

JULY2018

# blender



HEALTHCARE SOCIAL MEDIA LISTENING

bellomy



**The Bellomy blenders** are industry-specific social media reports designed to inform you about hot topics in your industry that are being discussed on social media. The blender is produced every three months for Retail, Healthcare, Energy, Consumer Products, and Financial Services. Subscribe today for automatic delivery or download them from our website every three months.

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BELLOMY'S LISTENING:

# what do cryptocurrency and healthcare have in common?

**Digipharm is a small start-up company** located in Zug, Switzerland, that wants to facilitate and accelerate the restructuring of healthcare to a value-based model, improving patient outcomes by providing access to real world evidence (RWE). The platform is the same digital ledger system that records cryptocurrency transactions.

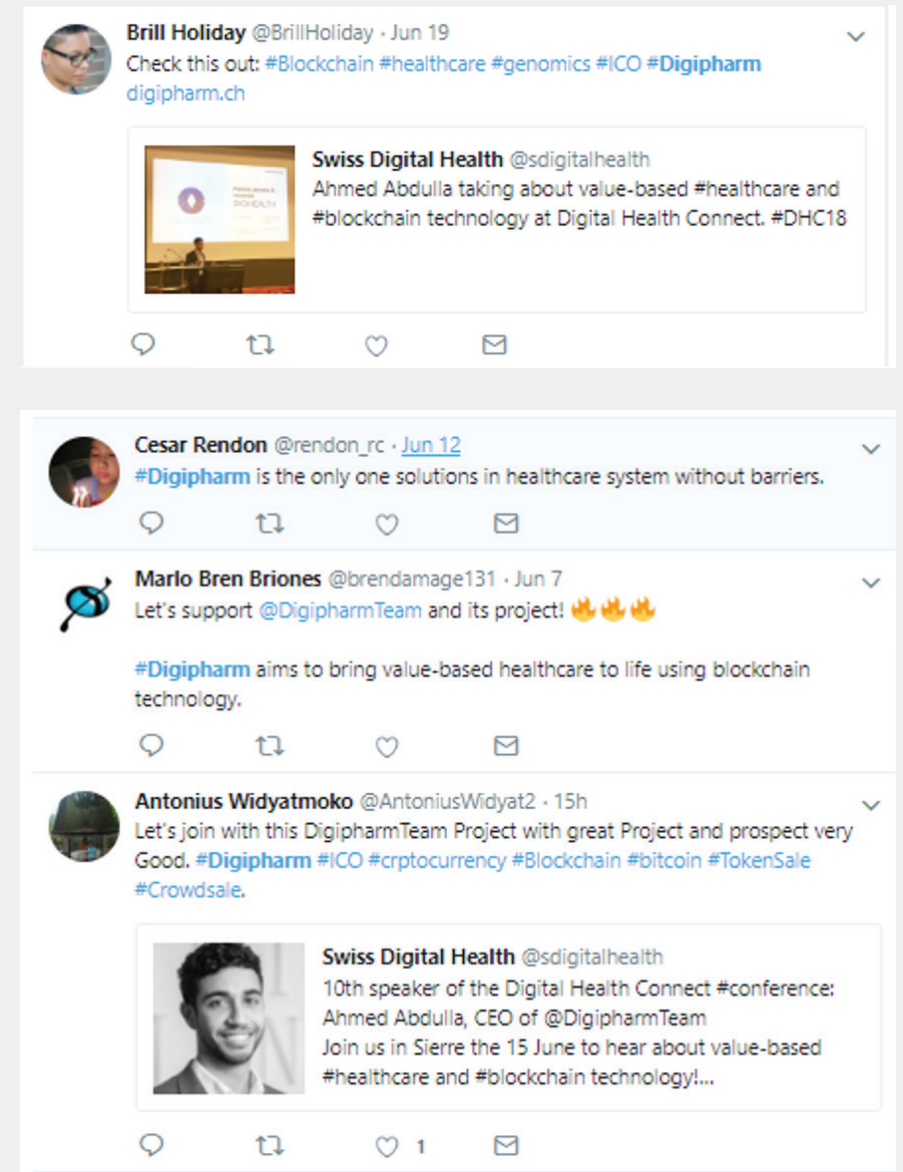
Their vision: To be the pioneer of sustainable and value-based healthcare delivery, innovative evidence generation, and patient empowerment across the healthcare industry through public and private blockchains.



