



EVALUATING PHYSICIAN ALIGNMENT STRATEGY

HEALTH CARE TODAY: Strategies for Sustainability

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MAJOR HEALTHCARE THEMES / OPPORTUNITIES

Other 12 topics include: value, risk, innovation, etc.

- 1. MEDICARE COST**
 - Medicare is the primary source of payment for most hospitals.
 - Medicare reimbursement is under \$10,000 per patient.
 - Medicare is a major source of revenue for hospitals.
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- Federal deficit is unsustainable.
- Annual increase in Medicare is unsustainable.
- % of healthcare spending to GDP is unsustainable.
- Medicaid is unsustainable.
- Cost shift to employers is unsustainable.

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HOW PHYSICIANS SEE THEMSELVES



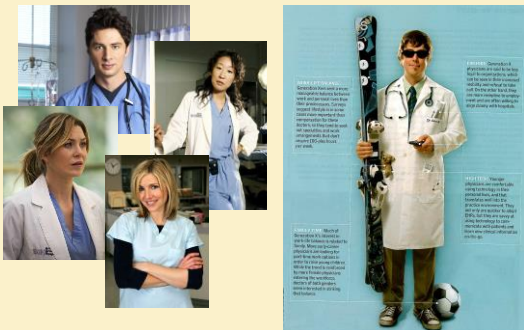
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HOW MANAGEMENT SEES PHYSICIANS



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PHYSICIANS OF THE FUTURE



6

PHYSICIANS OF THE FUTURE



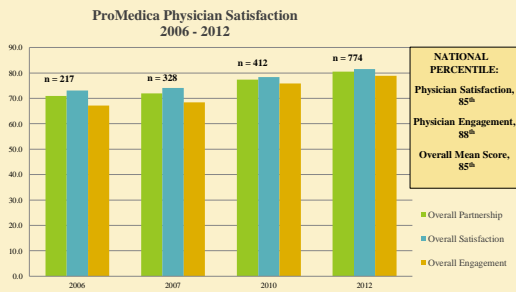
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PHYSICIANS WHO GO INTO MANAGEMENT



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PHYSICIAN SATISFACTION RESULTS



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PHYSICIAN COMMUNITY

	Gen Y	Gen X	Baby Boomers	Traditionalists
VIEWPOINT		<ul style="list-style-type: none"> - Balanced life - Medicine / Earning power / Specialty choice 	<ul style="list-style-type: none"> - Similar to Traditionalists, intrinsically driven - Status = Purchasing - Power = Money 	<ul style="list-style-type: none"> - Intrinsically driven - Vocational activity - Self-identity and profession "me and the same" - 365 days / 24 hrs.
CHANGE		<ul style="list-style-type: none"> - Throw out "time-tested" - Struggle less 	<ul style="list-style-type: none"> - Inflexible - Barriers to change - Struggle more 	<ul style="list-style-type: none"> - Struggle more
STEREOTYPES	<ul style="list-style-type: none"> - Spoiled - Self-absorbed 	<ul style="list-style-type: none"> - Impatient 	<ul style="list-style-type: none"> - Dictatorial / rigid - Set in their ways - Too political 	<ul style="list-style-type: none"> - Dictatorial / rigid - Set in their ways
COMMUNICATION		<ul style="list-style-type: none"> - Texting, twitter, e-mail, social media 	<ul style="list-style-type: none"> - Pagers, fax, cell phones, meetings 	<ul style="list-style-type: none"> - Letters, calls
MED STAFF MTGS.		<ul style="list-style-type: none"> - Rarely attend 	<ul style="list-style-type: none"> - Mixed 	<ul style="list-style-type: none"> - Duty
SOCIAL		<ul style="list-style-type: none"> - Rarely attend 	<ul style="list-style-type: none"> - Status 	<ul style="list-style-type: none"> - Duty
COMMITMENT		<ul style="list-style-type: none"> - Short-term 	<ul style="list-style-type: none"> - Longer term 	<ul style="list-style-type: none"> - "Organized medicine" life long
DELEGATION		<ul style="list-style-type: none"> - Yes 	<ul style="list-style-type: none"> - Maybe 	<ul style="list-style-type: none"> - No
TECHNOLOGY		<ul style="list-style-type: none"> - Enabler 	<ul style="list-style-type: none"> - Hassle 	<ul style="list-style-type: none"> - Unnecessary
HOSPITAL FOCUS		<ul style="list-style-type: none"> - No 	<ul style="list-style-type: none"> - Transitory 	<ul style="list-style-type: none"> - Yes
PATIENT FOCUS		<ul style="list-style-type: none"> - Yes 	<ul style="list-style-type: none"> - Yes 	<ul style="list-style-type: none"> - Yes

THANK YOU!