

# *Top health industry issues of 2018: A year for resilience amid uncertainty*

UT Health Law Conference  
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PwC Health Research Institute



## *What is the New Health Economy?*



## *New Health Economy*

Altered funds flow



New care delivery models



Realignment of existing players



Disruption by new entrants



## *Top health industry issues of 2018*



**Bottom line:** *2018 likely will prove to be a continuation of 2017's tumult and continuous policy change. Health industry organizations should not adopt a wait-and-see position, but instead should foster enterprise resilience through cross-sector collaborations, strategic investments and new efficiencies.*

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## *Healthcare businesses will need to focus on three key areas to overcome risks and uncertainty in 2018*

### *Cross-sector collaboration*

- The healthcare industry tackles the opioid crisis
- Social determinants come to the forefront
- Price transparency moves to the statehouse
- Natural disasters create devastation that lasts long after the event passes

### *Creating efficiency*

- Meet your new coworker, artificial intelligence
- Healthcare's endangered middlemen
- Real-world evidence a growing challenge for pharma
- Tax reform moves forward

### *Strategic investments*

- Medicare Advantage swells in 2018
- Health reform isn't over, it's just more complicated
- Securing the internet of things
- Patient experience as a priority, and not just a portal

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