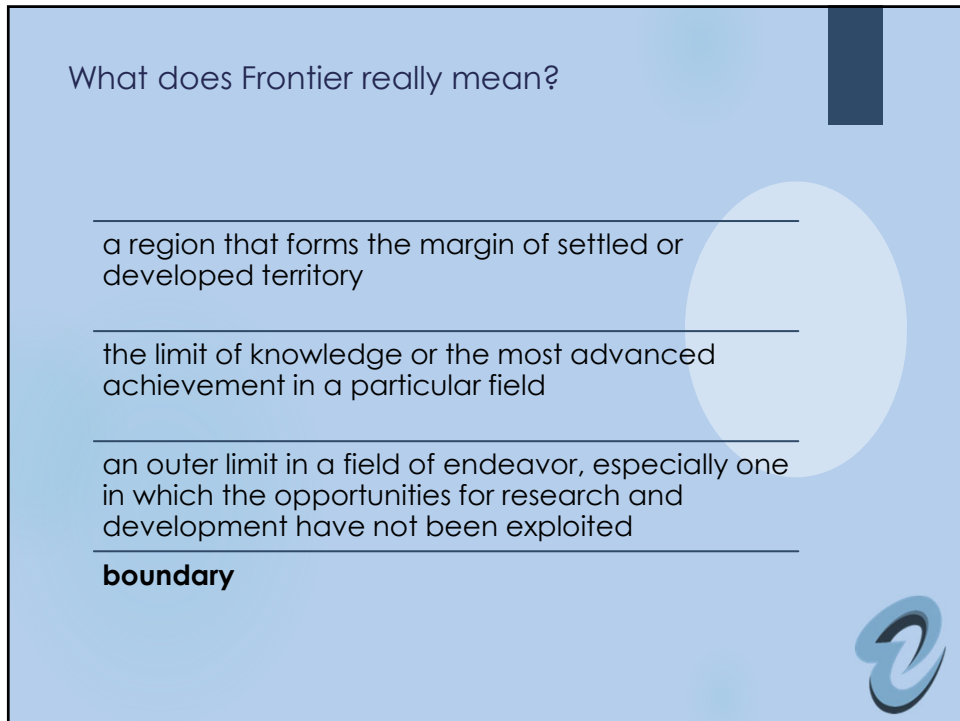




1



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When I say frontier, you think of...



