The NEW HEALTHCARE IMPERATIVE for success

How populations access healthcare is undergoing a dramatic change. Technology, medical decision making, and population expectations have combined to create new, more efficient, cost effective, and convenient care delivery models that cater to the consumers’ desire for access and convenience on their terms – On-Demand.

ON-DEMAND CARE

Care available ANY TIME PATIENTS are seeking care

KNOW YOUR MARKET

Do you KNOW your consumers better than your new competitors?

THE NEW COMPETITORS

“Walgreens Healthcare Clinic”
There is a Walgreens store within 5 miles of 75% of the entire US population

“Apple Health Kit”
Apple sold 10M phones in one weekend

“Verizon Virtual Visit”
Verizon has 125M customers

STRENGTHENING YOUR POSITION

Building Capabilities to THINK LIKE THE CONSUMER rather than the PATIENT is key to success in on-demand care models

Rapid Growth in On-Demand Care

ON-DEMAND CARE GROWING AT 9% ANNUALLY

SCHEDULED CARE GROWING AT 0.5% ANNUALLY

WHERE TO START

Primary care is the easiest place to begin on-demand models:

• URGENT CARE
• RETAIL CARE
• VIRTUAL PRIMARY CARE

NEW ORG STRUCTURES NEEDED

Traditional health systems are fundamentally geared towards serving the patient not the populations that are not yet patients. On-Demand business line structures must be separate from the traditional model and be allowed to focus on the well consumer

Health System Advisors delivers INNOVATIVE and ACTIONABLE STRATEGIC ADVICE to the nation’s leading hospitals and health systems