AHA Digital Pulse

AHA and AVIA partnership product offering
Why Digital Strategy is important to CEOs

“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 w/in 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!

Strategy Is Important to Consumers

Industry Consolidation
- Vertical Integration
- Horizontal Growth

Industry Disruptors
- New Market Entrants
- Apple
- PillPack (an Amazon company)

Consumer Out of Pocket Expenses
- Benefit designs are becoming more complicated/tiers harder to navigate
- Specialty meds on the rise
- CMS Donut Hole increase in 2020

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New Market Entrants

Consumer Out of Pocket Expenses
What the AVIA Connect Platform Offers

- Strategy
- Community
- Solutions
- Benchmarking
AHA Members that Have Taken the AHA Digital Pulse
AHA Digital Pulses and Suggested Users

**AHA Digital Pulse**

**Behavioral Health**
- Advance the integration of physical and behavioral health with digital solutions
  
  Users: Behavioral Health Service Leaders, Strategy & Innovation
  
  Clinical/Pop Health

**Comprehensive Perinatal Care**
- Leverage digital solutions to improve health outcomes for new parents and infants
  
  Users: IT + Digital, OB/GYN + Women's Health
  
  Clinical/Pop Health

**Digital Front Door**
- Unlock your digital front door and enable seamless patient experiences
  
  Users: IT + Digital, Marketing
  
  Patient Experience
Comprehensive Perinatal Care at a Glance
Behavioral Health at a Glance
Digital Front Door at a Glance

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.
See where you stand next to your peers

- Understand your Perinatal Care, Behavioral Health and Digital Front Door strategy 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 a Digital Front Door
- Access **solution landscapes**, identifying relevant vendors
- See detailed **company & product profiles** to help you act with confidence
Learn More at AHA.org/digitalpulse

Videos, how-to guides, handouts and more

Fast-track your digital strategy to drive results

Tuesday August 11, Noon – 1 p.m. Central
Rural Hospital’s CEO Experience

Fast-Track Your Digital Strategy to Drive Results

August 11th, 2020 Webinar

How Digital Can Enable an Effective COVID-19 Behavioral Health Strategy

June 17th, 2020 Webinar

Visit the Digital Pulse website, log-in to AVIA Connect and start your digital transformation