TOP HEALTHCARE TRENDS FOR 2022

Expectations for the year.

Aspects of healthcare have changed significantly from when the pandemic originally started. We saw organizations shelve their current priorities to address a sea of new challenges that had to be tackled overnight. With simultaneous adoption of new technology, healthcare delivery models, and expanded polices, we are starting to see things normalize as organizations are beginning to address the priorities that were identified outside of the urgent issues. Moving forward organizations will look to drive down costs, deliver value, and increase operational efficiencies across all areas.

In 2022 Trexin predicts healthcare organizations to be spending their time and investments in the areas of Technology, Compliance, Value, and Health Equity.

MODERNIZATION/EXPANDED CLOUD ADOPTION

Health systems will expand the adoption of cloud solutions. Cloud solutions allow for reduced IT infrastructure costs and management and will provide for easier expansion to meet the needs of growing healthcare technology and increased quantities of data. Modernization will allow for lower wait times through virtual visits and better access to specialists.

As modernization expands throughout 2022, expect to see:

- Reduced IT infrastructure expenses
- Refining of unstructured data to integrate with today's mainstream healthcare data
- Facilitation of real-time data
- Centralization of health data connected to mobile apps and patient portals resulting in an increased patient engagement

INTEROPERABILITY

Since more businesses and professionals are using many different software programs to manage data, workflows, and business activities, interoperability across these systems will be essential. Rapid access to information across payers, hospitals, labs, practices, and patients will be a key focus and success in this will provide gains to both the members and healthcare businesses.

In 2022 expect to see:

- Nontraditional players introducing technology into the healthcare ecosystem
- Big tech partnering with traditional providers to support the complexities in the healthcare process
- Real-Time Decision Making

ACCELERATED AI/ML INITIATIVES

During the COVID-19 pandemic, Artificial Intelligence (AI) has been used to better prevent and control the spread as well as access highest risk patients. The learnings from this process will be applied to other infectious diseases going forward.

"The Biden-Harris Administration announced a $2.1B investment to improve infection prevention and control activities across the U.S. public health and healthcare centers (CDC)."

In 2022 expect to see:

- Increase use of data to enable AI predictive analytics to assist with real-time notifications and monitoring
- Predicting of infectious/chronic diseases enabling medical teams and patients to better flag health risks, diagnose, and treat illness (Shift towards proactive population health management)

PREDICTIVE ANALYTICS

Leveraging predictive analytics will expand beyond providing patient care to exceeding set standards. Aside from addressing patient care, predictive analytics will play a critical factor in improving operational excellence. Technology improvements and access to more data will lead to increased accurate predictive analytic algorithms.

In 2022 expect to see:

- Prescribed treatments based on informed data-driven decisions
- Proactively identifying patients who have an increased risk of developing complex health conditions and helping them avoid long term health issues

DIGITAL HEALTH

Digital health is here to stay, and we will continue to see it further expand its footprint across the healthcare landscape.

Thank the COVID-19 pandemic for driving the accelerated need for digital health in the areas of virtual care, telehealth, telemedicine, remote patient monitoring, and multi-channel enabled care.

With the need to reduce contamination we saw the healthcare delivery move from in-person to remote/virtual services almost overnight.

What more can we expect to see in 2022 for digital health?

- Adoption of digital/virtual services continue to increase
- Increased investments to innovation, service, and delivery models
  - Primary care, clinical services, mental health/emotional well-being, and wellness programs
    - Increase in employers providing access to health and wellness programs to support their workforces (primary care, mental health, wellness, etc.)
  - Remote Health Monitoring (RHM)
    - Expand from monitoring chronic to less chronic diseases. An example: A primary care doctor and patient can see real-time results from bluetooth thermometers, glucometers, blood pressure cuffs, etc.
  - Employer investments
    - Increase in employers providing access to health and wellness programs to support their workforces (primary care, mental health, wellness, etc.)
- Expanding the combination delivery model of digital and physical health

- Increased adoption in digital health gives the patient the power of choice, personalized care, and an increased access to healthcare. In addition, the patient and their provider will have data available to help guide treatment and/or prevention of chronic health conditions.

SECURITY/PRIVACY

Increases in telehealth, cloud adoption, and extensive data sharing brings many benefits but they also bring with them the threat of privacy leaks and breaches. With strict regulations and governing laws, this leaves minimal margin for error. As such, there will be an increased focus on integrated cybersecurity solutions to combat threats and prevent private, personal, and confidential data from getting into the wrong hands. In addition to increased cybersecurity measures, expect further legislation to help protect data privacy.

In 2022 expect to see:

- The healthcare ecosystem to adapt/adopt to robust security plans to limit significant losses due to data breaches, ransom ware, and penalties

While technology will be a key player, we can't forget about the services that we expect to see further expanded across healthcare.

COMPLIANCE/REGULATION

The No Surprises Act became effective on January 1st, 2022 to protect consumers from unexpected bills. Mandated price transparency requires hospitals to post online the rates that they have agreed upon with insurers along with a list of 300 shoppable services. Beyond current mandates, expect regulators to develop new requirements around price transparency.

- 2023 insurers will need to offer online shopping tools that will provide:
  - Estimate for out-of-pocket expenses
  - Negotiated pricing for 500 of the most common procedures and services
  - 70 specific government mandated services
- Due to price transparency expect to see:
  - Patient engagement to increase
  - Increased collaboration between health plans (payers) and providers
  - Greater competition across healthcare system
- 21st Century Cures Act
  - Patients should expect more digital interactions
  - Increased transparency

VALUE, QUALITY, & PERSONALIZED CARE

"Value-Based Care (VBC) is a healthcare delivery model under which providers — hospitals, labs, doctors, nurses, and others — are paid based on the health outcomes of their patients and the quality of services rendered". A large majority of physicians today are paid on volume vs quality. Expect to see an increased focus on pushing healthcare providers/physicians to move to alternative payment models that financially reward the physician on the quality value of the care that they provide versus a per service amount.

In 2022 expect to see:

- Expanded personalized care offerings are expected to:
  - Enhance patient engagement and transform the care experiences
  - Increase cost savings
  - Enhance access to care
  - Boost medication adherence and clinical outcomes

HEALTH EQUITY

The COVID-19 pandemic has highlighted the health disparities across the nation, causing us now to look at the patient/member holistically and understand social determinates of health. Social determinates of health (SDoH) that influences one's health includes capturing data for living conditions, marital status, behavioral/emotional status, cultural factors, etc.

Current and future steps we expect to see to address SDoH include:

- States expansion of Medicaid managed care
  - Manage care organizations (MCO's) providing care coordination, but they also offer value added services beyond medical benefits such as housing support as well as food and nutritional services
- Programs to foster holistic patient healthcare
- Predictive analytics to identify patients who may benefit from services beyond medical benefits

In 2022 we predict that through the simultaneous integration of technology, compliance, value, and health equity will result in a healthier and more equitable year.

Click here and connect with a Trexin Advisor to learn how we can assist your healthcare organization in the value areas of:

Policy & Compliance

Health Equity

Strategy & Innovation

Program Execution

Technology

Analytics

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