

Consumer Driven Healthcare

Program Overview

Trends point to an increasingly consumer-driven model for healthcare. Employers are using high deductible health plans, co-pays, and wellness incentives to give employees "skin in the game." Partly as a result, an increasingly educated and information-oriented population expects and is receiving in-depth safety and quality data. Against this backdrop, growing competition between hospitals is causing providers to take a more creative approach to marketing, including targeting consumers – who are directly feeling more of the burden of healthcare costs. Increasingly, consumers will be in the healthcare driver's seat. Kim will walk through the characteristics of a consumer-driven model for healthcare, retail strategy, and its implications.

Program Objectives

At the completion of this webinar, participants will be able to:

- Explain the key dynamics driving the evolution of a consumer-driven health care model
- Explain the implications of a consumer-driven model for health care delivery organizations
- Identify key steps executives need to take to ensure that their organization is prepared to meet the demands of this new model.

About the Speaker

Kim White, Senior Consultant with Numerof & Associates is a compelling speaker, insightful writer and respected advisor, with state-of-the-art experience spanning healthcare – from providers and payers to pharmaceutical and device manufacturers.

A veteran marketer, Kim is an authority on commercializing healthcare services and products, an area of growing importance to delivery organizations as well as manufacturers. She brings unique experience to audiences on how to develop a value narrative that resonates with payers, employers, and consumers.

Kim serves as a core member of the Numerof team tracking the evolution of population health in the U.S. through our annual State of Population Health Survey.

Recent speaking engagements have included the National Association of Managed Care Physicians on changing healthcare business models, the AHA/Health Forum on consumer directed healthcare, and the Missouri Hospital Association on new payment models. Other topics in Kim's repertoire include preparing for transparency, shaping behaviors for better health, launching population health programs and managing variation in cost and quality.

Kim's broad experience, quickly and authoritatively clear to her audiences, is also reflected in her extensive writing on subjects such as the impact of healthcare reform, population health and market access. In addition, she has evaluated the strength of economic and clinical value messages, and incorporated comparative effectiveness research into portfolio and commercialization decision-making.

She has also developed innovative approaches to reducing costs while maintaining or improving service levels. Her other accomplishments have included producing high-impact market research and segmentation analyses, identifying market opportunities for expansion and consolidation, and creating strategic alliances across healthcare.

Who Should Attend

This webinar targets Trustees, CEOs, COOs, CMOs, CFOs, and other executive leadership



WEBINAR

DATE/TIME

Thursday
April 28, 2016

12:00 PM - 1:00 PM

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NOW

PROGRAM FEE

Webinar connection for MHEI Members: \$175

Webinar connection & CD recording of
the webinar for MHEI Members: \$250

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Webinar connection & CD recording of
the webinar for Non-MHEI Members: \$375

Registration fee covers one connection per registration.

Multiple participants can view the webinar. Payment must be received
before connection instructions will be sent

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To register, please visit MHEI.org.

Questions? Contact Kelly Heacock,
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