Digipharm has designated a sector of their company which will facilitate real time application of performance-based and personalized innovative pricing solutions amongst payers and the manufacturers called REIMBURSE. Essentially, the company believes this will eliminate the need for manual data handling and processing of pricing arrangements.

Users across Twitter have shown their support and belief in this company's innovative approach, especially as the digital world of currency and blockchain have been a hot topic.

People react on social media



**A blockchain** is a continuously growing list of records, called blocks, which are linked and secured using cryptography

BELLOMY'S LISTENING:

# consumers are skeptical about recently announced mergers

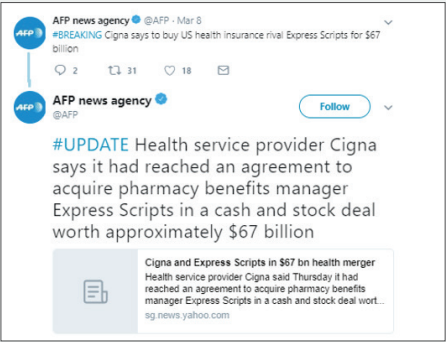
Healthcare is off to a strong start in dealmaking this year with mergers and acquisitions activity. And with that comes plenty of strong opinions being voiced on social media.

To begin, Express Scripts announced back in March that they have entered into a definitive agreement whereby Cigna will acquire Express Scripts, a transaction valued at approximately \$67 billion.

The companies have discussed the mutually-strategic benefits of expanded consumer choice, patient/provider alignment, and personalized value.

But something pivotal happened on June 11th: a federal judge approved the merger of AT&T and Time Warner, which essentially ruled out the idea of antitrust, which is the mutual concern here. How will these major healthcare companies leverage this ruling?

Communities on Twitter seem to be siding with the American Antitrust Institute, who cautioned that the proposed merger would hurt both patients and competition.

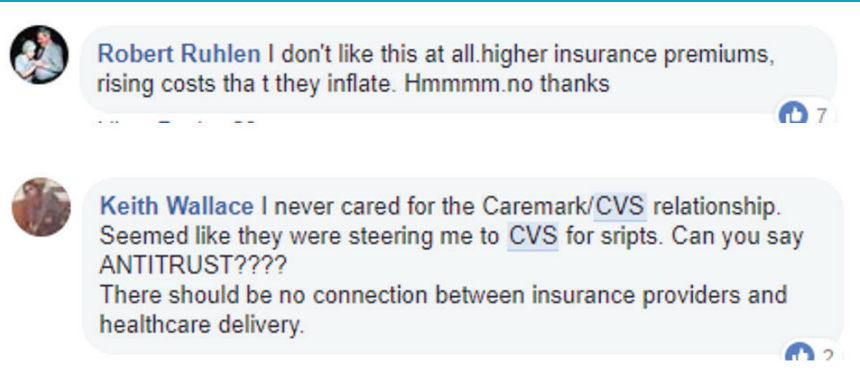


## cvs to buy aetna

The deal's worth \$69B. But will the transaction go through? The American Antitrust Institute has expressed similar concerns about the CVS and Aetna merger. They believe so passionately in it that they wrote a letter to the U.S. Department of Justice where they urged regulators to block the proposed merger, saying it would result in higher prices and decreased innovation. Additionally, the AMA has concluded that this merger would likely lessen competition in many healthcare markets, which would result in a detrimental impact on patients.

With the transaction expected to go through in the second half of this year, CVS and Aetna have made statements claiming this merger will benefit consumers. In a recent statement, CVS claims "This combination does not further concentrate the health sector; rather, it reconfigures it to bring together disparate parts of the healthcare system that today lead to inefficient, ineffective, and more costly care."


Aetna certainly knows it shouldn't be celebrating any victories just yet due to the AMA involvement in their past merger attempt with Humana, as well as AMA involvement in the failed acquisition of Cigna and Anthem.



BELLOMY'S LISTENING:

# can amazon disrupt the Healthcare sector like it did Retail?

Amazon has partnered with Berkshire Hathaway and JPMorgan Chase to address one of the nation's biggest problems: the increasing cost of healthcare. Early conversations revolved around this new venture being free from profit-making incentives and constraints. All three companies have extraordinary resources to give it a shot.



