



# HEALTH CARE IN THE “NO NORMAL” ERA

Webinar | 1-2 pm  
Thursday, Dec. 3



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## PROGRAM OVERVIEW

Since COVID-19 changed our lives, we've been wondering when things will go back to normal and what the new normal will look like. Neither answer is on the immediate horizon. Instead, we are in the “no normal,” and we should expect to stay in this period for some time. In the no normal:

- Hospitals scramble to fill their operating rooms, and patients avoiding appointments and diagnostics will make those schedules even lighter.
- Hospitals struggle financially while payers reap the rewards of billions of dollars in deferred or avoided care.
- Once-thriving physician practices operate at reduced capacity and look for partners to stave off bankruptcy.
- But the no normal also means change. If we harness this change right, it could be for the better:
- Health care is no longer designed around physicians, refocusing wholly on patients and their protection.
- Telehealth is normalized, creating new access points and advancing consumer experience and digital sophistication.
- Most importantly, we talk openly about racial disparities in health care access and treatment approaches. We will no longer tolerate the inequities of the past.

## LEARNING OBJECTIVES

- Discuss the latest negotiation and networks strategies by the largest payors across the nation.
- Identify data, research and insights of the no normal concepts.
- Outline strategies in health plans, retail health players and emerging competitors.

## INTENDED AUDIENCE

- C-suite

## SPEAKER



Brandon Edwards is the founder and CEO of ReviveHealth. Edwards is a health care marketing communication strategist with 27 years of experience in the industry. Specializing in integrated marketing communication strategies, he is a leading expert in the inherent complexities of health care and a frequent speaker at health care and marketing industry events. Edwards is a graduate of UCLA Anderson School of Management.

## REGISTRATION

[Register here.](#)

## REGISTRATION FEE

NHA member rate - \$49 (recording included)