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

<table>
<thead>
<tr>
<th>Quick Highlights</th>
<th>Key Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Industry Consolidation</strong></td>
<td><strong>5/6 PBM</strong>s offer health insurance + specialty</td>
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<td><strong>Vertical Integration:</strong></td>
<td><strong>¾ of claims</strong> by CVS, ESI, Optum</td>
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<td>CVS Health</td>
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<td>UnitedHealthcare</td>
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<td>Cigna</td>
<td></td>
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<td><strong>Horizontal growth:</strong></td>
<td><strong>Forcing competitors to conveniently deliver</strong></td>
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<tr>
<td>Walgreens/RiteAid</td>
<td><strong>Consumers use digital more...</strong></td>
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<td><strong>Industry Disruptors</strong></td>
<td><strong>Disruptive innovation</strong></td>
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<td><strong>New Market Entrants:</strong></td>
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<tr>
<td>Google</td>
<td></td>
</tr>
<tr>
<td>Amazon</td>
<td></td>
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<tr>
<td>PillPack</td>
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<td><strong>Benefit designs</strong> are becoming more complicated/tiers harder to navigate</td>
<td><strong>Out of Pocket is rising due to lack of transparency</strong></td>
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<td>Specialty meds on the rise</td>
<td><strong>Donut hole threshold</strong> is projected to rise by ~$1,000 per member</td>
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<td>CMS Donut Hole increase in 2020</td>
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<td><strong>Consumer Out of Pocket Expenses</strong></td>
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<td><strong>Specialty Pharmacies in hospitals</strong></td>
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<td>Patients rely on digital tools to make key healthcare decisions</td>
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“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.”

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

AHA Pulse at a glance

Sacred Heart Hospital

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

Hospitals and health systems increasingly compete for the commercial consumer against new entrants and big tech. Consumers want easy and convenient ways to find, schedule, and access care, on par with their experiences in retail, banking, and travel. Hospitals and health systems need to provide a modern, tech-enabled point of entry - a Digital Front Door.

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...
COVID-19 resources at glance

COVID-19 Digital Resource Hub

COVID-19 Digital Pulse Assessment
Digital Front Door at a glance

AHA DIGITAL PULSE

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Digital Front Door

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.
See where you stand next to your peers

- Understand your COVID-19 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)