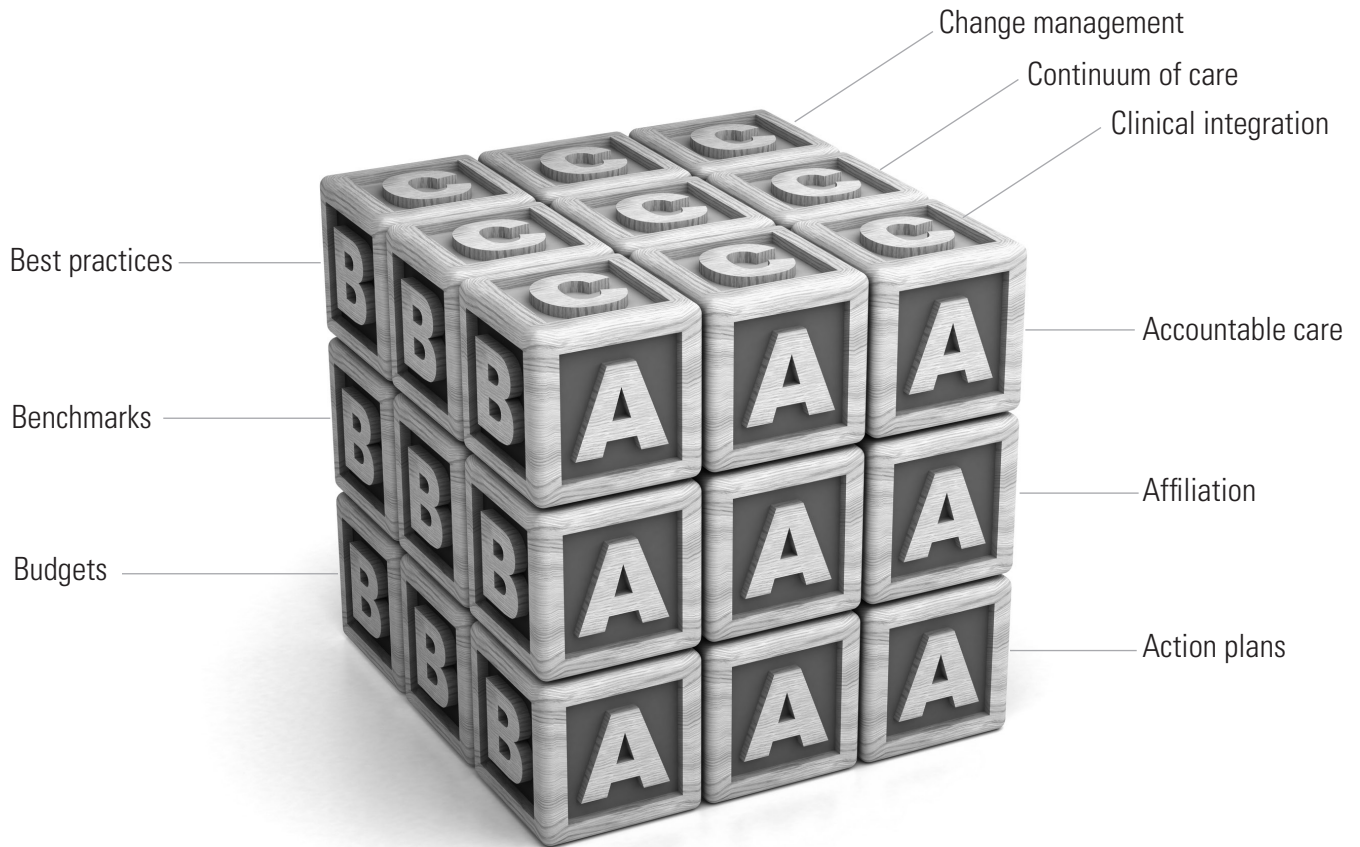## DISRUPTIVE HEALTH CARE: 2013 YEAR IN REVIEW

If "selfie" was the word of the year in the popular culture, then "disruptive" was certainly its analogy in health care. Even though this was not the goal or the intent, nobody was more disruptive in health care than the federal government.

1. ***Roll out of the "Affordable Care" website on October 1, 2013***. An unmitigated disaster any way you look at it, the government opened up the first phase of what could be universal health care with a not-ready-for-prime-time website. This site was not properly tested, and crashed on the volume of people trying to access it. Even though the "Big Bang Theory" is the number one comedy on television, the government should have tried the pilot test approach, not the all or nothing "big bang" approach.

2. ***Lack of data security, cloud or no cloud***. Data breaches became an increased concern, with both health care and non-health care making the news. The health care data concerns by and large remain isolated, but significant. Non-encrypted data on computers or flash drives that are lost or stolen make up the major breaches. However, trouble looms in general society issues. Target and Neiman Marcus customer account information being hacked or stolen means an entire health system is at risk. And one guy on a laptop can take down the NRA, and impact the world.

3. ***Growth rate in health care costs slows***. The government reported 2012 health care spending had its smallest growth rate since 1960, only 3.7%. This is the 4th year in a row of low growth. Here are the details by sector and percentage increases from 2011 to 2012:

   - Hospital spending up 4.9%
   - Physician and clinical services up 4.6%
   - Medicaid up 3.4%
   - Medicare up 4.6%

   What was down to offset this?

   - Nursing care and continuing care facilities down 1.6%
   - Retail prescription drugs off 0.4%

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4. ***Empowering the patient-consumer; cherry picking health care services.*** According to futurist Jeff Goldsmith, hospital inpatient census was 31% lower in 2012 than 1980, this despite 80 million more people.

Whether this has happened because of an enlightened consumer or larger deductibles, there is more health care shopping and more alternatives.

- Urgent care centers have made a big comeback, both free standing and as a part of a retail store.
- Hospital "free standing" emergency departments are opening.
- **Walgreens' "Take Care Health System"** subsidiary manages more than 700 convenient care clinics. Walgreens has 8,116 drugstores in 8,451 locations.
- **CVS' "Minute Clinics"** has 750 locations in 7,614 stores.

Blue Cross Blue Shield of Massachusetts sends subscribers who have visited a hospital ED an email with specific alternatives to "avoid costly and time-consuming trips to the emergency room". These include speaking to a nurse, going to a CVS Minute Clinic, or visiting urgent care centers. Alan Goldberg, partner and president, got such an email. "I appreciate the effort to reach out to me. However, when I looked into it, the two closest CVS stores do not have Minute Clinics, and the three closest Urgent Care Centers are not accredited. I guess that is why my family has used the two closest hospital emergency departments, Norwood (MA) Hospital and Good Samaritan Medical Center, Brockton, MA."

5. ***Choosing a partner***. Due to access to cutting edge medicine, capital, technology, and know-how, hospitals are evaluating the benefits of system alignment. This may be through acquisition or affiliation – everybody's talking. ACOs accelerated this trend, and in most states, less than 20% of the hospitals are truly independent (CEO works for independent Board of Trustees).

Enclosed with the Biweekly is a recent tribute AMS made to the Organization of Nurse Leaders

TOP FIVE HEALTH NEWS STORIES

At this time of year, everyone publishes their 2013 year-in-review, and you no doubt have read many of them. Being based in a Boston suburb, one local list published by the Boston Globe on December 30, 2013, was very unique for two reasons: (1) it was the result of a readers' poll, and (2) it touched some poignant memories.

#1 – Healthcare.gov full of glitches

#2 and #3 talked about the treatment of Boston Marathon victims and roles of Boston's trauma centers

#4 – Federal Food and Drug Administration seeks ban on heart-damaging trans fats

#5 – Roll out of state and federal health exchanges

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