

A close-up, artistic photograph of dandelion seeds in various stages of dispersal. The seeds are light-colored with fine, radiating filaments, creating a soft, ethereal glow. The background is a warm, golden-brown color, suggesting a bright, sunny day. The seeds are scattered across the frame, with some in sharp focus and others blurred, creating a sense of movement and depth.

State of academic medical
centers in 2022: Midwest

Hub-and-spoke models thrive

Across the central U.S., academic medical centers (AMCs) take on the most complex care in their communities, serve those most in need, discover technological and medical breakthroughs and educate future generations of health professionals. AMC executives are addressing revenue streams, liquidity pressure and investing in future growth.

Today, AMCs' footprints cover metro areas—even entire states—by partnering or merging with other hospitals and medical facilities in cities and suburbs. The “hub and spoke” networks create referrals downstream. But they also deliver more cost-effective care closer to patients' homes.

The growing footprint lends itself to fee-for-value care. The systems preserve more of their razor-thin margins through easier access to primary care, early intervention in health issues and preventative treatments.

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Tim Ruby

Managing Director, Midwest
Healthcare, Higher Education and Nonprofit

Hub-and-spoke models thrive

The patient population relying on government health plans is growing at the same time that privately insured patients are gravitating toward newer entrants to the healthcare market.

“There’s a big shift to consumer and patient responsibility,” says Tim Ruby, Head of Healthcare, Higher Education & Nonprofit Industries-Midwest, Commercial Banking. “That means more high-deductible plans, as opposed to third-party payers. It’s key to capture those payments more efficiently, moving cash and paper out of the system and getting to digital in every way possible.”

Organizations in the region are tapping into new revenues and maintaining margins by:

- Developing in-house pharmacy operations to gain better pricing on specialty drugs
- Using tech-transfer offices to convert cutting-edge research into lucrative licenses or startups
- Expanding enrollment and teaching capacity in physician and nursing programs

J.P. Morgan’s deep experience in **healthcare** can help AMCs minimize operating costs to make the most of their revenue. Our **InstaMed** product works with Epic-based systems already in use at most AMCs to capture patient payments and help make EOBs and bills easier to send, simpler to understand and faster to collect. Reach out to learn how we can help make your health system more efficient and effective.

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