



CEO Healthcare ROUNDTABLE

A Partnership of The CEO Advisory Network & The Healthcare Roundtable

March 10, 2021 Webinar

“Transitioning From COVID-19 to a New Future: How Will the New Administration Effect Healthcare Policy?” **with Blair Childs, VP Public Affairs, Premier**



We are pleased to share the following summary of our CEO Healthcare Roundtable Webinar March 10, 2021 with **Blair Childs**, SVP of Public Affairs at Premier.

Although we were disappointed that we were not able to meet in person for our Spring CEO Healthcare Roundtable, we were pleased to host a timely and informative webinar for our members and guests.

Our keynote speaker, a highly respected and well-recognized expert on health policy and advocacy, Blair Childs, shared his timely perspectives on both the expected impact of the new administration’s approach to healthcare and the impact of the provisions of the latest COVID Relief Act which was passed by the House and sent to the president just a few hours before our webinar began.

Blair opened his comments by stating that the COVID pandemic is an epochal event, and its long-term impact will not come into total focus until late 2021. Based on the new administration’s view of the healthcare

system and criticisms of hospitals and health systems, Blair strongly encouraged webinar participants to prepare and share talking points about what the hospitals have done to address the pandemic. And do this while still working to create value and improve quality and access during these challenging times.

With a New Administration | There Will be a New Healthcare Focus

Given the emphasis on COVID relief and the 50/50 split in the Senate, Blair shared his opinion that many of the higher profile “Big Ticket” items discussed during the election campaigns are most likely “off the table” for now. Examples include things like Medicare for All, the public option, major ACO reform, Medicare drug pricing negotiations and Supreme Court packing.

Priority issues for the Biden administration and the 117th Congress will include infrastructure, health equity and racial disparities, transparency and patient access to data, value-based care, drug prices and coverage expansion.

New Healthcare Trends for 2021

Finally, Blair shared his perspectives on three major trends he predicts will continue to gain traction and emphasis:

1. The move to “Value” with providers assuming more risk while moving away from FFS reimbursement
2. Consumerism including transparent access to data and information on mobile devices
3. The growth of “Payviders” as more payers and retail giants continue the movement towards becoming providers

Facilitated Reactor Panel Discussion

Following Blair’s presentation, webinar participants



were treated to reactions and a facilitated discussion with Roundtable members **Brian Adams**, Market CEO AdventHealth and **Kevin Locke**,

Managing Principal, DHG Healthcare. Brian opened the discussion with a thoughtful and challenging observation and question:

“How can hospitals and health systems change and adapt at the speed necessary to compete in the environment described by Blair before the regulations and environment change again?”

Acknowledging the challenge, Blair offered the sobering observation that *“We’re in a fight.”*



Kevin observed that, to some extent, we have been discussing and highlighting the same challenges (e.g., competition from entrepreneurs and payers, growth of consumerism, move away from FFS to value-based reimbursement, etc.) and posed the question, *“what is different now?”* Following a

robust discussion among Brian, Kevin, and Blair the

consensus was that the factors that are different now include:

- We are no longer questioning whether or not the changes are going to occur (or maybe assuming or hoping that they won’t occur)
- The unprecedented speed with which payers and retailers are becoming providers is accelerating the need for hospitals and health systems to change
- Greater transparency and accessibility to data
- The change in the consumer profile as represented by the next generation of purchasers who are heavy users of technology as a tool for decision-making

The Post-COVID “New Playbook”

The session included a discussion about the fact that many believe that as we emerge from the pandemic, the “old playbook” traditionally used by hospitals will no longer be effective and that a “new playbook” will need to be adopted. When asked, based on lessons learned during the pandemic, *what key elements do they believe will need to be included in the “new playbook,”* Brian and Kevin suggested the following:

- Emphasis on quickly reducing variation and creating “systemness”
- Ability to create end-to-end solutions for consumers
- Capitalize of use of existing infrastructures
- Adjust to both vertical and horizontal integration opportunities
- Have the courage to go “all-in” on risk

Thanks to the Panel for a Robust and Informative Discussion

We would like to thank Blair, Brian, and Kevin for creating a lively, interesting, and informative discussion based on their unique observations and perspectives. Their transparency and willingness to share reflects one of the key values of membership in the CEO Healthcare Roundtable.

To View the MARCH 10, 2021
Webinar, Click Below



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PRESENTATION, CLICK [HERE](#)

Contact Alexis at Alexis@HealthcareRoundtable.com
if you have questions about the Webinars or Meetings.

Next Webinar
July 21, 2021 | 3:00-4:30 EST



Topic and Speaker to be Announced.

**Free for Roundtable Members and
Guests!**

SAVE THE DATE!

Next Scheduled Fall Meeting
October 6 – 8, 2021



The Gwen Hotel | Chicago



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