

Florida Alliance For Healthcare Value Blueprint for Change – Best Care at a Transparent and Fair Price

“Which Door” Your path to Saving Money and Improving Lives

Attending the conference last week was reinvigorating, being a part of smart people gathering to challenge status quo and to learn from each other to deliver high quality and cost-effective care was a tremendous gift.

The good news is there are many options and possibilities to lean in to. The challenge is there are so many options that it's not easy to know how to navigate the challenge. The complications are magnified by the lack of information available for caregivers and consumers to make good choices.

Isn't it odd that we live in the most robust digital age and yet the people we entrust to help us with our care are having to rely upon us to convey important medical information within a very short period of time when we access care. It's no wonder our spend is 2-3X higher than the rest of the civilized world and our life expectancy is 6-7 years less.

An analogy for me is that our modern healthcare environment is complex and massive, akin to Mount Everest. You would never dream of taking on a climb of Mount Everest on your own. Yet, we basically ask our members to figure out how to climb the healthcare mountain on their own. There is a better way!

In the book “Which Door”, we talk about our role as leaders to choose a simpler and safer path to climb the healthcare mountain. How you can incorporate a “sherpa” into your offering to guide your members through a well-designed set of benefits that can, yes, **Save Money and Improve Lives**. If you would be interested in speaking further about your challenges and possible ways to overcome them please let me know.

Together, we can change the trajectory of healthcare and make the seemingly complex path to high quality cost effective care a reality.

Respectfully,

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