

# AHA Digital Pulse

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AHA and AVIA partnership product offering



AHA CENTER FOR HEALTH

**INNOVATION**



**AVIA**

# Why Digital Strategy is important to CEOs

McKinsey  
Digital

*“Being a CEO of a large company facing digital disruption can seem like being a gambler at a roulette table. You know you need to place the bets to win, but you have no idea where to put your chips.”*



**AHA Digital Pulse can help you identify digital needs and prioritize financial investments**  
**In an easy and simple way!**



Advancing Health in America

# Strategy Is Important to Consumers



## Industry Consolidation

Vertical Integration

Horizontal Growth

*Walgreens* /RiteAid



## Industry Disruptors

New Market Entrants



 **PillPack**  
an amazon company

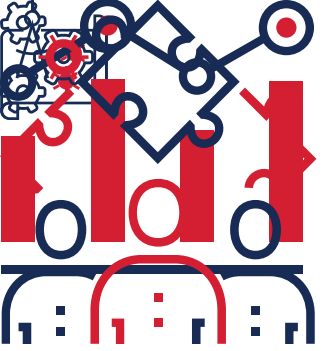


## Consumer Out of Pocket Expenses

Benefit designs are becoming more complicated/tiers harder to navigate

Specialty meds on the rise

CMS Donut Hole increase in 2020



# What the AVIA Connect Platform Offers




# AHA Members that Have Taken the AHA Digital Pulse



# AHA Digital Pulses and Suggested Users

*AHA Digital Pulse*



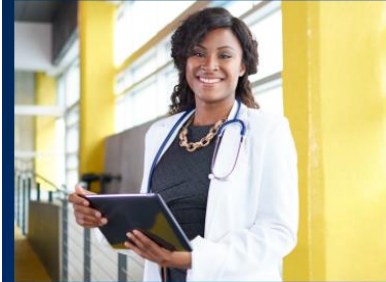
**BEHAVIORAL HEALTH**

Advance the integration of physical and behavioral health with digital solutions



**COMPREHENSIVE PERINATAL CARE**

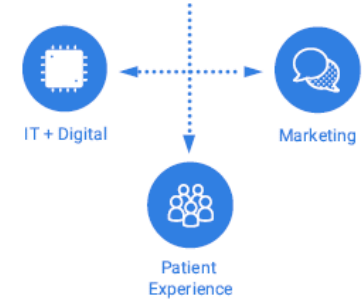
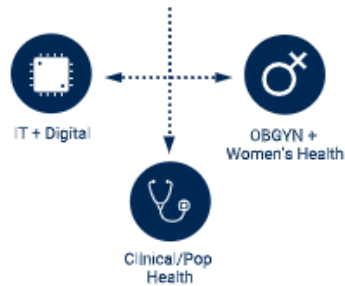
Leverage digital solutions to improve health outcomes for new parents and infants



**DIGITAL FRONT DOOR**

Unlock your digital front door and enable seamless patient experiences

*Suggested Users*



# Comprehensive Perinatal Care at a Glance



DIGITAL PULSE

**INNOVATION**

## AHA DIGITAL PULSE

The Digital Pulse helps your organization assess, track and compare your progress on different digital capabilities. Use the results of this assessment to:

- Shape your digital priorities and plans
- Get the most from your current implementations
- Plug into relevant knowledge and a network of peers in Connect

### Comprehensive Perinatal Care

**Basic +**  
American Hospital Demo

**Basic +**  
Network Average

Health systems know that pregnancies are "make or break" opportunities to deliver high quality, affordable care, and build enduring relationships...

[View](#) [Setup](#)

### Comprehensive Perinatal Care

Last update February 4, 2021

Health systems know that pregnancies are "make or break" opportunities to deliver high quality, affordable care, and build enduring relationships with women – a group that spends 34% more on healthcare over their lifetime as compared to men. This Pulse is designed to assess an organization's maturity on the essential elements of a comprehensive, digitally-enabled perinatal care strategy.