3

Space Frontier

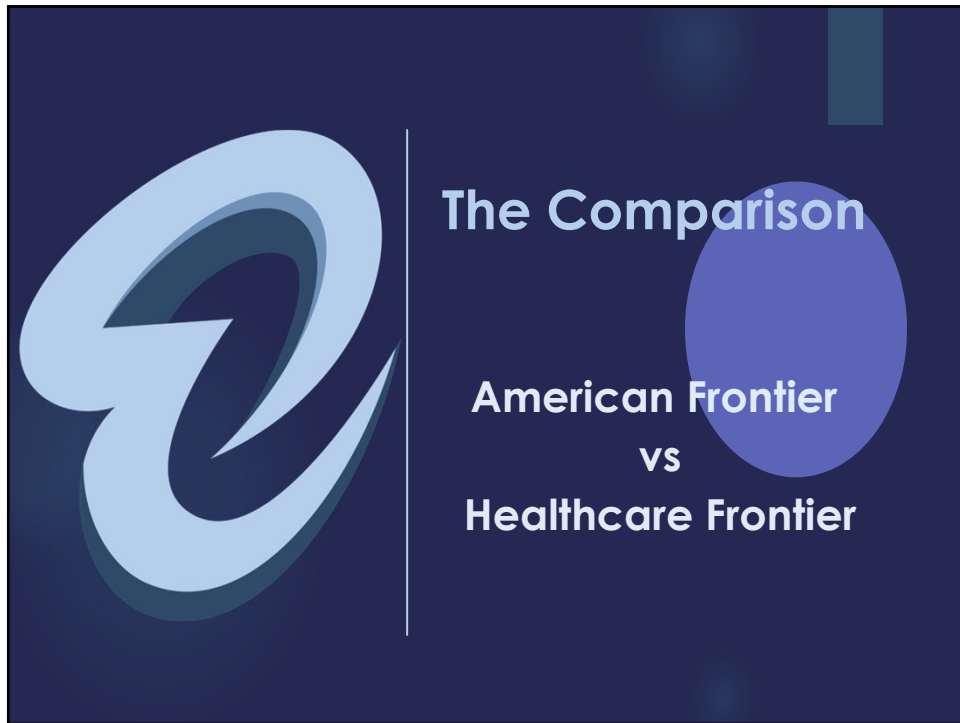


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7



8

# (American) Frontier Thesis Frederick Jackson Turner (Turner Thesis)

Established liberty

Faced challenges

Adapted to those challenges

The further west...the further removed from institutional control.

The further west..the more American the communities became.

\* Source: [http://en.wikipedia.org/wiki/Frontier\\_Thesis](http://en.wikipedia.org/wiki/Frontier_Thesis)



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## \*\* Important Note \*\*



Historians have challenged this thesis

Doctors and you all will challenge my theories



Writers (Emerson, Thoreau) had different views of the frontier as well

This should make you all realize that you and physicians are in good company when criticizing my theories



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## Examples of the “old country” institutions...

Established  
churches

Established  
aristocracies

Intrusive  
Government

Class based  
land  
distribution



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## What are our “institutions”?

- ▶ Established churches
  - ▶ Current way of practicing medicine
- ▶ Established aristocracies
  - ▶ Insurance companies (including Government payors)
- ▶ Intrusive Government
  - ▶ Uh...hasn't really changed
- ▶ Class based land distribution
  - ▶ Hospitals, Healthcare Systems, and Super Groups




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Characteristics of the Frontier folks



- ▶ Unbridled materialism
- ▶ Individualism
  - ▶ Hard work
  - ▶ Ingenuity
- ▶ Independence of institutions
- ▶ "unchecked development of the individual"
- ▶ Gambler/Risk Taker
- ▶ Hard work ethic

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## The Docs

Specialists



Primary Care

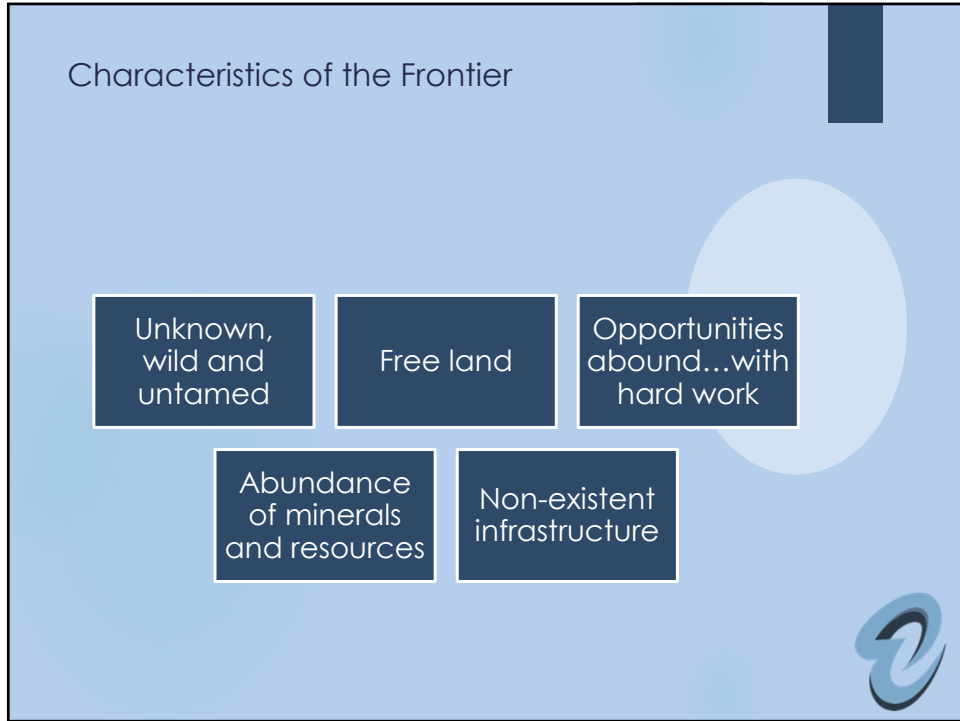


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## The "Wilderness" of the Healthcare Frontier



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17



18

With any Frontier...first find the resources



19

What are some resources in the next frontier?



