

Amazon, Apple, Google, CVS/Aetna, Optum: What Will They Mean for Your Organization?

Many new entrants to the healthcare industry have become powerful disruptors. Hospital and health system executives and board members are watching, and wondering:

- How will Amazon, Apple, Google, Optum, CVS/Aetna and others disrupt healthcare?
- In what ways will their skills—providing consumers with direct access to services, artificial intelligence, predictive analytics, remote monitoring technologies, and others—shape healthcare’s future?
- Will they take a dominant role in providing and financing care?
- Where will traditional providers fit in this new environment?
- Will the disruption be an opportunity or a threat to us?
- Should we form strategic partnerships with one or more of them?



Thoughtful leadership dialogue and timely and effective decision-making on these topics will require that executives, management, and board members be familiar with the trends and opportunities posed by these formidable industry entrants.

Veralon can help you jump-start your team’s thinking on these vital issues with a one-hour presentation and facilitated discussion, “Amazon and Other Disruptors Are Transforming Healthcare – What You Must Do to Succeed.”

Our session includes:

- A thought-provoking presentation on the issues above and other vital trends
- Engaging the attendees in exploring what the disruption will mean for your organization’s strategy, capital allocation, and day-to-day operations.
- Beginning to brainstorm on the opportunities: How can your senior staff and board prepare for this change? How can your organization set strategies that will lead to success?

The session can be customized for the needs of your organization.

We have incorporated this session into **board retreats, executive team meetings, medical staff meetings** and other events. In addition to the one-hour option, longer meetings allow for a deeper dive.

Veralon’s senior advisors are faculty for the ACHE, **authors, speakers, and experienced facilitators** who have guided executives of hospitals and health systems, healthcare products and services companies, and law firms.

To schedule a call with one of our speakers to discuss customizing this presentation and facilitated session for your organization, please contact Dayana Habib Rapoport at drapoport@veralon.com or 877-676-3600 ext. 1027.