

# Disrupting primary care, why value-based care is emerging, and your biometric baseline

Audio

On today's episode, we discuss who is shaking up primary care, how it is being disrupted, why now, and how technology is playing a heightened role in how primary care is delivered. Tune in

to the discussion with eMarketer digital health analyst at Insider Intelligence Rajiv Leventhal.

### Locations for Routine Care Delivery According to US Healthcare Leaders, 2021 & 2024

% of respondents

Out-of-hospital procedural environments (e.g., ambulatory surgical centers, office-based labs, etc.)



Ambulatory primary care centers (e.g., urgent care, walk-in clinics, etc.)



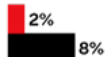
Community centers



Long-term care/rehabilitation facilities (e.g., nursing homes, etc.)



Home



Pharmacies and other retail locations



None of the above



■ 2021

■ 2024

Note: n=200

Source: Phillips and iResearch Services, "Future Health Index 2021," May 5, 2021

267924

InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Don't miss [Brave New Worlds 2021](#), the virtual marketing and analytics event of the year! [Brave New Worlds](#) will be held virtually and free of charge on November 9 and 10. You'll hear from today's top minds in marketing, data, and analytics, including executives from Facebook, General Motors, Capgemini, Publicis, and more. [Register Now!](#)