Patients...lots of patients



Better Technology



Lots of Data



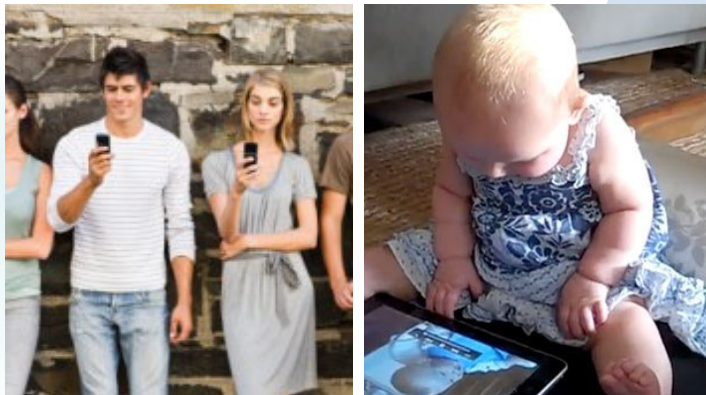
20

**Patients**  
Boomers

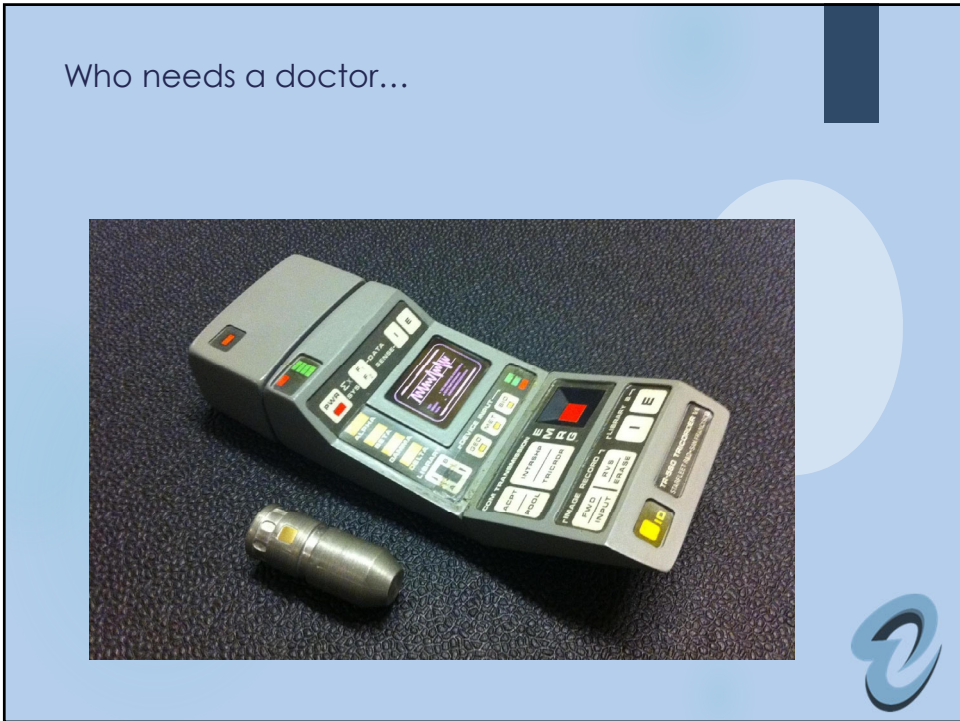
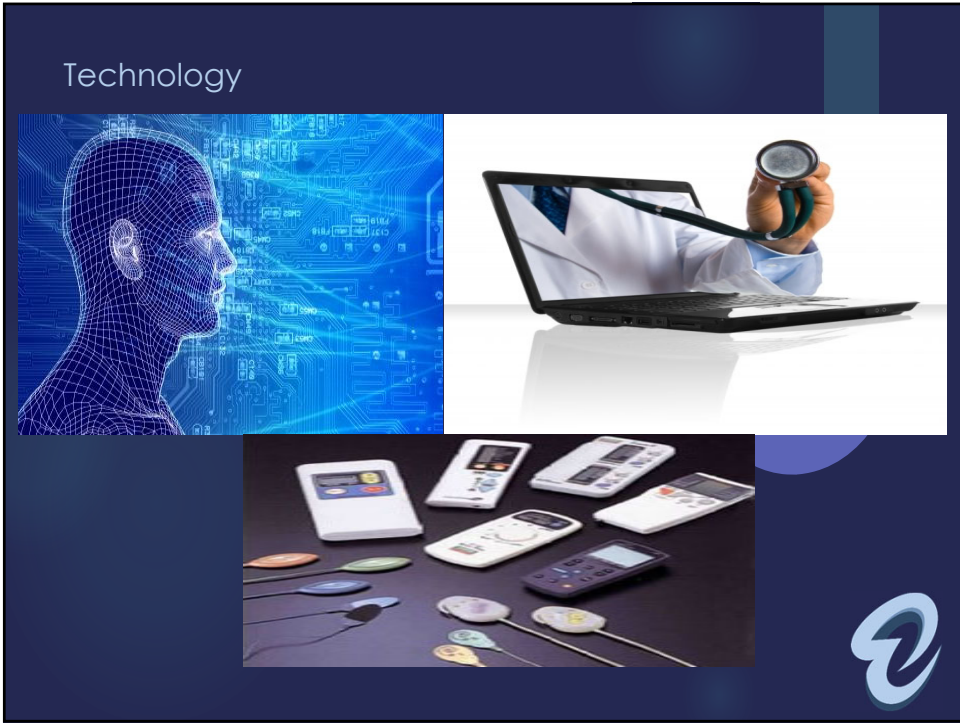


