

Ten Bold Predictions

*And What Health Systems Should Do To
Prepare For The Future*

FEBRUARY 2022

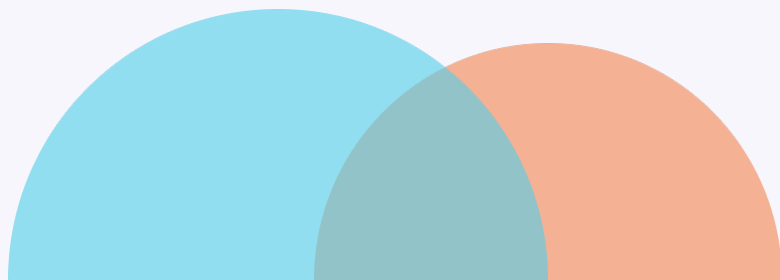


**Don't Be A Prisoner of the Past
Be an Architect of the Future**



Our Predictions

1. Digital Health Disappears
2. Experience is King & Queen
3. Alignment with your Clients/Customers/Members/Health Consumers
4. Full Transparency on Quality . . . No Hiding
5. Get Good at Bundles
6. Consumer in Charge
7. Embrace New Payment Models . . . they are the only way you win long-term
8. New Power to Providers and Primary Care
9. Rx is More Important Than Ever
10. Big Tech Loses . . . But Big Customer WINs



Health Consumers Expect, Demand, & Value Experiences

They get direct access to affordable, high-quality services, on their terms, in every major industry – except healthcare.

Until Now.