■ American Hospital Demo ■ Network Average

**Overall**  
**Basic +**  
Basic +  
[Details](#)

Increasing Access & Capacity  
**Intermediate**  
Basic +  
[Details](#)

Improving Engagement & Self-Management  
**Intermediate**  
Basic +  
[Details](#)

Optimizing Appropriate Utilization  
**Basic**  
-  
[Details](#)

Accelerating Clinical Improvement  
**Basic +**  
-  
[Details](#)

ASSESSMENT MATURITY ADOPTIONS TRENDS

**Increasing Access & Capacity**

**AD** Reproductive Telemedicine

**Tele-MAT**



# Behavioral Health at a Glance



DIGITAL PULSE

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**Behavioral Health**

**Basic**  
American Hospital Demo  
Network Average

Creating a comprehensive behavioral health strategy is critical, especially as organizations move to managing more risk. Organizations need...

[View](#)

**Behavioral Health** Last update June 10, 2020

Creating a comprehensive behavioral health strategy is critical, especially as organizations move to managing more risk. Organizations need to strengthen the care delivery ecosystem by integrating behavioral and physical health care, improving workforce capacity through digital, and expanding substance use disorder treatment capabilities.

■ American Hospital Demo ■ Network Average

**Overall**

**Basic +**

[Details](#)

**Increasing Access & Capacity**

**Basic +**

[Details](#)

**Driving Clinical Innovation**

**Basic +**

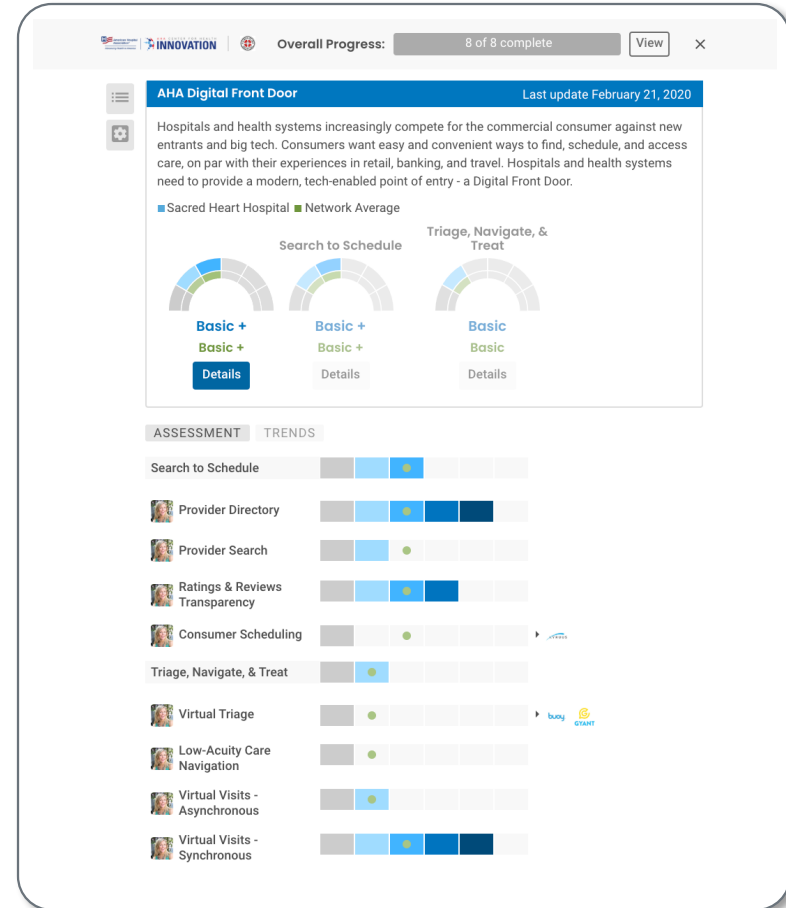
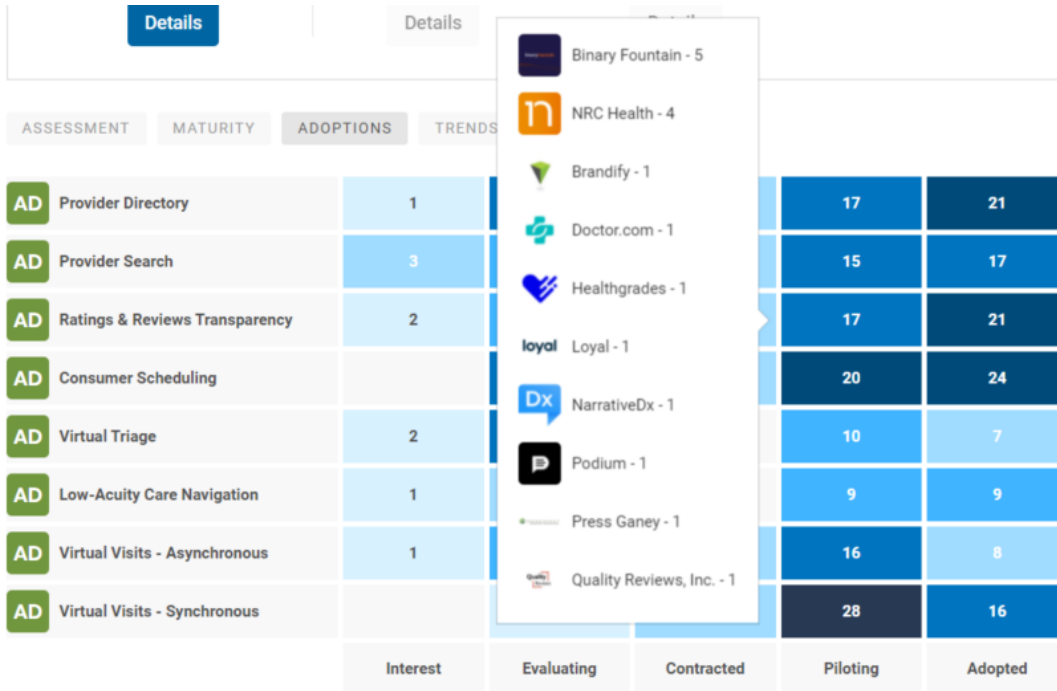
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ASSESSMENT MATURITY ADOPTIONS TRENDS