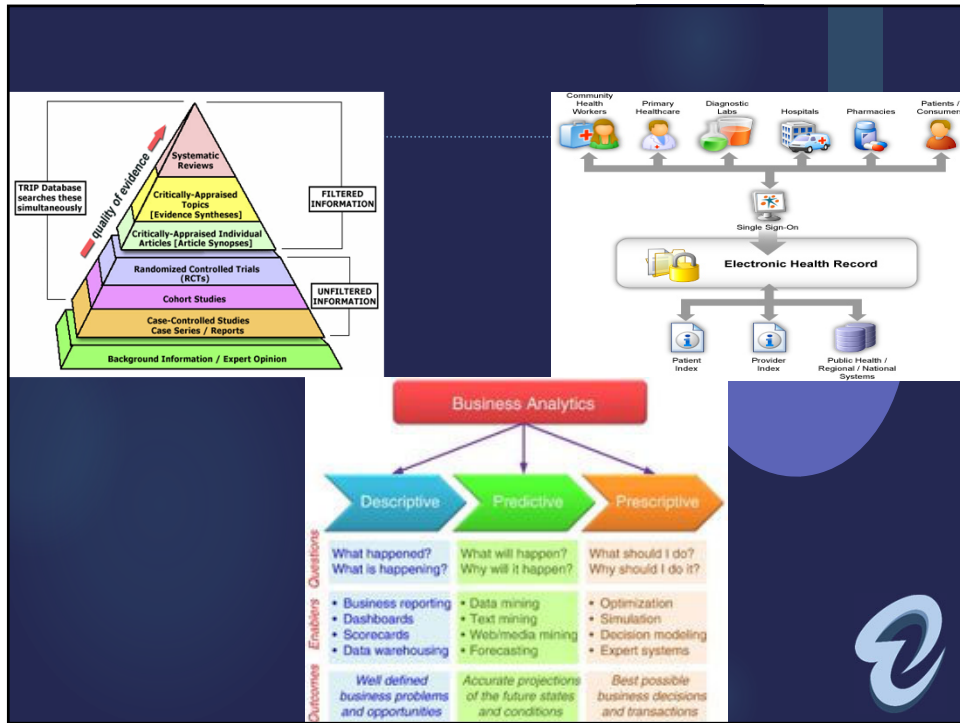
21

**Patients**  
Millennials and beyond...



22





25



26

## A new sheriff in town....

**HOW WILL PRESIDENT TRUMP AFFECT YOUR HEALTH CARE?**

Trump will seek the repeal of the Affordable Care Act. He wants to replace the ACA with new reforms, including:

