HFS

HFS RESEARCH FALL SUMMIT

THE SERVICES-AS-SOFTWARE ECONOMY: DISRUPT OR BE DISRUPTED

The Big Beautiful Bill ain’t a healthcare beauty

The impacts to U.S. healthcare, your business, and you!

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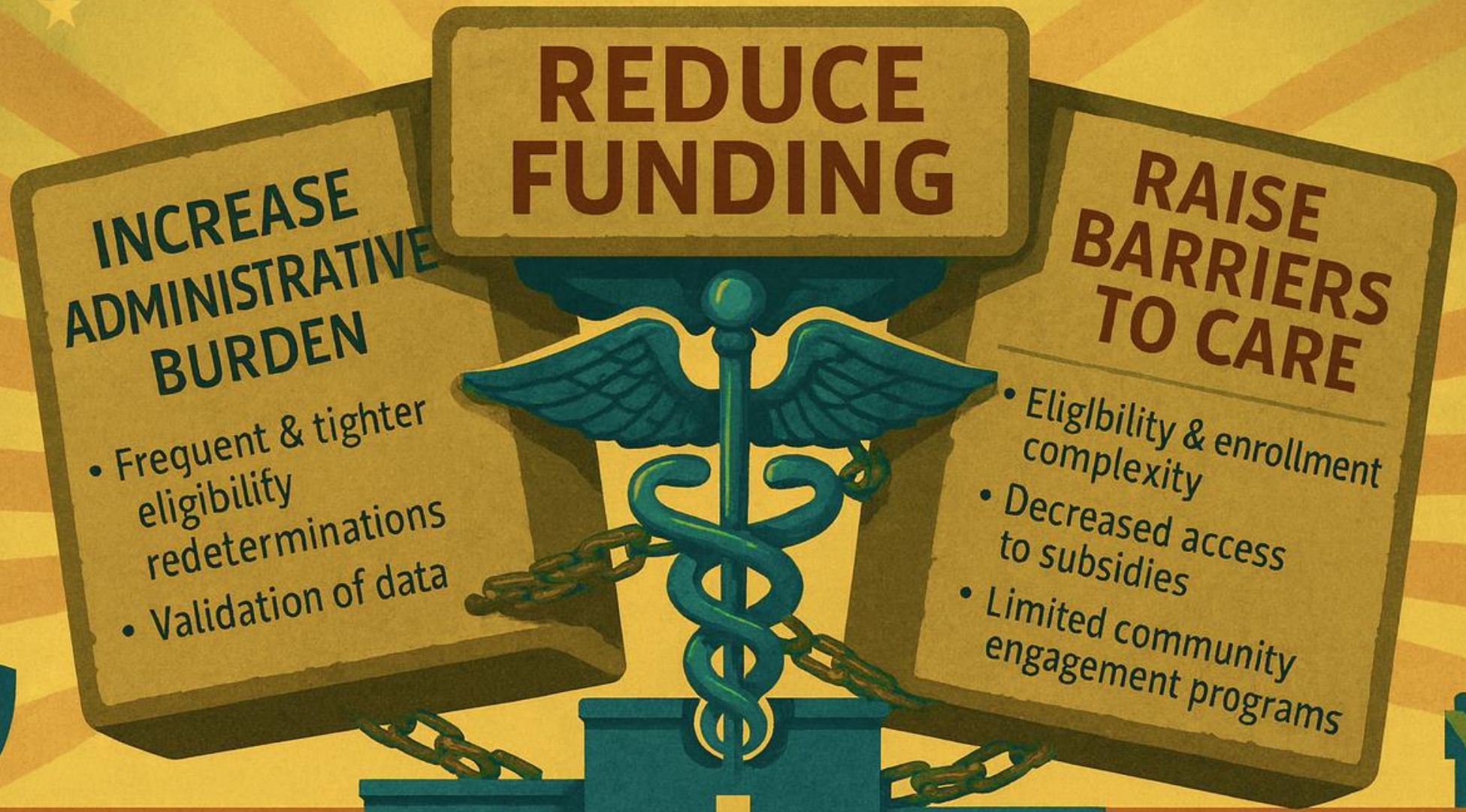
Polling question

The One Big Beautiful Bill Act was signed into law on July 4, 2025. Do you understand the healthcare impacts of that bill to you or your business?

A - Yes
B – No
C – Maybe
D – Don’t care
F – What is the One Big Beautiful Bill Act?

ONE BIG BEAUTIFUL BILL ACT (OBBBA)

Healthcare Impacts Signed on Independence Day



Traditional healthcare that costs more and delivers even less is only going to get worse…unless

	Health plans	Health systems	Suppliers
Revenue loss	- Micro-segmented premium increases - Diversification to enable vertical integration	- Go directly to self-insured employers - Diversify through expanded services (Rx, Concierge)	- Diversify into a new market (employer) - Explore new international markets
Margin reduction	- Lean into managing health vs. healthcare to check medical costs - Focus on attrition by adding value	- Reduce dependence on admin-heavy payers - Reimagine care delivery, clinicians only when needed	- Reevaluate contracts and get out of the low-margin ones - Address clinical elements vs. admin
Impact dilution	- Enable better health vs. controlling costs - Facilitate true personalization of health	- Expand community engagement to enable health - Enable tech to drive health engagement	- Actively address the quad-aim of care for employers

Employers and health consumers must explore non-traditional options for health and care…else

	Employers	Health Consumers
Cost increase	- Go direct to providers - Prioritize primary care - Explore new paradigms to address multiple generations	- Young & invincible: On demand services - Middle age: Digital health + out of pocket - Comorbidities: SOL
Service reduction	- Execute capitated arrangements for end-to-end health and care - Fund HRAs to allow employees options	- Explore new paradigms that meet your specific needs - Leverage tech to be true health assistant
Poor health outcomes	- Shift away from checking the box - Actively engage in employee health and wellbeing	- Take responsibility for your health - Nutrition and activity must be the centerpiece of your life

Thank you.

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