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# What a global pandemic has revealed about care delivery: evolving patient demand is moving farther away from the reality of the US healthcare system



**The Virtual Health Community**

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### Before you read

This blog post is part of a broader series that explores the Care Anywhere framework for care delivery. This entry

provides an overview of the Care Anywhere framework and the way in which it will be applied across the industry in subsequent blog posts, step by step. More detailed information on the Care Anywhere framework can be found [here](#).

### **The world is changing - healthcare shouldn't be an exception**

COVID-19 has irreversibly transformed how health is offered and delivered. The pandemic has accelerated the evolution of how health organizations of all sizes and types think about and offer care. Prior to the unfolding of 2020, experts from across the healthcare sector posited that [more than 50%](#) of healthcare services would be consumed virtually by 2030. Accenture's experts, as well as others, now expect following the pandemic that overall care will be delivered more often virtually, but that there will be a drive to think "virtual first" and build a hybrid model of physical, digital, and virtual care.

The evolving landscape in which healthcare can – and should be – delivered can partially be attributed to the increasing demand for flexibility. With convenience marketed across many popular products and services (think the "Netflix" and "Lyfts" of the world), consumers are demanding that healthcare delivery meets them where they are. This demand is paralleled with a concurrent supply of innovative care models that have been accelerated by COVID given the lack of access and available space in hospitals, the rapid virtualization of the workforce, the productivity of that workforce, and the rise in virtual health overall, to name a few factors.

To meet the compelling market forces, the need is clear: a focused, multi-faceted delivery model that addresses which modalities can and should deliver care. To provide patients the care they need, now, an omni-channel provider interaction is critical. This network should be dependent on productization and emphasize convenience, flexibility, and personalization. Thus, a blended care system delivering Care Anywhere – a componentized care delivery model anchored on cost and choice optimization. Care Anywhere

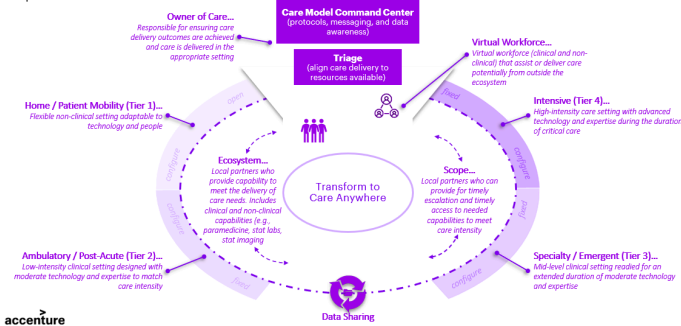
links care delivery services to the core enablers to ensure care is delivered appropriately.

### A new approach to healthcare delivery

Although the past couple years have seen an accelerated rise in digital health funding and usage, current digital health applications often **fail** to promote patient adherence. Even though **75%** of US patients want more personalized healthcare, in reality, care delivery today often adopts a one size fits all approach. Complex connections between payers, employers, patients, and medical providers need to be streamlined to create a dynamic and fully **integrated healthcare ecosystem** capable of personalizing care delivery based on preference and need.

#### CARE ANYWHERE CARE MODEL

Care Anywhere is uniquely designed to deliver care in the most effective setting leveraging the capabilities across the care model.



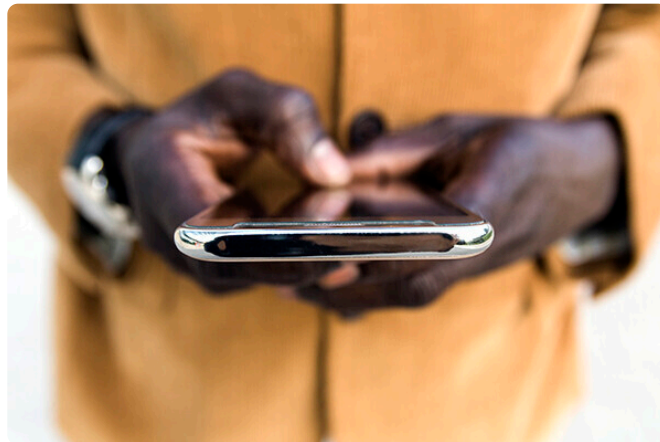
The Care Anywhere framework is a new care model that fits the preferences and constraints of care delivery. This curated paradigm relies on a selection of care modalities and the associated care settings that "fit" the care needs, preferences, and constraints of key stakeholders. In effect, seamless access to care, a truly personalized patient experience, prioritized health outcomes, and cost optimization are achieved.

Care Anywhere acknowledges that the need for in-person consultation will not become obsolete. Thus, the framework does not promote a single care offering. Rather, the framework evaluates a range of possible care settings against a handful of critical factors. Everyone involved in a patient's healthcare journey are essential entities to effective care delivery. Care Anywhere therefore considers the preferences of the patient, provider and payer when deciphering the optimal care delivery setting. No one's needs, capabilities, or limitations are ignored. The result? A

personalized, seamless, and cost-effective patient experience to help promote healthy lifestyles. Care Anywhere is a healthcare delivery revolution that will empower patients to receive coordinated and appropriate care wherever they are.

Interested in learning more about the framework? A detailed overview of the Care Anywhere framework and the current healthcare challenges it addresses can be found [here](#).

### Coming Soon: Deep Dive into Care Anywhere



In the coming weeks, the Care Anywhere team will release a series of subsequent publications that will focus on each step of the framework to illuminate how the methodology can holistically identify optimal care settings for all patients across the home, ambulatory, specialty/emergent and intensive care settings.

Each of these publications will function as a building block to understanding the concept of Care Anywhere and how we can move healthcare from outdated, siloed service channels, into integrated care delivery channels that can meet the needs and demands of the health ecosystem. Be on the lookout for these blog posts on LinkedIn to continue to learn about what is possible as innovative and personalized care bring the Care Anywhere concept to life.

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#Virtualcare exploded after #Covid19, but the post-pandemic reality requires more nuance. Find out why.

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