**Increasing Access & Capacity**

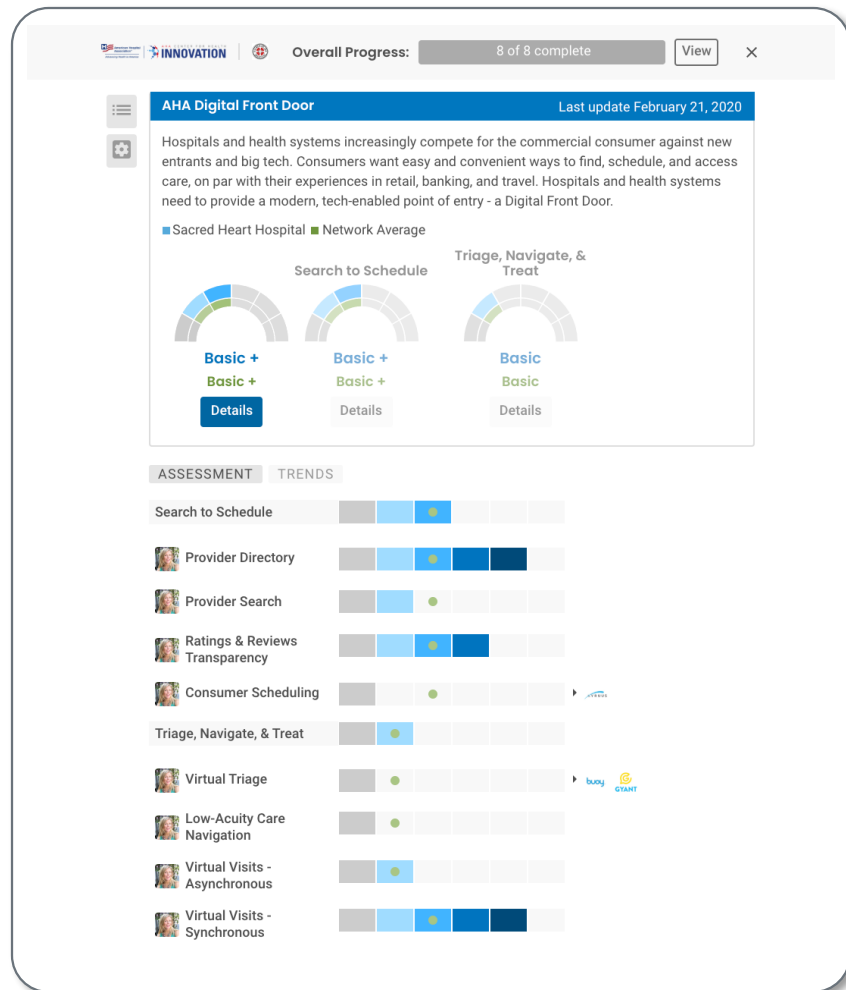
Tele-MAT Services	Progress bar	Icon
Telemental Services	Progress bar	
Peer Support Services	Progress bar	
On-demand Behavioral Health Support	Progress bar	
<b>Driving Clinical Innovation</b>		
Behavioral Health Screening	Progress bar	
Behavioral Health Integration	Progress bar	
ED-based Mental Health Interventions	Progress bar	
ED-based SUD Interventions	Progress bar	

