

# Right moves today. Front-runner tomorrow.

Stay on top in a value-based care world.

Key trends  
defining a  
new healthcare  
marketplace



Know more. Do more. Reach farther.



As a care provider on the front lines of **today's** healthcare industry, no one knows better than you that the industry **is at a pivotal moment**.

Several major trends are setting the stage for a new marketplace **tomorrow**—a marketplace **focused on value** and driven by competition. Key trends include:

- Patient-centric, value-based care
- Increasing consumer engagement
- A new science of prevention

The **challenges** are big. The **opportunities** are bigger.

In this eBook, you'll find high-level **insights** into this **value-based care world** and why it's more critical than ever to deliver the **highest-value care at the lowest cost**.



"**Price** is what you pay. **Value** is what you get."

Warren Buffett

# Patient-centric, value-based care.

You've seen it firsthand. Patient-centered health care is moving toward **value-based** care models, where incentives, rewards and reimbursements are for value created—as opposed to services provided. **Quality supplants quantity.**



It's a  
**balancing act**  
Reducing risk  
Improving outcomes  
Lowering costs

## "VALUE"

Health outcomes achieved that matter to patients relative to the cost of achieving those outcomes

A **comprehensive picture of all patients** and populations is critical to focus on the right people in the right place at the right time. Operating from a comprehensive vantage point, you can **better balance** risks, outcomes and costs.

The **healthcare team is also expanding** beyond hospitals and

physicians to include wellness coaches, health monitoring services and other non-traditional members. Care extends beyond diseases to include behavioral and social factors as well. **Specialized population "ecosystems"** arise to better care for patients with shared needs.

**All team members are increasingly important**, because only when working collaboratively can teams deliver true patient value. Robust information and decision tools are essential to support extended care teams in providing a well-coordinated **patient experience centered on total value.**

# Increasing consumer engagement.

The **second big shift** on the horizon is **engaging people more fully in their own health** and wellness.

Consumers will have more care choices, and more information about those choices, empowering them to make better decisions. **A vibrant consumer**

**health and wellness marketplace** will ultimately emerge.

Just as with any marketplace, healthcare consumers will have high expectations and **seek the best value:** highest quality of care plus greatest convenience at the lowest cost. Social communities will be increasingly influential.

With the help of technology, health care will also move toward an **"anywhere/anytime" model.** Patients will seamlessly connect with care team members, access virtual health tools, manage medications and more—all via numerous devices, including smart phones, tablets and **"always-on" sensor-enabled wireless devices.**

## DIGITIZATION OF HEALTHCARE

**84%** of providers are using fully-functioning electronic health records today

**62%** of consumers are happy to communicate health concerns via email

**39%** is how much U.S. digital health venture investments rose year-over-year in 2013

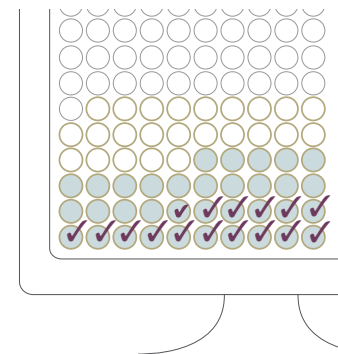
Source: Internet Trends 2014, Mary Meeker, KPCB

## INTERNET AS DIAGNOSTIC TOOL

**59%** of U.S. adults looked online for health info within the past year

**35%** went online to try to "diagnose" their medical conditions

**41%** say a medical professional confirmed their "online diagnosis"



Source: Pew Study, Health Online 2013

# New science of prevention.

Following the establishment of a consumer health and wellness market, the **third big change** in the healthcare world will be the emergence of a **new science of prevention**.

Leveraging scientific insights and state-of-the-art technologies, new products and services will be created that **target disease prevention** through highly personalized, precision treatments.

