The Changing Landscape of Healthcare

Positioning your Fitness Business for the 21st Century
The Changing Landscape of Healthcare

A new model of healthcare is taking place at a pace never seen before. Patient-centered care focused on outcomes are becoming the focus.

Fitness professionals will need to not only understand the larger paradigm shift in healthcare and their role, but how to use this information to shape their business model to compete and grow.
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A bit about my background:

- 20 years in industry
- Academic and Professional Certifications
- Faculty Provider for Certifying Organizations
- Professional Experiences: Across the Spectrum
- Developed and Owned Businesses
- Published Author
- Intimately involved in Healthcare and Fitness Industry
- Most importantly: I’ve evolved….my emphasis is on Longevity.
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Recent Developments in Healthcare:

- Healthcare Law: Affordable Care Act (ACA)
- ACOs: Accountable Care Organizations
  - COEs: Centers for Excellence
- Fee-for-Service migrates to Outcome-based Medicine
- Primary Care Physician (PCP) becomes center of healthcare model
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Recent Healthcare Updates Continued:

- Medicare Subsidy Penalties
  - Medicare drives care direction and payments
  - Reference Center for Medicare Services

- ‘Decentralizing’ Healthcare to the Community Level

- Medical-Home Model: Bringing Healthcare to your Front Door….this is where fitness professionals can come in!
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Similar parallels between Healthcare and Fitness:

- **Invention**
  - Procedural vs. Functional Fitness:
  - Robotic Surgeries vs. Non-Linear Training (i.e. Off-Machine)

- **Innovation**
  - Resistance to Change can be present: Change is uncomfortable
  - Knowledge and Information-based Industries: Service Industries
    - Fitness is evolving: Evidence-based Practices
    - Education
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Similar parallels between Healthcare and Fitness:

- Competition for Market Share
  - Drive Business>$
  - What differentiates your services from another?
    - Accessibility, Services/Deliverables, Providers, Price Point

- New Model towards Primary Care
  - Re-active vs. Proactive
  - Medical vs. Fitness

- Integration: Personal Examples
  - Functional Fitness Screening: Executive Health Physicals
  - Clinical Dissections: Integral Anatomy
  - Special Population Programming
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Changes in Healthcare boil down to:

- ‘Longevity Risk’: this is where Exercise Professionals enter
- 85 years and older is fastest growing population
- Baby Boomers are retiring at a rate of 10,000/day
  - Chronic, Degenerative Diseases are primary health cost drivers
    - Metabolic Syndrome/Co-Morbidities
- Living longer, Working Longer out of necessity
  - Entitlements: Medicare, Social Security, Financial Security
  - 1:75 Ratio
  - 1:2.5 Ratio
- Healthcare is the key denominator: Medical Home Model
  - Long Term Care, Home Care, Skilled Nursing Home Care
  - Average Nursing Home Cost: 150-250/day varies by state
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- **Baseline:**
  - Healthcare Provider: Dr, RN, PT, OT, DC-Licensed

  - Best Practices
  - Education: Degrees
  - Licensing
  - Training
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Next Step for Fitness... are we ready to grow up?

- Oversight and Licensure
  - Example: Colleagues in NYC (Focus Fitness NYC)

- Standardizing ‘Best Practices’

- Non-Profit (Medical) vs. For-Profit (Fitness)
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Upcoming Events:
Saturday, February 9th  8am-5pm

CEUS (ACE): .8=8 contact hours

Topic: Training the Female Client

Presenters: Christine Douville, Cristin Cooney, Monica Cicak, and William Smith

Location: Atlantic Sports Health Conference Center
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Resources:

- Harvard Business Review: Disruptive Innovation comes to Healthcare
- Employee Benefits Research Institute
- Bureau of Labor Statistics
- Atlantic Health System
- Center for Medicare and Medicaid