- Allow health insurance to be sold across state lines
- Allow individuals to fully deduct health insurance premium
- Allow individuals to use Health Savings Accounts (currently use is restricted to those with high deductible health insurance plans)

**PROTECT AND BUILD**  
*on the AFFORDABLE CARE ACT*

PROTECT AND BUILD on the AFFORDABLE CARE ACT

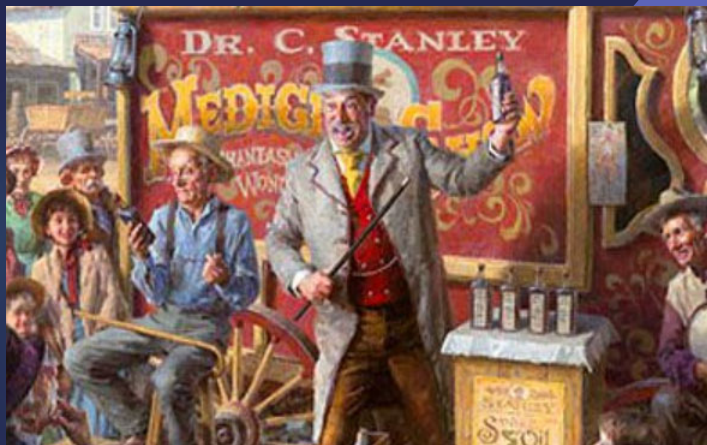
**BIDEN HARRIS** **BIDEN HARRIS** **BIDEN HARRIS** **BIDEN HARRIS** **BIDEN HARRIS**

THE UNITED IN 2020  
**PROTECT AND BUILD**  
on the AFFORDABLE CARE ACT

DREW ANGERER/GETTY IMAGES

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“Snake Oil For Sale!”  
Others creeping in on the land



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A slide with a dark blue background. On the left is the logo for 'Center for Medicare &amp; Medicaid INNOVATION'. On the right is the logo for 'Patient-Centered Medical Home' with the text 'Are you one?'. Below the Patient-Centered Medical Home logo is the word 'Cost'. At the bottom center is an image of a roll of US currency. Below the roll of cash is the text 'Bundled Payments'. A large light blue circle is on the right side of the slide, and a white logo is in the bottom right corner.

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Marketing/Branding

Olive Garden ITALIAN RESTAURANT

The Clinic at Walmart HERITAGE VALLEY CONVENIENT CARE

DukeMedicine

Cancer Treatment Centers of America

**PIKEVILLE MEDICAL CENTER**

In affiliation with

**Cleveland Clinic Heart Surgery**

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Facilitative Model of Care

OPERATING ROOM

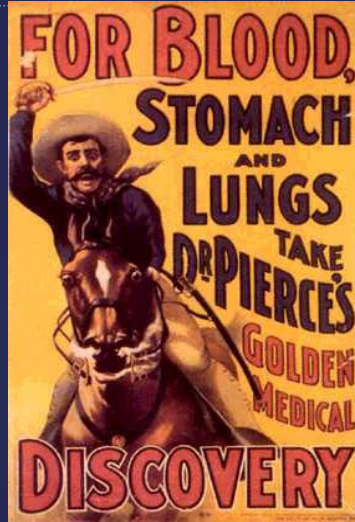
off the mark.com by Mark Parisi

SELF SERVICE

© Mark Parisi. Permission required for use.

34

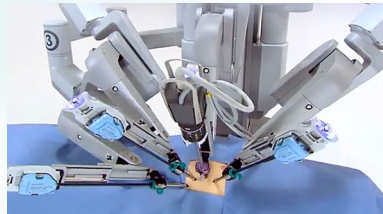
Pioneering...



