

Are There Opportunities in the Collision of Payment Reform and Consumerism?

Navigant Healthcare Cymetrix • May 2014 Advisory Board Meeting

Payment reform and a growing emphasis on improving patient experience promises to alter health care, trends that the Navigant Healthcare Cymetrix Executive Advisory Board say offer opportunities to providers who embrace innovation.

The advisory board's leading health care and academic experts (see below for information) predict that the interplay of consumerism and payment reform will alter all aspects of health care—from clinical diagnoses and treatment to branding of health care organizations to use of technology. During a wide-ranging dialogue, the thought leaders explored the following:

- ❖ **Affordable Care Act** – More than 8 million people have signed up for insurance, which will challenge providers to meet patient, employer, and regulatory demands for access, quality, and value. This will require providers and insurers to differentiate themselves or cede competitive advantage. The Cymetrix expert panel anticipates that providers who are able to create a clear identity and establish a trusted brand will be successful.
- ❖ **Consumerism** – Amidst forecasts that patients will become consumers who shop for health care based significantly on price and convenience, transparency is increasingly important. Patients want the tools and insights to make informed decisions about treatments, clinical and service quality, outcomes, and costs, as well as have access to care when and where they need it. The consensus opinion from the Cymetrix expert panel is that providers who are able to share information with patients and with other providers to enhance the efficiency and effectiveness of health care will stand out. The market is in search of a true value proposition. Providers who work with patients to communicate about access to care and payment for treatment establish a relationship based on collaboration.
- ❖ **Technology** – Capturing and harnessing data so that it is useful for patients, providers, employers, insurers, and others will be priority. Organizations that monitor patient behavior by mapping key touch points and converting that data into useable information will be able to create market-driven solutions. The opportunity might be to use the solutions currently in place to manage population health (HCCs and/or RCM) to also improve the patient experience. The Cymetrix expert panel expects that organizations that offer efficient patient interactions and clear information about costs may earn the loyalty of patients.

As the thought leaders on the Navigant Healthcare Cymetrix Advisory Board made clear, the changes occurring now and in the future will require a comprehensive approach to balancing sometimes seemingly disparate needs. The board will continue its conversation later this year about issues impacting the reform of our nation's delivery and financing of healthcare, and Navigant Healthcare Cymetrix invites you to share your ideas, comments, and questions.

Navigant Healthcare Cymetrix Executive Advisory Board

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Jayson Yardley, Managing Director and President, Navigant Healthcare Cymetrix, Irvine, CA.

Donald Wegmiller and Jerry Nye of C-Suite Resources, Minneapolis, MN, provide facilitation for the advisory panel.

