

## On-Demand Courses

# Unlock the value of specialty care

The impact on cost, delivery, and critical service lines



*Unlock the Value of Specialty Care: The Impact on Cost, Delivery, and Critical Service Lines* breaks down the complex world of specialty care. Learn about the pivotal issues that contribute to high cost, revolutionary innovations, and stakeholder priorities. Plus, explore some of the most prominent care specialties.

Course learning objectives: Define the key terms, players, and market forces shaping specialty care, and dive deeper into oncology, cardiology, and orthopedics to understand each specialty's unique challenges and opportunities for growth.

## Course modules

### 01 Demystify specialty care and service lines

#### *Module learning objectives*

- Define specialty care and service lines, Centers of Excellence, and the differentiators of specialty care vs. primary care.
- Understand market sizing of different specialties.
- Identify common roles and responsibilities within a service line and learn what service line leaders care about most.

## 02 Inside specialty care: Explore market forces, challenges, and priorities

### *Module learning objectives*

- Map the changing demands of the specialty care landscape, including demographic shifts and growth, pandemic impacts, and site-of-care shifts.
- Determine the scope of innovation within specialty care. Focus on the potential opportunities, like AI and device therapeutics, as well as the challenges, like the high price tag of innovative treatments and the fast pace of modernization.
- Unpack the financial factors of specialty care, why it's so expensive, the variable payer coverage, stakeholder attempts to control spending, and the impact of value-based care.

## 03 Specialty care dynamics: The roles of providers, payers, patients, and partners

### *Module learning objectives*

- Discover what priorities and challenges the following stakeholders face, and how to seek strategic alignment:
  - Providers (health systems and physician groups)
  - Payers (health plans and employers)
  - Patients
  - Partners (life sciences, digital health, professional services).

## 04 Challenges and priorities in oncology, cardiovascular, and orthopedics

### *Module learning objectives*

- Spotlight three specialties (oncology, cardiology, and orthopedics) and their respective challenges, as well as the market forces spurring their growth.

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on-demand courses



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