changing the very foundation of our industries and lives.

We are seriously in the midst of it, COVID-19. And already, we are seeing the directional rays of change that could shape a different future for healthcare.

**Virtual, drive-through, remote, and self-care** – all currently trending in healthcare – are increasing in unprecedented ways. Hospitals and doctors are

activating virtual services. The CDC and WHO are recommending the use of telemedicine visits to replace in-person visits during this period. Congress even included \$500 million for telemedicine service payments in the emergency aid package passed in early March. And yesterday, CMS announced it will temporarily pay clinicians – doctors, nurse practitioners, clinical psychologists, and licensed clinical social workers – for Medicare telehealth visits at the same amount paid for in-person visits. Teladoc is reporting daily patient visits up 50% this week compared to last. ZOOM+Care – in the Portland, Oregon area – has seen a 30% increase in daily utilization since late February and is planning to expand virtual care into the state of Washington. Kaiser Permanente's e-visit volume is skyrocketing.

**New ideas for bed and ICU capacity**, needed even before COVID-19, are providing quick solutions for hospitals. This week a *Modern Healthcare* article suggested use of a 24/7 operational platform, estimating this could free up at least 20% of current bed capacity.

**Tech service companies like Amazon are expanding**, elevating their commitment to online services and delivery. Just this week, Amazon announced it is hiring 100,000 new workers and temporarily increasing wages, by \$2 per hour, for employees. Recently, the company launched AmazonCare, piloted for its own employees, offering 'healthcare built around you' and featuring Care Chat, Video Care, Mobile Care (both home-or-office-based visits), Care Courier, and 'the best of both virtual and in-person care.'

As evidenced by the arc of the virus in China, this too shall pass here in the U.S. But for now, we are all part of this. And what we do now, how we learn from this, will alter – in small ways and big – the times ahead. In the meantime, draw from the wisdom of Eleanor Roosevelt during a different time: "We do not have to become heroes overnight," Eleanor once wrote. "Just a step at a time, meeting each thing that comes up, seeing it not as dreadful as it appears, discovering that we have the strength to stare it down." – *written by Doris Kearns Goodwin in her book No Ordinary Time: Franklin & Eleanor Roosevelt: The Home Front in World War I.*

In good health and always looking ahead,  
Kim Athmann King, MBA, FACHE  
Founder & President, Strategy Advantage

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## ADDITIONAL RESOURCES

Read more [here](#) about the unprecedented increases in the use of telemedicine and virtual care.

Click [here](#) to read about the 24/7 operational platform to free up bed and ICU capacity, suggested in a *Modern Healthcare* article this week.

Learn more [here](#) about telehealth services temporarily being paid for, same as in-person visits, for Medicare patients.

Read more [here](#) about Amazon's announcement to expand, adding 100,000 new workers.

Go to [Amazon Care](#) or read [here](#) the February 2020 announcement of the company's virtual clinic now available for Seattle employees.

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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