

NEXTpert Highlight

Scott Conard, MD

Author of

Which Door?

Solving Corporate Healthcare Costs:
Improving Employee Wellbeing



Can you provide an overview of your book, “Which Door,” and what inspired you to write it?

“We live in a country where we can't afford to pay the premiums that fund health insurance policies most of us can't afford to use. It doesn't have to be this way, but change requires corporate leaders to choose a different way to engage, and to support the HR suite with redesigning and implementing their health benefits. However, reinventing benefits and transforming healthcare is not their business focus, even though they are often funding the equivalent of a small healthcare company with their premiums and claims.

So, what do they do?

How do we encourage and support the HR and benefits admins to approach health benefits differently? “Which Door” is an easy-to-read short story about a CEO who chooses to do things differently. It is written so that readers can visualize and experience how achievable, realistic, and empowering this journey of health plan transformation can be.”





Why is the book entitled, “Which Door”?

“Corporate executives are choosing to continue to go through the usual and customary door for health benefits, costing them money, employee satisfaction, and productivity. Corporate leaders must appreciate that they are making a choice for their employees about the culture, healthcare options, and affordability of their health benefits.

Success and change require their leadership. Most don't appreciate that they do have options and have tremendous influence on all these issues.

“Which Door” points to the fact that they can lead their companies through a different “door,” an alternative that reduces cost, increases well-being, and improves employee recruitment and retention. It is the story of a committed CEO who chooses to lead her company through a different door in their health benefit strategy, moving from the traditional high deductible and PPO options to a plan that removes obstacles to care, reducing health risk and emphasizing preventive, primary, and the highest quality specialty care.”



What are the main themes or key messages explored in the book?

1

It is time for a new approach to health benefits
– one that lowers costs and saves lives

2

Traditional brokers/consultants will not lead this
change – effective ones will

3

Change is not only possible but necessary –
medical expense it is the leading cause of
personal bankruptcy and is keeping
corporations from having the capital to grow
and to hire and retain important employee

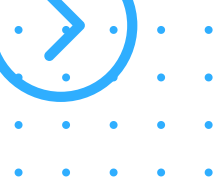




How does "Which Door" address the challenges or issues related to healthcare and well-being?

"The healthcare system today is built on reactive, expensive, and end-stage transactional care. With 90% of healthcare expenses being related to chronic and mental health issues, the current system as it is functioning will not lead to success.

"Which Door" points to how to shift from a reactive to a proactive approach to care by creating a "system within the system" for your employees and their families. This leads to a culture of health and well-being and continues with new tools and options in order to identify, reduce, manage, or avoid health risks and conditions."



How do you envision "Which Door" making a positive impact on readers and their understanding of healthcare and well-being?

"I envision corporations choosing "the other door" and by so doing reduce costs – helping companies thrive, and by adding years to the life and life to the years of their employees and family members – resulting in increased employee productivity and satisfaction, and ultimately significantly contributing to identification as the employer of choice in their segment of the market."





What do you hope readers will take away from reading "Which Door," and how can they apply the lessons or principles in their own lives or to building a sustainable culture of health and well-being within their enterprise?

"It is my hope that readers will say to themselves "this is not that hard, we can do this...let's get moving now!" They then subsequently reach out and engage the right guides and solutions to begin the journey. "



Key themes and messages in the book include:



The need for a fresh approach to health benefits in today's healthcare environment.



The urgency of change, as healthcare costs and issues impact both individuals and corporations.

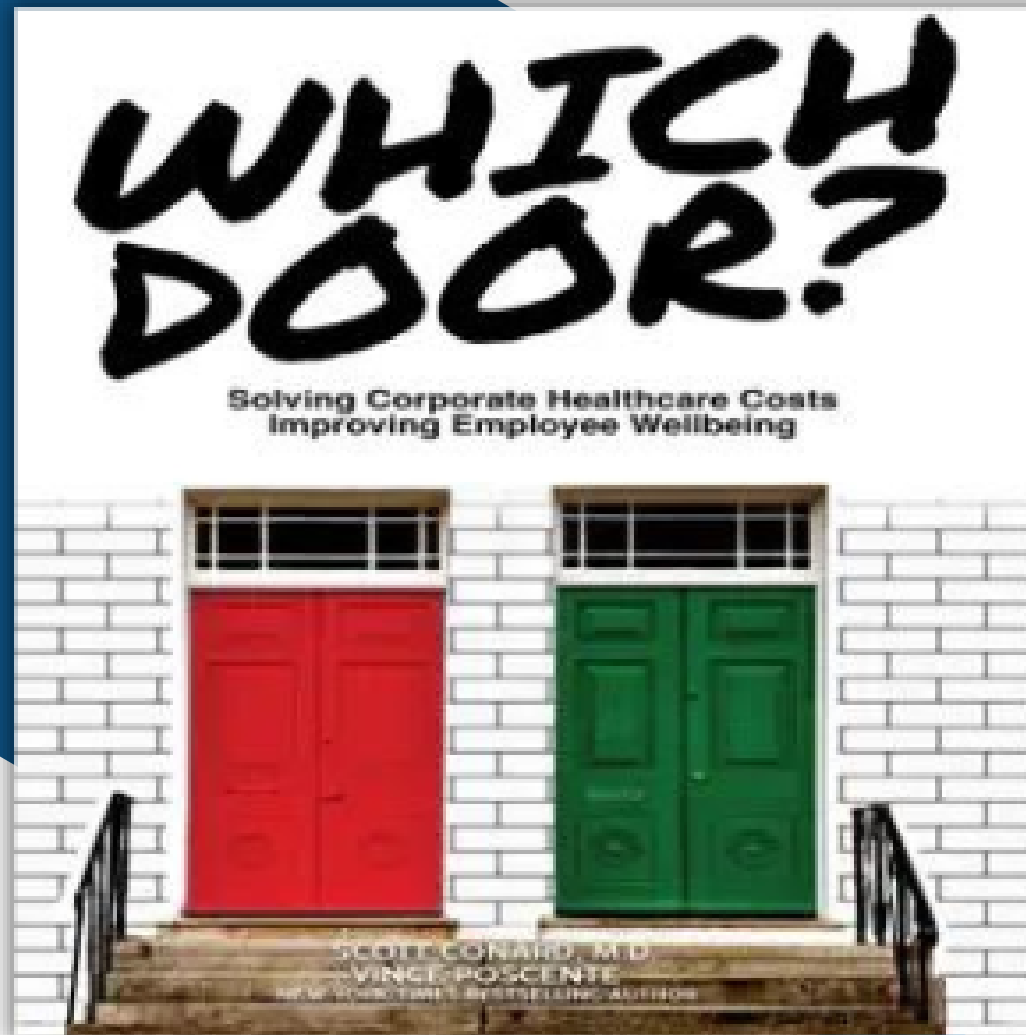


The importance of recognizing that traditional broker/consultant models may not lead to the necessary transformation.



The shift towards a proactive approach to healthcare that prioritizes employee well-being starts with fostering a culture of health and well-being and continues with innovative tools and options to prevent, reduce, and manage health risks and conditions.





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