

# A LOOK BACK ON 2022



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## WHY DUAL ELIGIBLE SPECIAL NEEDS PLANS ARE SPECIAL

January 2022 – By Will Dede, MPP, Associate Director Health Policy, [SNP Alliance](#). Let me introduce you to Gladys. She is an 82-year-old female with poorly controlled diabetes, chronic lung problems, and early kidney disease... [Read more »](#)

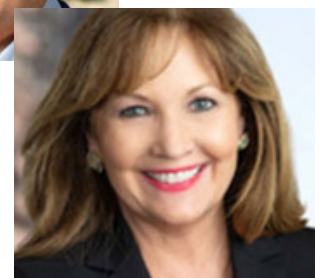
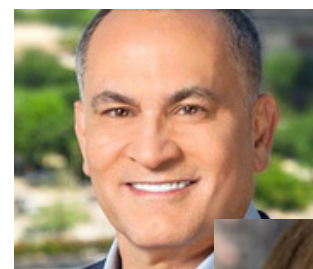


## INTEROPERABILITY: ARE WE DONE? WHAT NEXT?

February 2022 – By [Kiran Kuchibotla](#), VP Project Portfolio Delivery, [Advantasure](#). The healthcare industry invests millions in modernizing technology stacks and building high tech platforms and applications. Yet those platforms and applications continue to be siloed... [Read more »](#)

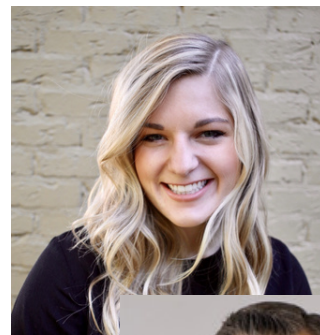
## ACCELERATING HEALTH EQUITY PROGRESS: FOUR STRATEGIES MEDICAID ORGANIZATIONS SHOULD CONSIDER

March 2022 – By [Bill Lucia](#), Sellers Dorsey Board Member, & [Nancy Smith-Leslie](#), Director, [Sellers Dorsey](#) – Health equity has become a strategic priority for many health care organizations, particularly those who... [Read more »](#)



## GIBSON TALKS: SUCCEEDING AT THE INTERSECTION OF THE FOUR MAJOR WAVES IN HEALTHCARE FOR THE CONSUMER

April 2022 – In this edition of Gibson Talks, [Ginny Nelson](#), Director of Executive Search at [Gibson Consultants](#), and [Jeff Garibaldi](#), a senior executive spanning product strategy, technology development, commercial marketing, and operational leadership, sat down to discuss four major waves that are simultaneously impacting healthcare... [Read more »](#)



## A DIFFERENT POINT OF VIEW: HEALTHCARE IT'S HISTORY OF MAGICAL THINKING

April 2022 – By [David Lareau](#), Chief Executive Officer, [Medicomp](#) – Every few years, the healthcare industry seems to lose its collective mind over the latest new thing that will solve ... [Read more »](#)

## ARE YOU CAPITALIZING ON THE GROWTH OF MEDICARE ADVANTAGE?

May 2022 – By [John A. Selby](#), Executive Consultant to health plans and related businesses – The growth of Medicare Advantage (MA), by almost every measure, is continuing at an explosive rate and the pace is not expected to slow any time soon. The ramifications of this growth are... [Read more »](#)



## FIVE TIPS FOR ATTRACTING AND RETAINING AN ENGAGED WORKFORCE

June 2022 – By [Ben Sawyer](#), Vice President of Market Development for [ABOUT Healthcare Inc.](#) – The January 2022 jobs report from the U.S. Bureau of Labor Statistics told a familiar story. The healthcare sector, just behind dining and hospitality, had the most job openings of any... [Read more »](#)



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## TELEPSYCHIATRY: A LIFELINE FOR YOUR ED

July 2022 –By [Andy Flanagan](#), CEO, [Iris Telehealth](#) – According to the CDC, approximately 146.5 million patients visit hospital emergency departments (EDs) in the United States each year. Moreover, patients seeking care in EDs for mental health conditions is growing... [Read more »](#)



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## GIBSON CONSULTANTS NAMED TO NC BEST EMPLOYER LIST 2022

August 2022 — Business North Carolina is pleased to announce the 2022 North Carolina Best Employers annual list. Specifically, [Gibson Consultants](#) earned a place in the small company division... [Read more »](#)



## INC 5000 AMERICA'S FASTEST GROWING PRIVATE COMPANIES HONORS GIBSON CONSULTANTS



August 2022 – With Three-Year Revenue Growth of 788%, Gibson Consultants Receives Ranking No. 802 Among America's Fastest-Growing Private Companies... [Read more »](#)



## HOW AI CAN HELP HEALTHCARE ORGANIZATIONS TURN DATA INTO GOLD

August 2022 – By [Oleg Bess](#), MD, CEO and Founder, [4medica](#) – Healthcare data continues to grow at an unprecedented rate, thanks to the success of EHRs, introduction of connected consumer clinical devices such as... [Read more »](#)

## LOW HANGING FRUIT

September 2022 – By [Colleen Watford](#), Director, Executive Search, [Gibson Consultants](#) – There's nothing like an industry in upheaval to create opportunities for entrepreneurs and investors. Upheaval doesn't adequately describe healthcare today. As we read every day in the trade press, many healthcare companies, including startups, are doing quite well. Some even have the enviable challenge... [Read more »](#)





## IMPROVE HEALTH EQUITY THROUGH CONNECTING DATA

October 2022 – By [Enam Noor](#), Founder & CEO, [Insightin Health](#) – There is something missing in healthcare industry conversations today – rarely is there any mention of the individual health plan member. It is all about segments, cohorts, and profiles. The person gets lost... [Read more »](#)

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## SHOW ME THE DATA: SOLID CLINICAL DECISIONS DEPEND ON ACCURATE PATIENT RECORDS

November 2022 – by [Colin Banas](#), Chief Medical Officer, [DrFirst](#) – Physicians know this scenario well: A patient shows up with a piece of paper scribbled with lists of medications or hands over a paper bag full of old pill bottles. These scraps of information are better than nothing. Many patients have only vague recollections or... [Read more »](#)



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## ENABLING AGGRESSIVE GROWTH PLANS WHILE PRESERVING CAPITAL

December 2022 –By [Colin Dittus](#), VP Consulting, [Gibson Consultants](#) – At a time when the macroeconomic environment has made funding for healthcare startups increasingly challenging, employing the best talent strategies has become more critical than ever... [Read more »](#)

