

## 6 NEW FRONT DOORS TO HEALTHCARE



NEW FRONT DOOR CHANNEL	DESCRIPTION
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**Delivery Systems**

**Delivery systems** are increasing their access points and enhancing the consumer experience

Examples: Jefferson launching direct primary care models; Oschner launching a digital health app store



**Next Gen Care Models**

**Physicians** creating a better patient care and practicing model

Examples: Iora and ChenMed as clinic-based models, Sherpa as virtual, Landmark as home-based



**Broader Innovative Benefits**

**Payers** creating access to new care solutions to improve experience, engagement, or affordability

Example: telemedicine as a tablestakes benefit



**Health Integrated into Life**

**Technology companies** deepening their consumer relationships by supporting consumers' health

Examples: Apple Watch health tracking and medical record integration; potential for Alexa to serve as a health assistant



*\*Partial Office-Based and Partial Home*

**Retail as a Care Hub**

**Retailers** increasing their relevance by adding care delivery product lines

Examples: CVS' ambitions as a chronic care hub, Walmart launching primary care services



**Better Care Tools**

**New health tech** players purpose building solutions for unmet needs

Examples: navigation, transparency, appointment booking tools