# Digital Front Door at a Glance

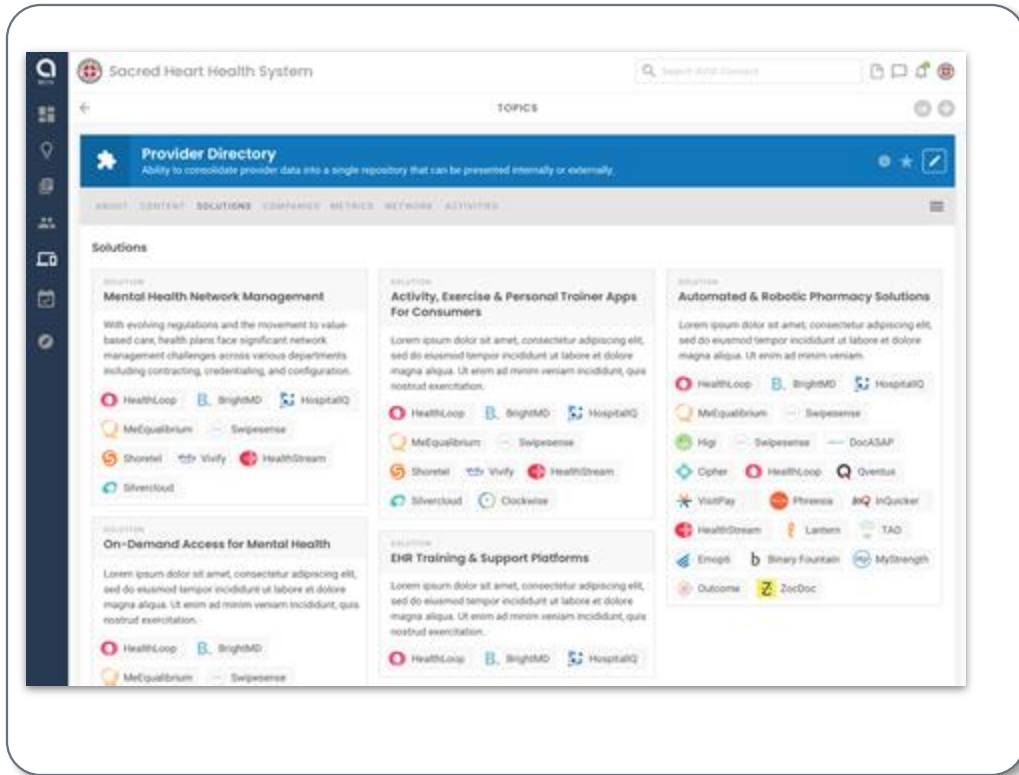


# See where you stand next to your peers

- Understand your **Perinatal Care, Behavioral Health** and **Digital Front Door** strategy and what's required to support it
- Assess **capabilities**, compare to **benchmarks** & track **progress over time**
- Identify **opportunities** and define your **strategic priorities**



# Learn about Capabilities, Landscapes and Vendors



- Learn about the **capabilities** that support a **Digital Front Door**
- Access **solution landscapes**, identifying relevant vendors
- See detailed **company & product profiles** to help you act with confidence

# Learn More at [AHA.org/digitalpulse](https://www.aha.org/digitalpulse)

Videos, how-to guides, handouts and more



Fast-Track Your Digital Strategy to Drive Results

August 11<sup>th</sup>, 2020 [Webinar](#)



How Digital Can Enable an Effective COVID-19 Behavioral Health Strategy

June 17<sup>th</sup>, 2020 [Webinar](#)



Visit the Digital Pulse [website](#), log-in to AVIA Connect and start your digital transformation