

# 2021 HCEG Top 10+ - Priority Insights

The following\* are examples of comments, questions, initiatives, programs, approaches, applications, and technologies associated with the following priorities from the 2021 HCEG Top 10+ list of challenges, issues, and opportunities facing healthcare leadership: *Healthcare Policy, Consumerism, and/or Costs & Transparency*.

These are shared to illustrate the type of information HCEG members may share on the above three themes – and all other themes - listed on the [2021 HCEG Top 10+](#)

To share your thought leadership, obtain needed information, and/or to participate in discussions on one or more of these themes, please use this data collection tool <https://www.surveymonkey.com/r/XVS7DS7>, contact [info@hceg.org](mailto:info@hceg.org) or call 617.302.6224

<b>08-Healthcare Policy</b>	
<b>Sub-Topic</b>	<b>Comment, Question, Initiative, Program, Approach, Application, and Technology</b>
06-Interoperability	24% of providers and health plan executives say their organizations view the new federal rules on interoperability as a strategic opportunity.
06-Interoperability	CMS proposed rule CMS-9123-P (existing rules and new rules covering both health systems and health plans) is intended to ensure that patients can electronically access their healthcare information regardless of health system or type of EHR.
06-Interoperability	Healthcare organizations focusing too closely on compliance may be left behind by health systems that also focus on earn consumer trust, synthesize data and develop innovative products and services.
09-Next Gen/Value Payment Models	Interested in what the Biden Administration might do with healthcare particularly advancing Alternative Payment Models and expansion of ACA subsidies.
09-Next Gen/Value Payment Models	There will need to be more Presidential policy changes in order to bypass the contentious Congress. We need to have telehealth reimbursement equal an office visit with incentives for physicians/organizations to move into Value-based Care.
11-Pandemic	Changes in membership mix
11-Pandemic	Confidence (and independence) is restored in the CDC and FDA. FDA and CDC will create surveillance programs to track COVID-19 vaccine side effects, efficacy, and local immunity and outbreaks.
14-Technology	Culture and the policy around the use of technology
14-Technology	Growth in digital health apps as prescribed treatments (so-called digital therapeutics).
Benefit Design	By 2023, 60% of health insurance products will be characterized by two communities, standard or individualized, which will be portable and accommodate social determinants of health.
General	Federal comprehensive health reform efforts will be put on hold in 2021.
General	HHS Secretary's key role in defending Affordable Care Act in the courts may signal a strategy of strengthening the ACA and improving its implementation—not another grand gesture, such as rumored move to lower Medicare eligibility age to 60.
General	Increasing regulation will bring new opportunities
General	Lobbying impacts on legislation
Pharmacy	e-prescribing for controlled substances (EPCS)
Pharmacy	Healthcare policy: Expect to see more moves on prescription drug prices, either through a collaborative effort among pharma groups or through importation efforts.

<b>01-Consumerism</b>	
<b>Sub-Topic</b>	<b>Comment, Question, Initiative, Program, Approach, Application, and Technology</b>
02-Costs & Transparency	Healthcare consumers expect support services and care that are also fast and personalized – with digital apps, instant claims settlements, transparency, and advocacy.
04-Accessible/Virtual Points of Care	Healthcare organizations/providers will definitely need to meet the patient where they want to be met. Remote patient monitoring and telehealth will take hold and patients/consumers will say "meet me at my place."
05-Data & Analytics	Better insight into patients to understand whether transportation needs or work schedules will prevent them from following through on a treatment, to predict when their conditions might be worsening, or to determine how to best connect pharmaceutical products to individuals
08-Healthcare Policy	Addressing the increasingly complex purchase experience for Medicare consumers; they have more product options & variables to consider than ever before and with CMS reintroducing Open Enrollment Period, they have more flexible to change their minds.
10-Privacy & Security	Understanding patient preferences around access and trust and what empathy feels like

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14-Technology	Customer-facing and business-facing interfaces should communicate with same information, while still being uniquely optimized for respective tasks - front-end designed for consumer presentation, a back-end designed for data functionality.
14-Technology	Expect to see insurers increasingly implementing customer-facing front-end and back-end internal processes that remain separate from one another while still ensuring that data flows freely between the two.
14-Technology	Technology must work for our customers, not the other way around. Customer engagement really requires being where the customer is and wants to be.
Care Management	More people will turn to so-called alternative healthcare for answers.
Consumer Experience	Medical facilities will use more informative, engaging, & comforting signage and distractions
Consumer Experience	Openness to exploring alternative formats, such as video-first solutions, to reach both healthcare practitioners (HCP) and direct-to-consumer (DTC) audiences
Digital Tools	Multi-channel digital experiences used to tailor consumer-focused services that drive engagement and lower costs
General	Applying human interaction design to the product. Better understanding your customer, who you serve.
General	Contactless and low-contact experiences will become a standard feature of healthcare experiences
General	Experience design will be one of the most sought-after capabilities for digital leaders in healthcare enterprises
General	Important to consider the role of health payer relative to the other health players. Health payers could be competing against others to be the cohesion, or maybe health payers are looking to fit in? Regardless, competition may come from digital natives like Google and Amazon.
Patient Directed	2021 will be the year of patient controlled health
Patient Directed	Healthcare organizations will be pushed to leverage technology to support patients as they go about their daily lives, including supporting social determinants of health,
Patient Directed	Organizations are setting up "digital front door" portals that offer a variety of self-service functions and messaging services.

<b>02-Costs &amp; Transparency</b>	
<b>Sub-Topic</b>	<b>Comment, Question, Initiative, Program, Approach, Application, and Technology</b>
01-Consumerism	Greater market transparency brings providers into line and helps meet consumer demand, improve patient engagement
01-Consumerism	Hospitals and healthcare providers must meet patients along their healthcare financial journey and offer clear details on payment plans and financing options based on their propensity to pay.
03-Delivery System Transformation	Up to 75% of hospitals' capital equipment budgets will be diverted to other immediate needs, with flexible pricing models becoming the norm.
08-Healthcare Policy	A lot of questions on how to do this and the role of government. Does the answer differ by state? Does it make a difference if health payers vertically integrate with the providers or PBMs?
08-Healthcare Policy	Before patients/consumers felt they had no say in pricing and what they would have to pay. With "no surprise billing" policies, patients/consumers will say "tell me the cost, let me shop/online, and are you worth what I am going to pay you." Without offering price transparency, the patient/consumer will go elsewhere.
08-Healthcare Policy	Interested in how the Federal Price Transparency Rule is going to impact healthcare particularly if tech companies help consumers use the Price info and if publicly report Plan contracted rates changes the negotiating dynamic between Plans & Providers
Benefit Design	\$0 out-of-pocket care options emerge for most people
Benefit Design	As a by-product of the recession, Medicaid enrollment will grow with likely a repeal of cost sharing and work requirements.
Benefit Design	Commercial insurance companies will continue to drive telemedicine usage by waiving co-pays too.
Benefit Design	Fierce competition in Medicare Advantage will lead to most seniors having access to zero-dollar premium plans.
Benefit Design	Potential Increase in Direct-to-Employer Contracting
General	Uncertain medical loss ratios
Pharmacy	Drug prices keep on climbing with no action on drug pricing
Pharmacy	Pharmacy benefit managers continue to be scrutinized over rebates, pharmacy payments, and formulary placement criteria.
Pharmacy	With promise of multiple COVID-19 vaccines being invented and brought to market in record time, public opinion will turn very positive for pharmaceutical companies. This will squash all efforts to regulate drug prices for the next year (at least).