35

Healthcare pioneers

Amazon  
Alexa In  
Healthcare




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Ultimate question for the Next Frontier of Healthcare

Will you be a pioneer that accepts the opportunities that lie ahead and grasp the spirit of individualism to continue to move healthcare forward?



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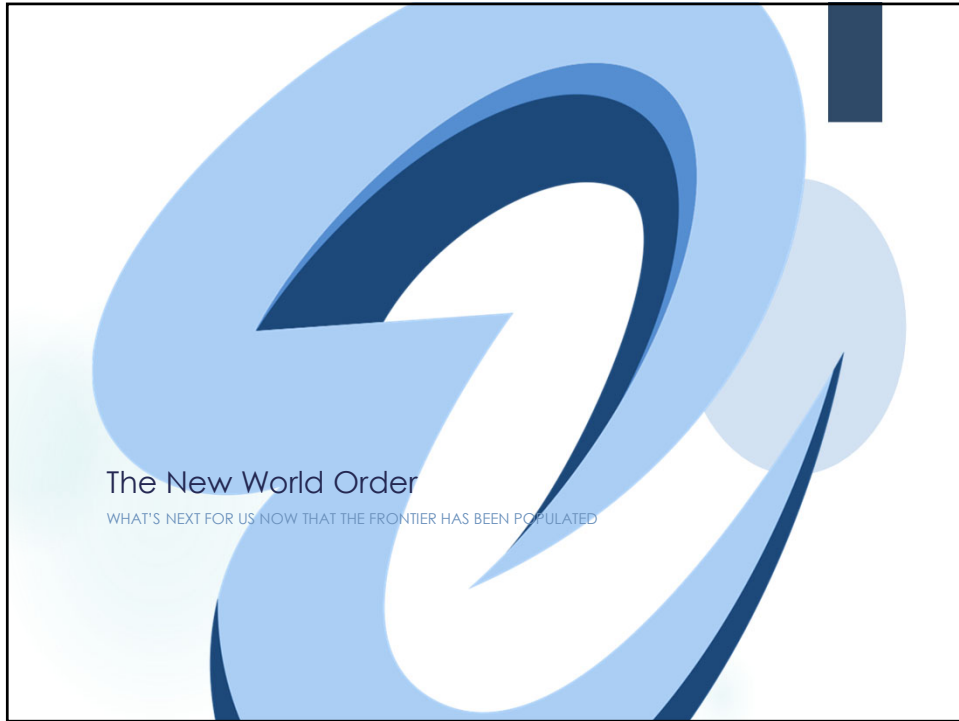
Cameron M. Cox, III, MHA, FACMPE

