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# OUTSIDE LINES



## UP AND OVER THE CURVE

Today's Top Pick, Curated for Leaders Changing Healthcare

April 29, 2020

Healthcare leaders must adapt to a rapidly evolving industry. This has always been true, but never before like this. In what seems like a moment – everything's been changed. In the months and years ahead, places for care will be different. Payment for care will be different. And the way we think about care models, options, and plans for the future will be expanded.

We're at the top of the curve now, looking over to the other side. And the realities are becoming more clear.

**We will transition back, but in new ways.** Surgeries will be ramped back up and

restored, but with updated guidelines and a new eye toward what procedures are done in hospitals vs. in ambulatory settings. [Listen](#) to our expert, Dr. Harry Sax, as he shares a suggested 6-point plan for surgical services post-COVID. We will see new strategies for service lines. How we care for cancer patients will evolve. The options we provide (and the choices families make) for OB care will be recreated. And how patients use ERs, urgent care centers, and doctors' offices will be altered as people prefer closer-to-home, and in-home, services.

**What before were emerging trends in healthcare, will shape the 'new normal.'** Hospitals, doctors' offices, and health systems have turned on a dime with their use of telehealth and virtual care – so much so that analysts are predicting virtual care visits will top 1 billion by year-end. Most everyone believes virtual care will stick going forward. More than that, other forms of safe, innovative care – drive-through, home-based, remote-based care and services – will take off.

**Where we saw challenges even before COVID, we especially need to transform.** Access to services in rural communities, primary care physician shortages, equitable community-based care, public health, and sustainable payment models for all of these are key questions that especially need answers today. A solution like Southern Arizona Hospital Alliance (SAHA), created in 2015 by TMC Healthcare in Tucson, points us in the right direction.

These past few months have been a case study in uncertainty. But the healthcare leaders we know have the spirit and soul to change healthcare for the better. They are using this time to pivot. Pushing the boundaries of healthcare thinking and possibilities. Uncovering and creating different ways, expanding ways to provide care and services. We can do this – up and over the curve!

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 listen to Dr. Harry Sax's 6-point plan for restoring elective surgeries. Dr. Sax is one of the experts in our [X·CO](#) network, powered by Strategy Advantage.

Read more [here](#) about analysts' predictions that virtual care visits will top 1 billion by year-end.

Learn more [here](#) about how cancer care is changing in the face of the novel coronavirus pandemic.

Read more [here](#) about the financial challenges of smaller hospitals, different from larger hospital systems.

Go to [SAHA](#) or read more [here](#) to see what TMC Healthcare created in 2015 in order to connect 5 independent hospitals and improve the health and well-being of their communities.

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

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