



News Release

Sg2 Issues Landmark Report On Health Care Year 2020: Tomorrow's Clinical Enterprise

Experts forecast dramatic shift in care sites and patient types

Skokie, IL – November 18, 2008. With today's economic downturn, hospitals are concerned about capital budgets, softening of demand and operating performance. To survive, hospitals must learn to do more with less. This challenge has emerged as one of many facing hospitals. Over the next 12 years, the health care industry will redefine the fundamental building blocks of care delivery, according to a landmark report from Sg2, the future-focused health care intelligence company. Sg2's team of leading experts predict that health care will continue to evolve toward service and clinical integration, giving way by 2020 to seamless care organized around the patient's specific needs, with success based on optimal performance across the entire health care enterprise.

Bill Woodson, Sg2 senior vice president, says, "Although our vision is futuristic, we believe that the groundwork for innovative thinking and change must be laid today. Health care organizations can begin preparing for this significant transformation by igniting a long-term planning process that focuses on building a system of care rather than destinations of care."

The transformational trends that will reshape the US health system of tomorrow were originally presented at the Sg2 Edge® conference in March 2008 and are now published in a report entitled Health Care 2020: Tomorrow's Clinical Enterprise 2008.

Outlining the hallmarks of the shifting health care landscape, Sg2 leaders propose that:

- The current emphasis on technology will be replaced by a focus on performance. Outcomes and productivity will be the new competitive edge.
- Today's patient segmentation by age, gender and ethnicity will be replaced by profiles that facilitate therapy targeted to the individual. In short, a segment of 1 will be the care model.
- Preemptive solutions (eg, regenerative medicine and wellness) will play a larger role than palliative solutions (eg, replacement parts, remediation).

Health Care 2020 also introduces 4 distinct patient types for whom care models will be planned and built: 1) the occasional patient; 2) the elective patient; 3) the perpetual patient; and 4) the complex critical patient. Integration of services, information, resources, workforce and facilities will be the glue that holds the system together.

"Going forward," Woodson says, "integrated and adaptable care systems that link all necessary components to meet varied patients' needs and expectations will emerge as key strategic imperatives for the successful health care enterprise."

About Sg2

Sg2 is a future-focused health care intelligence company. Sg2 helps organizations stay a step ahead of their competition by anticipating emerging trends and opportunities, predicting when they will arrive and analyzing their potential impact. Sg2 has offices in Chicago, DC and London and works with more than 1,000 hospitals and health care organizations in the US and in 13 countries around the globe. For more information about Sg2, please visit www.sg2.com.

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