



mhca's e-Newsletter

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Tech Titans Aim to Transform Healthcare

What does this mean for behavioral healthcare organizations?

Titans of technology including Amazon, Apple and Alphabet are always exploring new avenues for meaningful growth. Over the past few years, about a dozen such players have invested billions in hopes of gaining a foothold in the \$3 trillion U.S. healthcare industry.

These behemoths have learned from their predecessors the dangers of tackling too much of the complex and unwieldy healthcare system at once; instead, they've identified niches where they have the best prognosis for successful inroads. Whether it's disrupting health insurance and pharmaceutical distribution or patient testing and monitoring with wearables, these companies are finding ways to leverage their unique strengths - though the success of their efforts are still far from certain.

Things may be changing faster than ever, but the complexity, fragmentation and extensive regulation of the healthcare industry makes it particularly difficult to disrupt. Providers who've been working in the industry for decades know that even if things seem to be going smoothly, unpredictable legislative and regulatory changes can throw a wrench in the works, quickly derailing promising efforts.

Perhaps the most significant hurdle for disruptors will be earning consumer trust regarding healthcare data. Consumers may trust Amazon to deliver items from dietary supplements to Depends directly to their doors; however, [Oliver Wyman's recent consumer survey](#) shows consumers don't trust tech companies with their sensitive medical information...at least not yet.

Consumers want convenient, affordable healthcare, but they value a trusting relationship with their healthcare provider above all else. They are willing to share their personal health information in exchange for better care and more tailored services, but they are much less willing to share it in exchange for lower-cost or more- convenient care.

Consumers are growing more open to the idea of alternative forms of healthcare delivery, but surprisingly few have actually tried any of the new offerings available to them. Of consumers responding to Oliver Wyman's survey, just 8% had used a retail clinic and only 10% had used telehealth or an app to get medical advice. Consumers seem most open to interacting with retail clinics, telehealth and AI when it comes to advice and recommendations related to their general well-being, while expressing a clear preference for the closer connection and more long-term relationship with their primary care physicians when it comes to routine and preventative care.

Most consumers implicitly trust the advice their doctors offer and are significantly more likely to trust a primary care physician with monitoring their health and wellness through wearable technology than a tech company like Apple. Consumers also care more about a healthcare companies' values than they do the values of tech or retail companies – and they are more avid promoters of healthcare companies viewed as altruistic and invested in their individual well-being.

The big question is, will behavioral healthcare providers adopt new technologies and approaches that offer greater convenience and better outcomes at reduced costs before tech companies convince consumers that they can be trusted to respect data privacy and behave with integrity?

Healthcare providers can improve their positioning by providing more affordable, convenient, user-friendly healthcare options that address a wider range of consumer needs related to their overall well-being – such as apps, home-based care, or online classes. They may need to partner with experienced third parties to do some of these new things well – but if they don't meet these needs, they are leaving the door wide open for disruptors eager to establish themselves as trusted sources for such services.

For all the gamers out there, strategies for defending against these disruptors in behavioral healthcare are not unlike the strategies for defeating the Titans in Anthem – it's imperative that you squad up and communicate with your team for a coordinated attack, all while doing your best to avoid taking significant damage. As always, **mhca** is here to help!

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3-8% Patient No-Show Rates

Telehealth,
Appointment Reminders,
Self-Scheduling,
& Digital Forms

[DEMO NOW](#)

Join Us in Salt Lake City!

Discuss Hot Topics



We'll discuss innovative technology solutions that will help you disrupt behavioral healthcare and we'll dive into how to make the best use of all available data for outcome measurement. We'll also look at a model youth suicide prevention program and learn HR strategies for reducing risk in light of new employment laws.

[See the Full Agenda](#)



Make Valuable Connections

Relationships with other industry leaders provide access to unique insights and collaborative learning opportunities. Take advantage of our nightly receptions to connect with your peers and learn something new. Review the registration list ahead of time to identify a few people you'd like to get to know better, then come **prepared with a question or two** to get the conversation started.

[See Who Else is Coming!](#)



Enjoy Salt Lake City!

Utah's capital boasts breathtaking scenery along with amazing restaurants, breweries and music venues. Whether you opt to walk around **Temple Square**, hike the **Living Room Lookout Trail**, or book the **Ultimate SLC Tour**, there is beauty to discover around every turn. After working up an appetite, you can get brunch at **The Park Café**, get your taco fix at **The Red Iguana** or grab the Machine Gun sandwich at **Bruges Waffles & Frites**. For music, check out **The Depot** and **The State Room**, then grab a local brew from **Uinta** or **Epic** – but proceed with caution at this altitude.

[More Things to Do!](#)

Help Us Celebrate mhca's 35th Anniversary!



Winter Conference 2020

We hope you'll plan to join us at **mhca's 2020 Winter Conference** to help us celebrate our 35th Anniversary. Throughout the conference, we will have special activities and events to honor our past, celebrate our successes and prepare for the challenges and opportunities of the future. This exciting event will be held March 3-5, 2020 at the Sandpearl Resort in Clearwater Beach, Florida, and will include a special celebratory reception and casual beach-front buffet dinner on Wednesday evening. The conference agenda and additional event details will follow in November.

[Book Your Room!](#)



Have Something to Say?

mhca is looking for original articles, podcasts, videos and interviews with behavioral healthcare thought leaders. Submitting guest posts is a great way to share your perspective and start conversations with your peers. If you're interested in seeing your work in this newsletter or online at mhca.com, email your ideas to Lonnie Parizek at lparizek@mhca.com.

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