**Jeffrey Gold MD**  
@GoldDirectCare

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Jeff Bezos, Warren Buffett and Jamie Dimon want to fix health care

In June, the three companies officially elected a CEO by the name of Atul Gawande to head this new health venture. The goal is simple: disrupt the current health system. This venture will hopefully find ways to address healthcare for US employees while potentially improving employee satisfaction and reducing costs.

So who exactly is Atul Gawande and why are some industry insiders raising doubts about his credentials? Gawande is an American surgeon, writer, and public health researcher. He also practices general and endocrine surgery at Brigham and Women's Hospital and is a professor at Harvard Medical School. But some industry experts say Gawande has limited administrative experience and lacks

insight on running an insurance company, contracting with providers, or structuring benefit reimbursements.


However, this hasn't seemed to influence the voices on social media, with most supporting Gawande.



**Brigham Digital Innovation Hub**  
@BWHiHub

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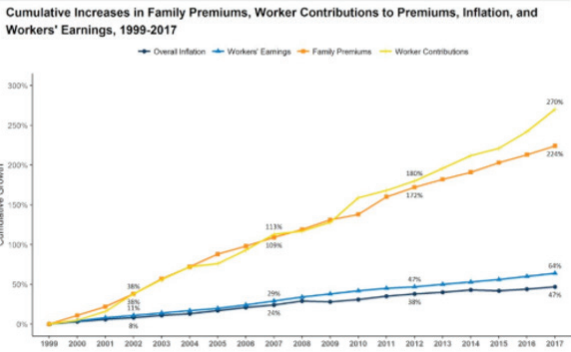
Huge congratulations to [@Atul\\_Gawande](#) — looking forward to your continued leadership in healthcare innovation.



**Larry Levitt**  
@larry\_levitt

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This is the trend Amazon, Berkshire Hathaway, and JPMorgan are aiming at: Health insurance premium increases have far outpaced wage growth.



**Cumulative Increases in Family Premiums, Worker Contributions to Premiums, Inflation, and Workers' Earnings, 1999-2017**


Year	Overall Inflation	Workers' Earnings	Family Premiums	Worker Contributions
1999	0%	0%	0%	0%
2001	1%	1%	1%	1%
2003	2%	2%	2%	2%
2005	3%	3%	3%	3%
2007	4%	4%	4%	4%
2009	5%	5%	5%	5%
2011	6%	6%	6%	6%
2013	7%	7%	7%	7%
2015	8%	8%	8%	8%
2017	64%	214%	270%	47%

SOURCE: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 1999-2017; Bureau of Labor Statistics, Consumer Price Index, U.S. City Average of Annual Inflation (April to April), 1999-2017; Bureau of Labor Statistics, Seasonally Adjusted Data from the Current Employment Statistics Survey, 1999-2017 (April to April).



**Scott Pacheco** What Dr. Atul Gawande lacks in practical business experience, he'll more than make up for by having 3 of the sharpest businessmen in the world at his disposal to advise and assist him as he gains that knowledge.

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**Jerry Mox** Great articles always from the great Atul Gawande on healthcare topics. He will do extraordinary work with the trio billionaires.



BELLOMY'S LISTENING:

# what impact will at-home genetic testing kits have on Healthcare?

**At-home genetic testing kits have been soaring in popularity.** Most of these well-known brands like 23andme, MyHeritage, Helix, and many more offer the ability for the user to understand their ancestry roots along with genetic predisposition for certain diseases. The biggest questions that have come with these kits are the legitimacy behind them. And if they are legit, what does that mean for the health-care sector and our overall health?

23andme has been trending lately, and rightfully so. If you've been watching any of the World Cup matches, you've likely seen their new campaign called, "Root for your roots." A campaign that allows customers to link their ancestry roots which seems to be creating a connection between the customer and their soccer team.

There are some great advantages to these at-home testing kits but also some disadvantages. A large amount of us are driven to medical treatment and care once there is a trigger. The low-cost investment to understand your genetic predisposition, while also getting your ancestry roots, gives customers the ability to be proactive about their health.


So what's the impact on healthcare and what does 23andme do with all this data they have collected over the years? While it's currently stored in their database and only accessible to the patient, there have been rumors patients will soon have the ability to rent or sell their DNA to scientists who are trying to fight diseases as different as dementia, lupus, and leukemia.





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San Antonio, Texas

ms.lysistrata I may not be #German, but I'm for #TeamGermany! #DE@23andme #rootforyourroots

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