

# OUTSIDE LINES



## WHAT WE CAN DO

Today's Top Pick, Curated for Leaders Changing Healthcare

April 2, 2020

It's a very different world today vs. a few weeks ago. Difficult. Devastating. And everyone determined to move through the COVID-19 pandemic! In many ways, our worlds have stopped. And in others, they've accelerated..in unimaginable ways. The spirit of people is shining through. And the spirit of ingenuity is getting us through.

**It's amazing what we can do** ... *amazing what healthcare can do* ... in just a couple of weeks. Managing in the moment, rapid-fire, enormous change. This week, one of our clients shared this:

“We have cancelled elective surgeries, turned on telehealth, figured out how to create 100% more ICU capacity ... our communications

teams are on top of this ... our nurses, doctors, leaders are at the frontlines, and we're pulling in hundreds of volunteers from our community ... *we're ready for the surge.*"

This is the story unfolding across the country, in every hospital we know. Take a moment. Take a breath. Healthcare leaders and providers: thank you!

**And it makes us wonder what we can do in a post-COVID world.** As of today, IHME (Institute for Health Metrics and Evaluation) is projecting the U.S. will reach peak hospital resource use on April 15. New York will reach the peak earlier, California later, other states in between. The losses are heart-wrenching, the projections are changing on a daily basis, and the unknown of the weeks ahead still loom large. And amidst this, leaders are also having to think about other questions that are starting to surface. What are we learning through this? And how may our world be forever different? One clear answer is virtual care. Where before we have been slow to change with tele-health, providers – nationwide and worldwide – have turned on a dime and hit the fast-forward button. Our clients are sharing these stories:

"We have gone from 12 doctors using our telehealth tools 10 days ago, to 400 today."

"We have rapidly scaled up virtual care by 400% ... and we'll never going back ... from here on forth, care provided virtually will be a facet of our care practices that is here to stay."

**Most important is what we can do next.** Soon – we sincerely hope – we'll be on the other side of COVID-19. We will know more about this new virus, and public health will take on new meaning. We'll begin to see the backlog of elective surgeries, and other services, ramping back up. We'll adjust back to 'a new normal' – whatever that will be. And then, other questions will arise. Can healthcare go back to 'business as usual'? How will we prioritize services in hospitals different from safe, closer-to-home settings? What new choices will we have?

Importantly—or, at least, optimistically—what if the world could come out of this crisis *better* than it was before? In the height of other darkest of times in history, people began imagining how their futures would look. The coronavirus has issued an ultimate challenge for healthcare. As shared by Michael M. Allen, 2019–2020

National Chair of HFMA, in his post this week: “We’re all being pushed out of our comfort zones and into a new arena. It’s unknown. It’s difficult. And, yes, it’s scary ... But healthcare leaders are full of grit, determination, and creativity. You give me great confidence that we’ll come through stronger and better equipped for success than ever before. Hang in there! We’ve got this.”

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

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## ADDITIONAL RESOURCES

Click [here](#) to see the COVID-19 projections from the IHME (Institute for Health Metrics and Evaluation), indicating the U.S. will reach peak hospital resource use on April 15.

Read more [here](#) about how virtual care has accelerated in the last few weeks, potentially reshaping parts of how healthcare will be delivered in future years.

Explore more [here](#) about how leaders are thinking the coronavirus will change the world permanently, including healthcare.

Read an interesting commentary [here](#), proposing “healthcare with no address” and a new “health assurance” concept.

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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