200 Timber Hill Place, Ste 223  
Chapel Hill, NC

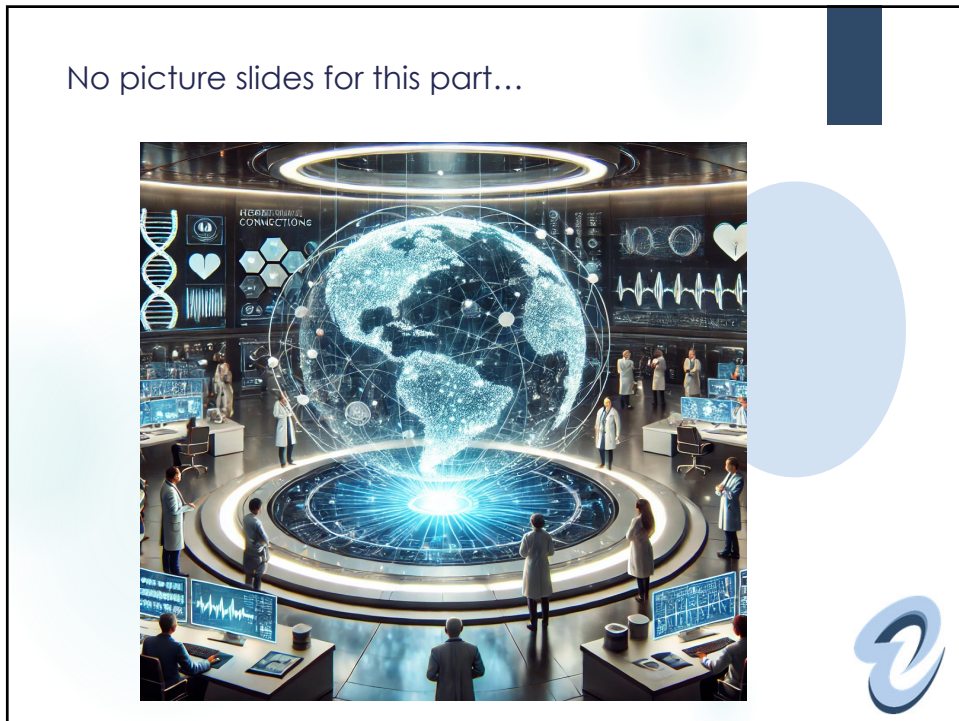
919-368-0741

[cam@e3c3consulting.com](mailto:cam@e3c3consulting.com)

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39



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## The New Institutions (2026–2031)

- ▶ **Established Churches** → Legacy EHR Vendors
  - ▶ **Established Aristocracies** → National Payers + PE Platforms
  - ▶ **Intrusive Government** → CMS + AI Regulation + Transparency Rules
  - ▶ **Class-Based Land Distribution** → Data Ownership + Capital Access
- The new power is data, automation, and capital efficiency.**



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## The Regulatory Frontier

- ▶ CMS Interoperability & Prior Authorization APIs (FHIR)
  - ▶ Mandatory payer response timelines
  - ▶ TEFCA (Trusted Exchange Framework and Common Agreement) data liquidity expansion
  - ▶ AI transparency expectations (ONC)
  - ▶ HIPAA Security modernization requirements
  - ▶ FDA oversight of adaptive AI tools



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## The AI Frontier

- ▶ Ambient documentation
    - ▶ AI-assisted coding & HCC capture
    - ▶ Prior authorization automation
    - ▶ Referral orchestration
    - ▶ Predictive patient churn modeling
    - ▶ Revenue intelligence dashboards
- Every practice will run an AI operating layer.**



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## The Capital Frontier

- ▶ Independent groups will divide into three categories:
  - ▶ Platform Builders
  - ▶ Platform Joiners
  - ▶ Platform Victims
- ▶ Capital efficiency > clinical productivity alone
- ▶ Margin =  
Operational leverage × data control × contracting strength



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## Administrative Transformation

- ▶ Fewer repetitive manual tasks
  - ▶ Automation-first revenue cycle
  - ▶ Real-time eligibility + prior auth APIs
  - ▶ Exception management replaces data entry
  - ▶ Administrative staff ↓ | AI governance ↑



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## The Cybersecurity Tax

- ▶ Mandatory MFA and encryption
  - ▶ Asset inventories and vendor risk audits
  - ▶ Incident response drills
  - ▶ Cyber insurance requirements
  - ▶ Driving consolidation, MSOs, and platform alignment

**Threat:** This will be difficult for small practices...potentially driving them to supergroups, hospitals or PE



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## Alabama Healthcare Context

- ▶ High commercial payer influence in hospital mix
  - ▶ Medicare growth from aging population
  - ▶ Rural access and workforce shortages
  - ▶ Contract negotiation leverage is critical
  - ▶ Operational efficiency determines survival



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## What Wins by 2031

- ▶ Use AI for margin intelligence
- ▶ Automate before hiring
- ▶ **Own and leverage data**
- ▶ Negotiate from transparency
- ▶ Centralize cybersecurity oversight
- ▶ Maintain clinical autonomy



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## The 5-Year Operating Model (In truth, 5 years in AI terms silly to even suggest)

- ▶ Hybrid clinical delivery (in-person + virtual)
  - ▶ Automated prior authorization workflows
  - ▶ AI-assisted coding and denial management
  - ▶ Data-driven payer negotiations
  - ▶ Formal AI governance committee
  - ▶ Dedicated cybersecurity budget



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## The Ultimate Question in the New World Order

- ▶ Will you be a Pioneer?
  - ▶ A Consolidator?
  - ▶ A Survivor?
  - ▶ Or Acquired?

The frontier is about leverage — not land -  
--and the leverage is DATA



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# Thank You! Again!

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