AHA Pulse

2020 AHA and AVIA partnership product offering
AHA/AVIA Launch Strategic Alliance

Strategic alliance announcement - October 25, 2019
AHA is rolling out a new resource - the AHA Digital Pulse - to help hospitals and health systems assess current digital capabilities and plan for the future.

The AHA Digital Pulse is a self-assessment that helps you:

- See where you stand compared to your peers
- Identify opportunities for improvement and focus
- Access the resources that can help you achieve progress
Why Digital Strategy is important to consumers

**Quick Highlights**
- **Vertical Integration:** CVS Health, UnitedHealthcare, Cigna, Express Scripts
- **Horizontal growth:** Walgreens/Rite Aid
- **New Market Entrants:** Google, Amazon, PillPack
  - Specialty Pharmacies in hospitals

**Key Impact**
- 5/6 PBMs offer health insurance + specialty
- ¾ of claims by CVS, ESI, Optum
- Forcing competitors to conveniently deliver
- Consumers use digital more...
- Disruptive innovation
- Out of Pocket is rising due to lack of transparency
- Donut hole threshold is projected to rise by ~$1,000 per member

Patients rely on digital tools to make key healthcare decisions
“Being a CEO of a large company facing digital disruption can seem like being a gambler at a roulette table. You know you need to place the bets to win, but you have no idea where to put your chips.”

1. Where the business should go
2. Who will lead the effort
3. How to sell the “vision”
4. How to position within Digital Ecosystem
5. How to decide during transformation
6. How to allocate funds rapidly
7. What to do when…

AHA Digital Pulse can help you identify digital needs and prioritize financial investments in an easy and simple way!
AHA Digital Pulse now has 3 Pulse Assessments

EXPLORE THESE ASSESSMENTS

BEHAVIORAL HEALTH

Advance the integration of physical and behavioral health with digital solutions

COVID 19

Learn how your peers are rapidly scaling their digital response to this crisis

DIGITAL FRONT DOOR

Unlock your digital front door and enable seamless patient experiences
AHA Pulse at a glance

DIGITAL PULSE  OUR TEAM

Get More With CYIQ Membership  Learn More

INNOVATION
GET STARTED WITH THE
AHA DIGITAL PULSE

The Digital Pulse helps your organization assess, track and compare your progress on different digital capabilities. Use the results of this assessment to:

- Shape your digital priorities and plans
- Get the most from your current implementations
- Plug into relevant knowledge and a network of peers in Connect

AHA Digital Front Door

Basic
American Hospital Demo
Basic + Network Average

Hospitals and health systems increasingly compete for the commercial consumer against new entrants and big tech. Consumers want easy...

View  Setup

COVID-19 Digital Response & Readiness

Intermediate
American Hospital Demo
Basic + Network Average

The COVID-19 pandemic requires healthcare providers around the world to respond to a dynamic healthcare crisis swiftly, efficiently, and...

View  Setup

COVID-19 Virtual Care
Behavioral Health

Advanced Health in America
COVID-19 resources at glance

COVID-19 Digital Resource Hub

Helping you activate digital solutions in response to COVID-19

Assess your COVID-19 capabilities and take action today with the COVID-19 Digital Pulse

COVID-19 Digital Pulse Assessment

The COVID-19 pandemic requires healthcare providers around the world to respond to a dynamic healthcare crisis swiftly, efficiently, and safely. So far, healthcare providers have seen great success with the rapid scaling of digital solutions to prevent the spread of the virus, best allocate resources and care for the sick. This Pulse is designed to quickly aggregate and disseminate information about where health systems are acting and what technology, so shared learnings can be used immediately by others. The capabilities in this Pulse were reported by the AVIA Innovation Network to be the most critical, urgent and effectively supported by high-value digital solutions.
Digital Front Door at a glance

AHA Digital Pulse

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Intermediate

Seattle Grace

Basic+

Network Average

To compete, protect their market share, build deeper patient engagement and loyalty to drive growth, health systems must turn their focus on creating an integrated, transaction-ready experience across seven capabilities that comprise their digital front door.

View

Admin
Behavioral Health at a glance
Behavioral Health Communities

AHA BH Community on AVIA Connect

AHA BH Community on Higher Logic
See where you stand next to your peers

- Understand your COVID-19, Behavioral Health and Digital Front Door and what’s required to support it
- Assess capabilities, compare to benchmarks & track progress over time
- Identify opportunities and define your strategic priorities
Learn about Capabilities, Landscapes and Vendors

- Learn about the capabilities that support COVID-19 and Digital Front Door
- Access solution landscapes, identifying relevant vendors
- See detailed company & product profiles to help you act with confidence
Learn from peers in the AHA community on AVIA platform

- **Connect** with other AHA Pulse users
- **Engage** with other AHA members about Digital Transformation
- **Learn** from AHA peers on AVIA platform
To learn more please visit

- AHA.org/Digital Pulse

- Reach out directly to Alex Rozenbaum, Director of Product Development at AHA (arozenbaum@aha.org)