Welcome to the Experience Era

Guests & Hosts



Travelers & Flights



Everyone & Information



Viewers & Content



Drivers & Cars



Investors & Stocks



Riders & Drivers



Communities & Technology



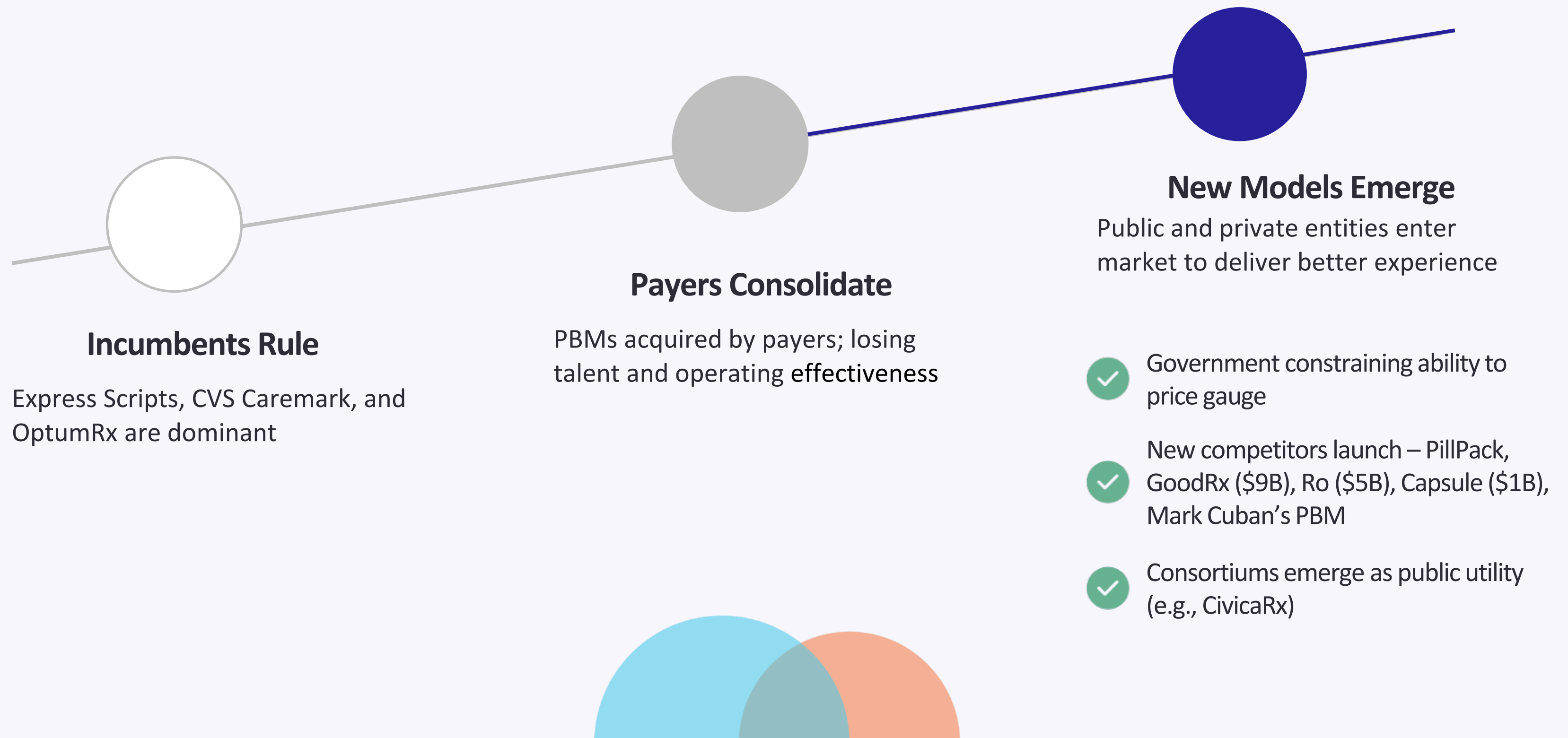
Shoppers & Goods



Health Consumers & Care Providers

Transcarent

How Quickly Transformation Happens



Example – Mark Cuban’s Cost Plus Drug Company

Billionaire Mark Cuban Steps Up Assault on US Medicine Prices

Phil Taylor

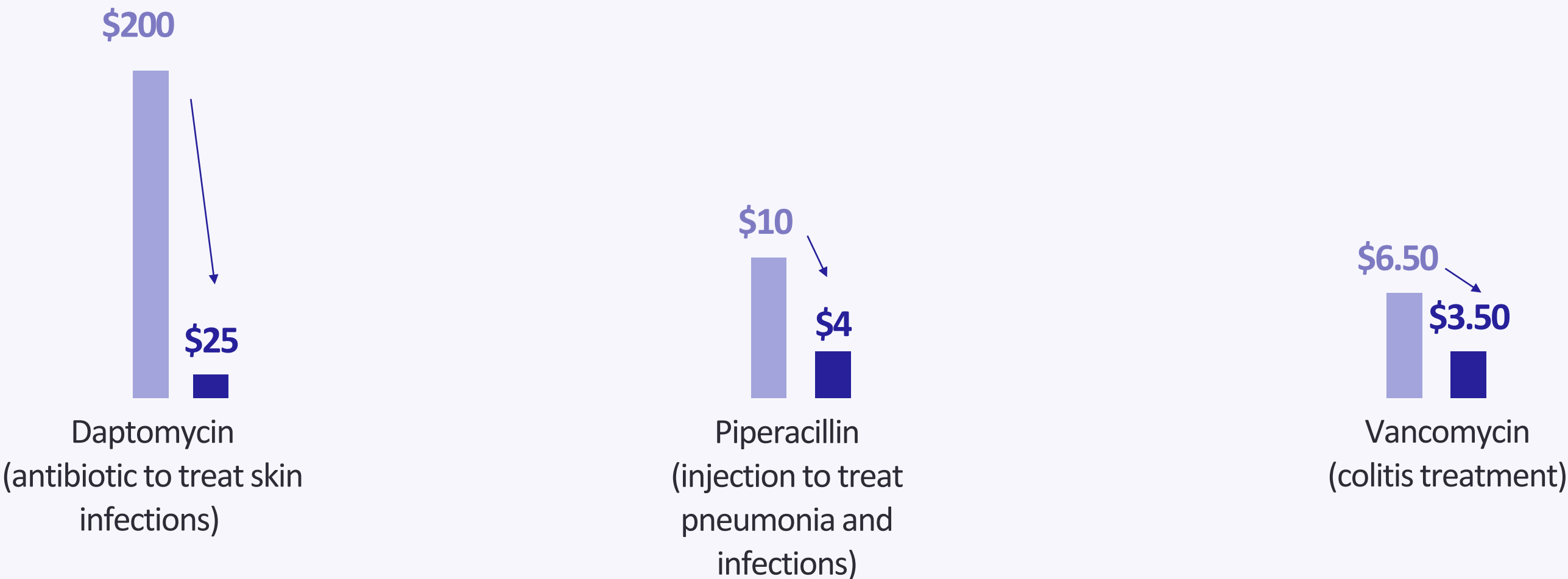
January 25, 2022

Mark Cuban, billionaire owner of the Dallas Mavericks basketball team, just got involved in the online pharmacy business, promising to “shield consumers from inflated drug prices.”

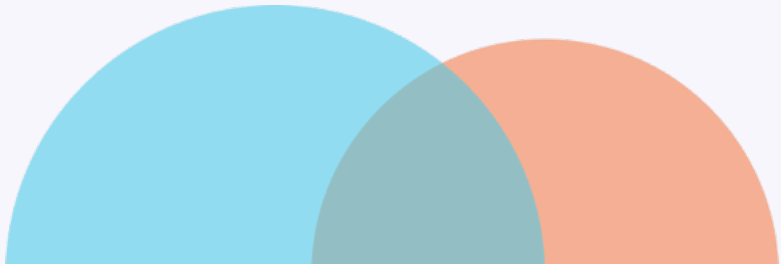
The online pharmacy launch comes a few weeks after Cuban set up a pharmacy benefit manager (PBM) operation – the Mark Cuban Cost Plus Drug Company (MCCPDC) – promising to cut out the middleman in the medicines supply chain so it can eliminate markups on generic drugs and pass savings on to its customers.




Example – Civica Rx



Delivering up to 10x lower cost medications through direct development and manufacture of generic medications





**Somebody Has To Do Something and It's Just Incredibly
Pathetic That It Has To Be Us . . .**

Jerry Garcia, The Grateful Dead

It's Time For A New Approach



Q&A