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Reframing Healthcare in the post COVID-19 Era

If there was ever a time to reframe healthcare, that time is now. We are in the midst of an unprecedented transformation of healthcare delivery. The COVID-19 pandemic is reshaping the American healthcare system. There is no going back. Thriving in the future will require a radically new mindset to rapidly advance our business and clinical delivery models. If there was ever a window of opportunity for proactive, agile leadership, it's now. What's needed to navigate these times is a roadmap - a guide for leading in, through, and beyond this crisis that is massively disrupting the traditional healthcare system.

'Reframing Healthcare' is clearly an idea whose time has come, and Dr. Zeev Neuwirth is a leading authority. He is the author of the acclaimed book, *Reframing Healthcare - a Roadmap for Creating Disruptive Change*, and also hosts an award-winning podcast series, 'Creating a New Healthcare'.

In this presentation, Dr. Neuwirth reveals the profound insights he has distilled from years of in-depth interviews with hundreds of highly accomplished healthcare entrepreneurs, founders and CEO's - bold, courageous leaders who have been successfully disrupting healthcare. What we'll cover in this presentation will include:

- the accelerated disruptions occurring in healthcare
- the underlying market forces and mega-trends that are catapulting us into a new era
- the 7 critical steps of the *Reframe Roadmap* - an empiric, comprehensive guide for creating sustainable, scale-able market relevance

The purpose of this presentation is to empower leaders and organizations in shifting from being disrupted to being the disruptors, and thriving in the future healthcare market.

If your organization is intent on being agile, proactive leaders in the reframe of healthcare in the post COVID-19 era, Dr. Neuwirth's Roadmap is the stepping stone to your success.

What Medicine Must Learn from Marketing - A Roadmap for Thriving in Today's Healthcare Market.

Consumerism is the tectonic shift that is rapidly transforming healthcare delivery. It's at the core of what is driving both individual patient behavior as well as corporate employer & payer behaviors. It's defining the business and clinical outcomes that hospital systems and all other major stakeholders in healthcare are seeking. With his unique approach to reframing healthcare, Dr. Neuwirth presents the mounting evidence for why successful legacy stakeholders and new entrant disrupters are focused on the consumerist approach. Drawing from dozens of in-depth interviews he's conducted on his award-winning podcast, 'Creating a New Healthcare', as well as from the years of research behind his widely acclaimed 2019 book, 'Reframing Healthcare - a Roadmap for Creating Disruptive Change', Dr. Neuwirth has crafted a comprehensive and replicable roadmap for delivering consumer-oriented healthcare - what he terms 'the Marketing Mindset'. This talk is not about marketing healthcare - it's about delivering healthcare in a completely different framework. This talk is not about ideas - it's about positive action and a well-designed plan. This talk is not about some distant future - it's about what is happening today. This talk is intended for those bold, high-integrity leaders who are interested in being part of the healthcare disruption rather than being a party to it. Ultimately, this talk is for leaders who are committed to saving lives, humanizing healthcare and unlocking the profound value that is currently trapped in our legacy healthcare system.