



News Notes

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2020 Didn't Go According to Plan – My Plan, Your Plan, Anyone's Plan

The COVID-19 pandemic wreaked havoc on schools, physicians and hospitals, the economy, and the healthcare industry has been forever changed. No one has been left unchallenged by the pandemic, many of us have had to make difficult choices, many have been devastatingly impacted by loss of income and life. Doctors and nurses caring for COVID patients have been forced to make unthinkable choices.

COVID-19 Bright Spots

Notwithstanding the immense pain and suffering brought on by the COVID-19 pandemic, there have been bright spots worthy of celebration.

Unparalleled levels of healthcare collaboration.

As but one of many examples, Jayne Morgan, MD, a cardiologist and director of innovation at Piedmont Healthcare in Atlanta, GA, shared her experience, "In Georgia, we had a lot of collaboration at different levels between Piedmont, Grady Health System, Emory Healthcare, and Wellstar Health System. In general, we are competitors. COVID turned our competitors into collaborators."

Massive research investments to identify and create COVID-19 vaccines and therapeutics.

Research has taught us much about COVID-19 in the nearly year since the pandemic was declared.

- Older people and those with co-morbidities are more likely to experience severe impacts if they contract COVID.
- The disease is transmitted primarily from person to person through respiratory droplets when an infected person coughs, sneezes or talks.
- The vaccines that are being distributed first are the ones created with a new technology that first approved for use in humans in November 2020, RNA or mRNA (messenger RNA).

The best minds are working to develop COVID therapeutics and vaccines. At Geneia, we're confident they will. Undoubtedly, their innovations will yield other unexpected benefits in the years ahead.

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Acceleration of digital health.

Nearly overnight, physicians began using telehealth to continue to treat patients during the spring lockdowns. In the months since then, it's become clear that physicians and patients like virtual visits. Given physician and patient expectations, we expect more healthcare organizations to embrace a digital front door strategy in 2021.

Increased adoption of value-based care.

For the first time, many physicians felt the pain of fee-for-service reimbursement. Primary care practices were expected to lose more than \$67,000 in revenue per physician in 2020. On the other hand, value-based care provides a repeatable, reliable revenue stream so physician practices can stay viable in times of uncertainty and continue to care for patients. The financial impact of the pandemic means more physicians have been, and will continue to be, receptive to the certainty of value-based care contracts.

As wide-eyed as we are going into 2021, we are bullish on the potential for the healthcare industry to positively impact lives and for a return to many of freedoms of pre-pandemic life late in 2021. In the meantime, we wish you the happiest of holidays and a new year of good health, gratitude, joy, connection and hope.

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