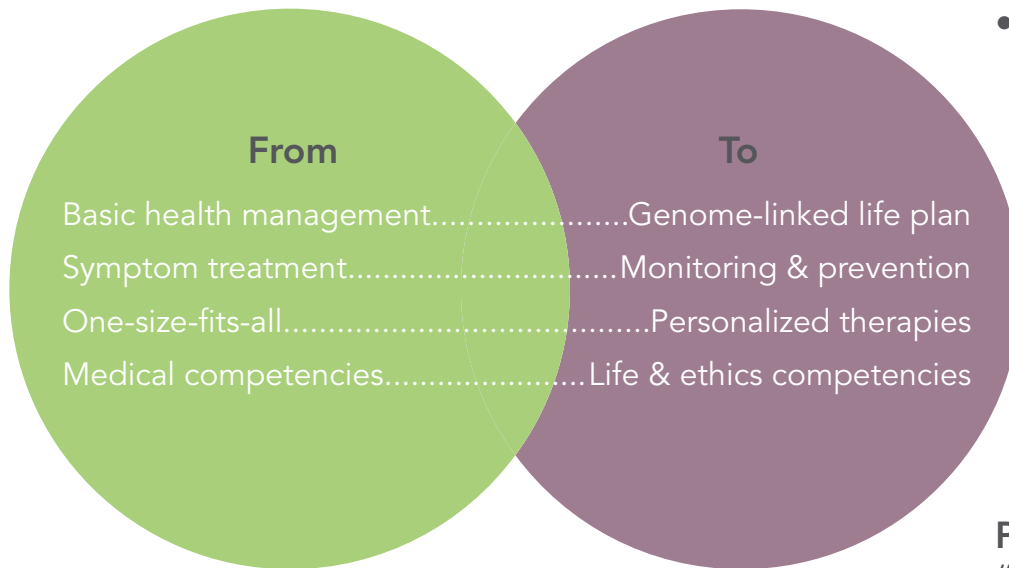
*“When we debate healthcare policy, we seem to jump right to the issue of who should pay the bills, blowing past what should be the first question: Why exactly are the bills so high?”*

—Steven Brill, *Time Magazine*, March 2013

A glimpse at some of the possibilities...

- **Genomic diagnostic tests** available over-the-counter will tell people if they are sick; tests will be automated and 100% accurate
- **Implantable micro-sensors** will constantly monitor a person’s health, detect early stages of disease and issue predictive alerts
- People will **take medications for diseases** years before symptoms appear
- Real-time **personal biofeedback** and personalized health apps will help people mitigate health risks

**Preventing problems** early and delivering individualized, “whole life” care will be the emphasis.



# Allscripts EPSi for a stronger financial future.

**Forward-thinking** healthcare organizations are choosing Allscripts EPSi to position them for success in tomorrow's **transformed healthcare** marketplace.

## Allscripts EPSi

Used by 14  
of the top 18  
U.S. hospitals

**EPSi** is the most complete, integrated budgeting, financial decision support and long-range financial planning solution **used by 14 of the top 18 U.S. hospitals** to ensure a stronger financial future in a value-based care world.

Thanks to **world-class analytics** that bring together vital clinical, financial and operational data, EPSi offers **unprecedented business value**, including the ability to:

- **Predict and manage performance**, empowering staff to make informed decisions to improve patient outcomes, reduce costs and maximize revenues
- **Accurately forecast and track** financial risk and opportunities with deep insights that enable effective action

An extremely **flexible and easy-to-use solution**, Allscripts EPSi delivers deep functionality that provides an **unbeatable foundation for value-based care** and population health initiatives.

# Leading choice. Proven results.

*78% of top U.S. hospitals rely on Allscripts EPSi to achieve a stronger financial future.*



## BEST IN KLAS

Allscripts EPSi has been named category leader in the **Decision Support – Business** segment for **8 consecutive years**



## TOP BLACK BOOK™ RANKED 2014

Allscripts EPSi for **Decision Support**



**Using Allscripts EPSi**, Robert Wood Johnson University Hospital...

**Recovered** \$4.5 million in lost revenue due to underpayments.

**Negotiated** multiple single-case agreements resulting in incremental revenue of more than \$500,000.

**Mitigated** significant fees associated with consultants who had previously provided underpayment review services.

# Right moves today. Front-runner tomorrow.

Two decades ago, **few could imagine a world** where people would carry phones in their pockets, send text messages and receive instant responses. Today, there are 96 cell phone service subscriptions for every 100 people on Earth.<sup>1</sup>

We are  
on the brink  
of **enormous**  
**changes**

Like other industries before it, **health care as we know it today will be unrecognizable 20 years from now.** From **value-based care** to highly-engaged consumers to a new, game-changing science of prevention, succeeding in this new landscape will require new **perspectives**, innovative **strategies** and proactive, on-the-spot **decision-making** pinpoint-aligned with ever-evolving goals.

To stay on top—to **balance it all**—you need to know more, do more and reach farther.

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