

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

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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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