

A large, stylized orange chevron graphic pointing to the right, serving as a background for the text.

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What Can Payers Learn from the Emergence of the Digital Healthcare Organization?

Video Transcript

Brian Kalis:

The health industry's digital disruption is in motion with a high volume of experiments aimed at incumbent businesses. Digital is reshaping economies, revolutionizing customer expectations and shifting power to consumers. Digital healthcare organizations have the ability to disrupt the industry by introducing experiences that are better, cheaper and more personalized than incumbent offers in the market today.

The key characteristics of a digital health organization are that it's human centered, digitally enabled, asset light and ecosystem connected. There are examples of companies that have some of the key characteristics of digital healthcare organizations in the market today. Companies like Oscar Health and One Medical Group have been using digital to create offers and experiences that are better, cheaper and more personalized. Whether or not they succeed is irrelevant.

What's happening is these brands are changing the expectations of what it means to provide care to consumers.

Current risk bearers in the face of this situation need to move from an upgrade to a transformation mindset, and really think of how they can use digital to create experiences that are better, cheaper and more personalized than offers today.