HealthCare Executive Group - 2022 HCEG Top 10 Ranking

The following focus areas have been identified as possible priorities for healthcare executives and are available for selection and ranking by those participating in helping to create the 2022 HCEG Top 10 list.

#	Description of Candidates for 2022 HCEG Top 10
1	**Accessible Points of Care:** Providing more consumer-convenient and cost-effective diagnostic, care and therapeutic services via tele/virtual health, retail clinics, remote monitoring, hospital-at-home, and other non-traditional channels. Facilitating and supporting non-clinical 3rd party caregivers (family, friends, neighbors, and others).
2	**Consumer-Centered Healthcare:** Continuing the transition to a human-centered healthcare system designed to make consumers better, more engaged and more aligned with other aspects of their lives.
3	**Cost & Price Transparency:** Implementing and optimizing strategies, tactics and pricing schedules to create market value and engagement in the emerging interoperable, transparent healthcare economy, enabling all stakeholders and consumers to better understand costs and prices in advance of services and enable fully informed and value-conscious decisions, in compliance with regulations and beyond.
4	**Data & Analytics:** Leveraging computers and advanced analytics, new sources of disparate, non-standard, unstructured, rapidly changing, high volume, and highly variable data to drive near real-time and high value decision-making and enhanced consumer engagement, well-being, and health outcomes, at lower costs.
5	**Delivery System Transformation:** Modernizing, operationalizing and expanding delivery system transformation of medical and non-medical services via open core technology platforms, partnerships and collaborations between traditional and non-traditional healthcare providers and community-based organizations to capture cost reductions and efficiencies at high volumes and scale.
6	**Evolving New Normal in Emergency Preparedness & Response:** Identifying, developing, and responding to challenges, issues, and opportunities revealed by the pandemic and driven by potential future disasters to improve the visibility, efficiency, resilience, and scalability of supplies, communications and distribution by benchmarking operations, contracting mechanisms, integrating multiple disjointed systems, and achieving real-time reporting, demand forecasting, inventory distribution and management.
7	**External Forces & Factors:** Identifying, responding to and/or adopting innovation and technologies from other organizations (Amazon, Apple, Google, Facebook, Microsoft) and other non-traditional entities (Walmart, CVS, Walgreens) via joint ventures, partnerships and collaborations, M&A, partnerships, and joint ventures to leverage customer data and relationships that unify multiple point solutions into larger platforms, while addressing the question of whether there is a scale too large to be efficient and effective.

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8	**Healthcare Policy**: Responding to, optimizing, and/or complying with current healthcare policy, regulations, political head/tailwinds, and legislative processes including expanding and/or contracting government sponsored or approved markets and programs such as the ACA, Accountable Care Organizations (ACO), Individual Coverage Health Reimbursement Accounts (ICHRA) and forthcoming healthcare opportunities. Taking advantage of new funding and programs in the infrastructure bill, Build Back Better and other government initiatives.
9	**Holistic / Whole-Person Health:** Improving and personalizing diagnoses, chronic condition prevention, and treatments and identifying, addressing, and improving overall medical, lifestyle, behavioral, socioeconomic, cultural, financial, educational, geographic, and environmental well-being for a frictionless and connected healthcare system with fewer disparities and inequities across populations.
10	**Interoperability & Data Liquidity:** Integrating, automating, and improving exchange of clinical, member, payer, patient, diagnostic and provider data; and developing workflows to bring value of aggregated data among multiple systems (EHR's, HIE's, financial, core administration and clinical data, etc.) on a real-time time or near real-time, equitable, and cost-effective basis to all stakeholders in compliance with CMS requirements and regulations.
11	**Mistrust & Misinformation:** Rebuilding reputation and trust in science, medicine, regulations, and policy to combat untruths, deliberate or self-serving misinformation, fear, and cynicism across all stakeholders due to the lack of a shared, objective reality in healthcare.
12	**Network Strategy:** Refining and restructuring in and out-of-area provider networks to improve consumer choice, convenience, quality, cost and compliance with changing regulatory requirements, state and federal licensing, medical malpractice, directories, and access.
13	**Next Generation Value-Based Payment Models:** Acquiring, developing, and integrating the technology, operational infrastructure, and programs to support a collaborative and equitable approach for managing costs, paying for performance, sharing risk, and enhancing quality outcomes that facilitate the transition from volume to value-based payment models.
14	**Primary Care Innovation:** Advancing and enhancing primary care and shared decision-making via virtual care, stakeholder collaboration, risk sharing, increased emphasis on preventative care, automated authorizations & medical review, and coordination in helping consumers navigate the healthcare system and focus on encouraging wellness in support of transitions to value-based care.
15	**Public & Population Health:** Prioritizing national and community-based health and wellness strategies, preventive and chronic care management, clinical and administrative integration, removing barriers to community well-being and developing strategies for identifying and supporting at risk individuals, communities and populations.

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16	**Responding to Digital Health:** Evolving, redesigning and unlocking implications of global forces of computing power combined with new technologies on how work is done for more integrated, comprehensive, informed, engaged, and coordinated care via portals, member/patient education, transparency, digital payments, CRM, embedded sensors, wearables, patient-generated data, in-home monitoring devices, and omni-channel access/distribution.
17	**Risk Management & Cybersecurity:** Managing enterprise-wide elements of risk including privacy, security, safety and compliance by staying ahead threats on the privacy, trust and safety of patients, providers and staff, including healthcare information and health hazards. Proactively monitoring and addressing the changing landscape of federal and state privacy and safety laws to enhance trust and protect reputational risk.
18	**Social Determinants of Health:** Addressing disparities and inequities in health by standardizing, operationalizing, and scaling data capture, analytics, information sharing, resource coordination, and delivery of medical care and non-medical services such as transportation, food, housing, heat, environmental, geographic, demographic, and economic variations.
19	**Talent Strategy & Management:** Acquiring and retailing needed resources in a national and global market to meet the demands and assure the availability and longevity of a healthcare workforce for the new future including diversity, skillset, engagement, remote working, burnout and other challenges.
20	**Value-Creating Technologies:** Moved beyond mere automation of manual processes to creating and implementing new value-creating operating infrastructures and applications, using an evolving list of advanced technologies to enhance revenue generation including but not limited to robotics, process automation, AI/ML, blockchain, IoT, augmented/virtual reality, 3D printing, etc. and researching, prioritizing and investing in or acquiring ones that impact results. Blending of people, financial and technology management to meet future challenges.
21	**Workplace Leadership & Innovation:** Creating a more innovative and consumer-centric organization adapted to technology and workplace changes. Building the new organizational structures, communication systems and roles in how work is performed, what work is automated and where that work is performed.

Access information on previous HCEG Top 10 lists here and information on the Industry Pulse here.

Please feel free to share any insight you may have by sending an email to HCEGTop10@hceg.org