Digital Health Trends

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The Perfect Storm

Healthcare is expensive and technology disruption is omnipresent, which creates the perfect environment for start-ups and new entrants to reshape healthcare delivery and outcomes

Startups are the driver

Billions of dollars are invested into health tech start-ups each year to find the new big idea to shape health

Technology is the input

We can change how healthcare operates through better insights and datapoints captured through Technology
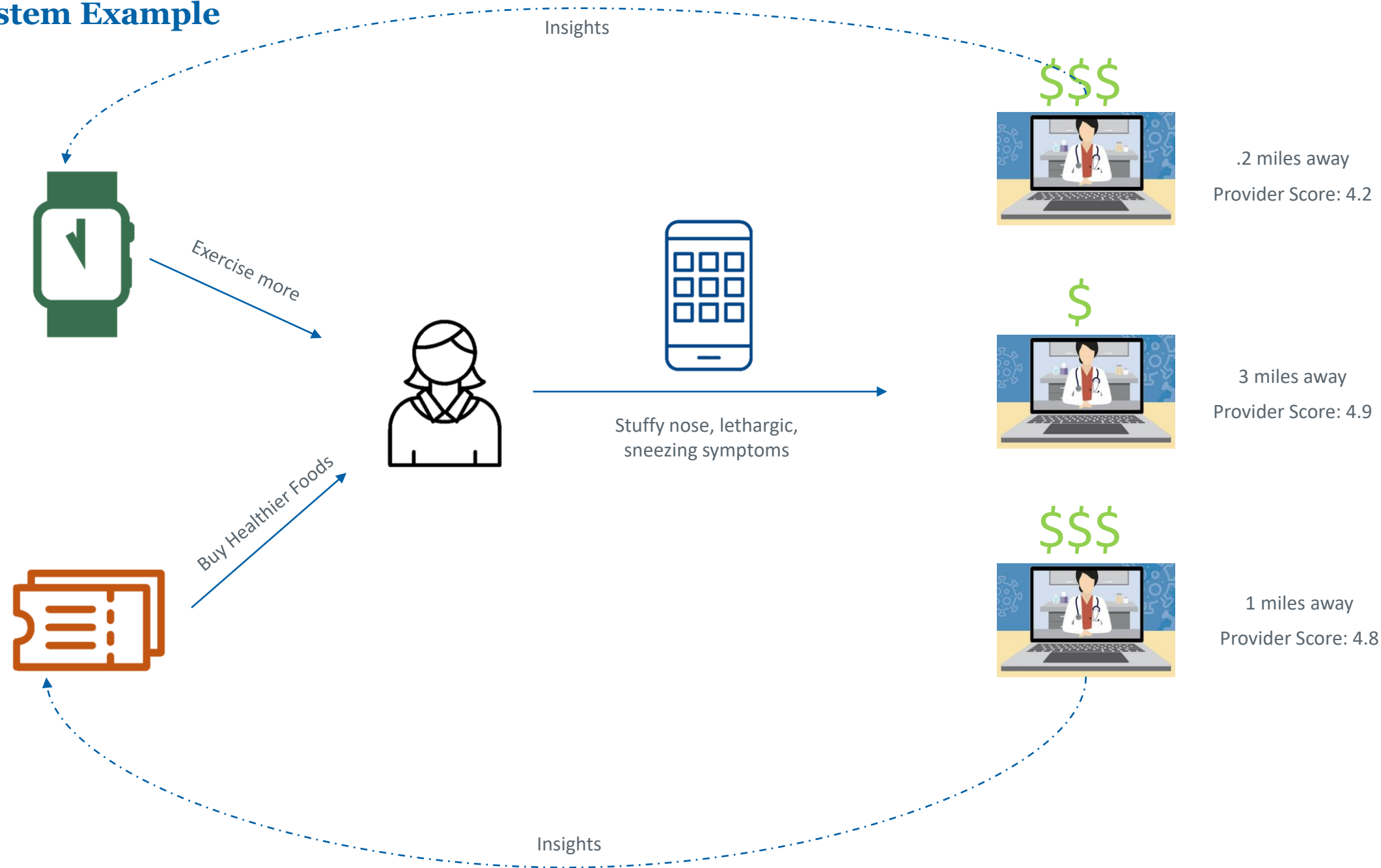
Healthier Patients is the outcome

