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New Business Models: Keeping Your Options Open

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Today's changing healthcare environment is forcing physicians to re-evaluate their business strategies. New care settings range from screening in health kiosks to chronic care management in pharmacies to remote preventive care/monitoring. The new healthcare "team" consists of fewer physicians, increased numbers of mid-level providers, non-clinical patient navigators/coordinators, and, more and more, information technology (robots). The accelerating shift in reimbursement programs from fee-for-service or payment based on volume to value-based initiatives requires the ability to provide high quality, high value care. This shift will happen incrementally, not overnight, and has already begun.

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