



By LISA REMINGTON

2021 Outlook: The New Era of Care at Home Models

Four Key Questions Leaders Need To Address For Greater Sustainability

As we turn the corner into 2021, healthcare leaders should be asking themselves four key questions to address greater sustainability.

Question #1
Should your organization be preparing for greater value-based payments?

The new era of care at home models will change traditional care delivery. COVID-19 was the agitator that pushed the gas pedal of acceleration. There's been enormous transformation around what home care means and what care in the home looks like. Payment reform, new care models, technology, and consumer preferences drive major changes.

Question #2
How is your organization prepared to participate in new non-traditional care at home models?

The focus of transformation is the acknowledgment that consumers/patients prefer to be in their homes, technology can be a central communicator and data collector, and improved quality at a lower cost can be achieved.

Question #3
How is technology expanding care at home and how does it affect your organization's future?

Care at home leaders need to be prepared to take action. The acceleration changes your organization's strategic planning. It puts leaders on high alert that new competition is on the horizon and new opportunities will lead to innovation. The bottom line is you cannot operate the same organization you have run traditionally. It's all changed. The proactive leader will step back and reconsider the status quo.

Question #4
How is your organization rethinking strategic positioning to offer a continuum of care services from pre- and post-discharge to end-of-life?

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