Better insights and technology mean more lives impacted and better health outcomes for all

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Rise of Digital Ecosystems

Digital ecosystems are a long-term play to manage costs, enhance consumer experience, scale-up business models, and to obtain competitive edge in a disruptive and changing environment
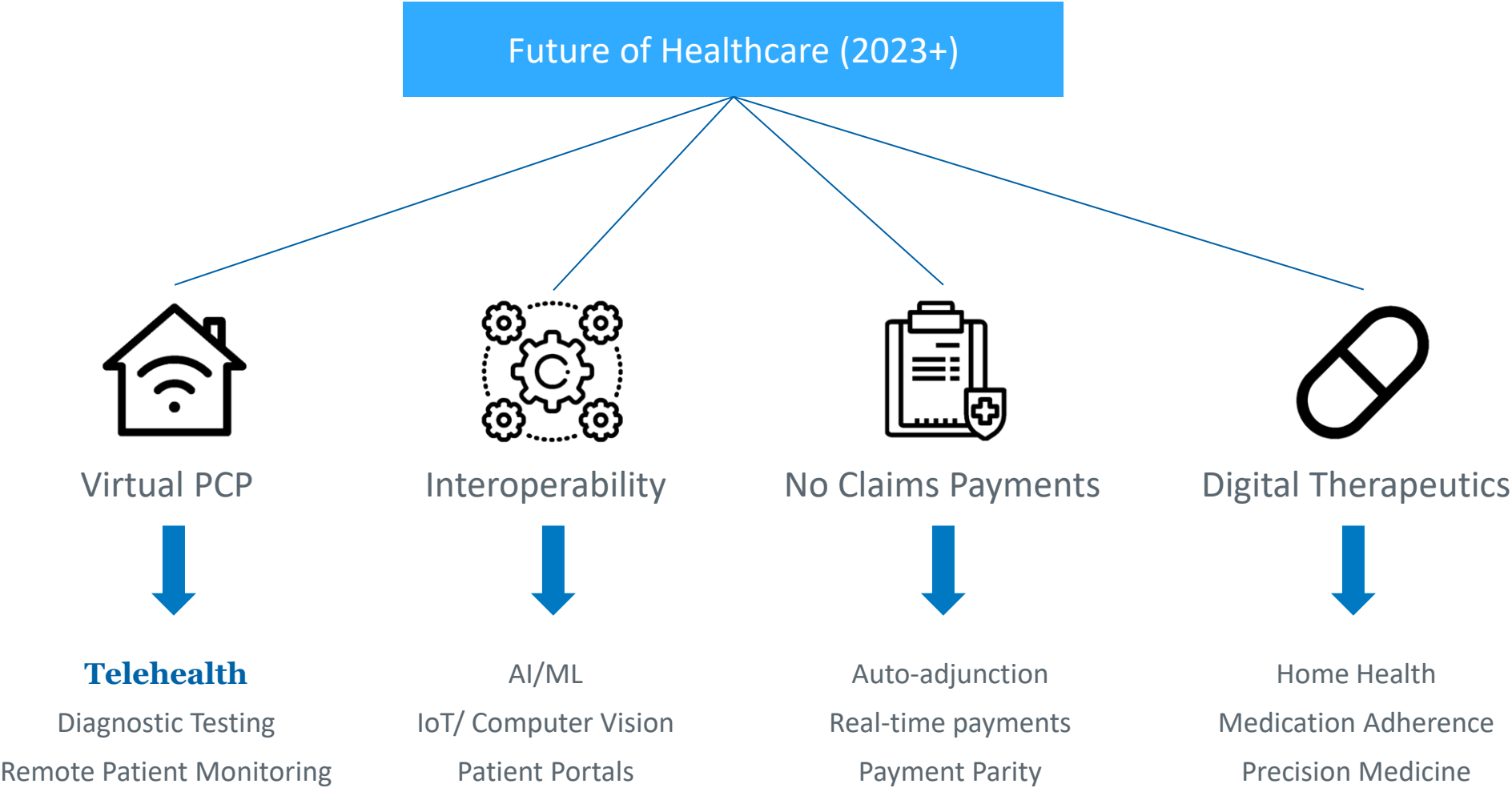
	Example Use-Cases	Objective
Health Literacy and Consumer Engagement	Wellness Challenges and Rewards	Achieve health and wellness goals by competing with friends, earning status badges, and redeeming benefits
	Health Coach	Utilize smart sensors, like fitness watches, to track data and send consumer personalized health advice
Screening and Diagnosis	Digital Twin	Recommend next best steps for treatment options based on current clinical guidelines and other similar patients with similar symptoms
	Precision Insights	Receive personalized medical treatment that is tailored towards one's genetics and environmental factors at the right time
Access to Care	Telemedicine	Have simple and easy access to clinicians through video
	Health Concierge	Digital assistant to manage treatment pathways and provide access to additional health services
	Highest Rated Physician	Tool that empowers consumers to select, view, and reserve a recommended high-quality doctor in real-time
Care Management and Social Determinants of Health (SDoH)	Food is Medicine	Analyze SDoH data to recommend specific meal plans for consumers to help monitor health and promote healthy life-style
	Social Services Integration	Access to connected network of social services and other resources with content sharing capabilities to better manage care
Core Business Operations	Pricing Tools	Get accurate and transparent predictions on total treatment costs before visiting the physician

