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# 2019-2020 Cardiovascular Roundtable National Meeting Series

## Key Takeaways for Suppliers and Service Providers

### ***Research Agenda Executive Summary***

Today's cardiovascular (CV) market is more competitive than ever – and that's increasing the options available to payers, patients, employers, and referring providers. To become CV providers of choice, provider organizations have to balance providing high-quality, low-cost, and accessible care while understanding the needs of their market and capabilities of their program. This will require CV leaders to stay one step ahead of policy changes, carefully evaluate when to pursue new investments, compete in the increasingly crowded ambulatory market, and engage physicians in supporting these initiatives.

In this year's national meeting, we'll cover how cardiovascular leaders can confront these issues. We'll also introduce a suite of implementation tools that you and your providers partners can leverage over the coming year.

### ***Cardiovascular Market Update 2020***

This presentation offers strategies for provider organizations to become the CV provider of choice in a rapidly changing market. More specifically, we'll cover payment and regulatory updates impacting CV strategy, demand trends and innovations changing care dynamics, and delve into evolving expectations of patients, payers, and referring physicians.

### ***Strengthen Physician-Hospital Alignment and Incentive Structures***

This presentation focuses on how physicians and hospitals can partner to achieve CV program goals. We begin with the state of physician-health system relationships today, including employment, co-management, joint ventures, and more. From there, we'll share new national benchmarks from the Cardiovascular Roundtable's alignment strategy survey and share progressive physician incentive models aimed at advancing outcomes.

### ***Promoting CV Physician Engagement***

The final session of day one will focus on tactics for provider organizations to mitigate physician burnout and retain top talent. The presentation will delve into drivers of CV physician burnout, case studies on improving engagement across the enterprise, and close with a facilitated discussion to learn how providers are focusing on this issue at present.

### ***CV Ambulatory Strategy 2.0***

The opening session of day two centers on how providers can compete for business in an increasingly crowded ambulatory market. Attendees will learn how to create an ambulatory plan that balances reach and cost, evaluate services in ASCs and office-based labs, and compete on access, experience, and efficiency.

### ***Innovations in CV Care***

The meeting will close with a session focused on disruptive services and technologies. The presentation explores how providers can evaluate new technologies in the context of today's market. We'll also discuss how providers should assess ROI for cardio-oncology, advanced imaging, structural heart, wearables, and more.

### **Primary Stakeholders Attending Meeting**

- CV service line administrative leaders
- CV service line physician leaders
- Chief Medical Officers and Chief Nursing Officers
- Other C-suite executives (e.g., CEOs, COOs)

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### The Big Picture Impact for Your Provider Customers



#### Clinical Technology

- To build a strategy that's one step ahead of market trends, CV providers need to stay on top of innovations in clinical technologies and develop distinct strategies for assessing ROI of newer, disruptive technologies.



#### Health Care Facilities

- As more care shifts outpatient, CV leaders will remain focused on developing a cost-effective and accessible ambulatory network that will allow them to become outpatient centers of choice.



#### Human Capital

- As is the case across many service lines, many CV leaders are focused on improving physician engagement to mitigate burnout and reduce costs associated with physician recruitment and turnover.



#### Information Technology

- Health IT plays a critical role in implementing any effective CV strategy, whether that strategy is focused on ambulatory network growth, population health management, or physician engagement.

### Three Major Implications for Supplier Organizations

- 1 Keep burnout top-of-mind.** While suppliers may not play a direct role in mitigating physician burnout, remember that physicians are key end users for many CV products and services. As such, suppliers must consider the impact of their solutions on engagement and burnout and may consider weaving any benefits into a value proposition.
- 2 Align with providers' ambulatory growth strategy.** Care is shifting out of the hospital into ambulatory and office-based sites. Hospital-based CV programs will need supplier partners to help them deliver on promises of access and affordability and position themselves as centers of choice in a crowded outpatient market.
- 3 Prepare for principled product evaluation focused on ROI.** While CV providers want to stay on top of innovations in CV technologies, today's margin pressures force providers to review those investments with an eye towards measurable ROI. Ensure you know how your provider partners measure ROI, and that your value story aligns with their assessment process.

#### Interested in joining us for a meeting?



View dates and locations and register [online](#) and/or contact your **Dedicated Advisor**.