Ecosystem Example

Insights

$$$

.2 miles away

Provider Score: 4.2

Exercise more

Stuffy nose, lethargic, sneezing symptoms

$

3 miles away

Provider Score: 4.9

Buy Healthier Foods

$$$

1 miles away

Provider Score: 4.8

Insights

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Moonshot Ideas

Big ideas and investments that will digitally transform the way leaders think about healthcare operations and impact current health trends in the future

Future of Healthcare (2023+)

Virtual PCP

Telehealth

Diagnostic Testing

Remote Patient Monitoring

Interoperability

AI/ML

IoT/ Computer Vision

Patient Portals

No Claims Payments

Auto-adjunction

Real-time payments

Payment Parity

Digital Therapeutics

Home Health

Medication Adherence

Precision Medicine

Telehealth: Medicaid – Then / Now

In-depth illustration of how digital technologies such as Telehealth has already changed the healthcare landscape for reimbursements, operations, and strategy. What will be next?

Pre-COVID State Trends

- **Parity** legislation requiring equal reimbursement for telehealth is becoming **the norm**

- Almost **60% of states** have signed onto the Interstate Medical Licensure Compact

- Rules for a **patient's location** during telehealth encounters are becoming **more flexible** (e.g. home, school)

- Expansion of telehealth modality **beyond live-video**

- **Expansion of provider types** ranging from dentists to social workers

Area	Most Common COVID 19 Actions
Geographic / Site Location	**Allowing home,** conduct telehealth with patients located in their homes and outside of designated rural areas
Eligible Services	**Expanded**, increase coverage of types of services eligible
Modality	**Allowing phone**
Type of Providers	**Expanded**, allowed other providers such as Allied Health Professionals
Reimbursement	**Pay parity,** for at least some telehealth services (39 states)
Prior existing relationship	**Increased flexibility,** For example, Washington Medicaid is allowing providers to serve new patients (rather than only established patients) during the pandemic

AUTHOR

Rising healthcare leader who is reshaping care delivery and improving outcomes for all by intertwining digital health and disruptive technologies with Managed Care, Life Sciences, Hospital Systems and Public Health.

I partner with interdisciplinary stakeholders to capture organizational buy-in, deliver high-profile initiatives, and empower members across the healthcare value chain. In my spare time, I volunteer at a refugee clinic and write healthcare articles.

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