

## TALKING TREND

### 7 Healthcare Trends Transforming Medicine in 2025



2025 will be a pivotal year for healthcare. 2025 marks a turning point, where technological advancements promise to improve lives. Success depends on addressing ethical dilemmas, securing data, and bridging the skills gap to create a sustainable system that harmonizes innovation, security, and human expertise.

Here are the key trends shaping healthcare this year according to this [Forbes 11/24](#), article:

#### 1. Personalized Healthcare Revolution

AI and data analytics are enhancing precision medicine, delivering tailored wellness plans and targeted outreach to underserved populations. This shift from reactive to preventative care reduces costs and improves outcomes, benefiting both patients and healthcare systems.

#### 2. Future-Proofing Healthcare

AI will play a crucial role in addressing large-scale health challenges like pandemics, climate change, and aging populations. With advanced tools and data, decision-makers can better prepare for and respond to global health crises.

#### 3. Mental Wellness Tech

Innovative technologies like VR therapy and AI chatbots are expanding access to mental healthcare, breaking down barriers like stigma and resource shortages. These tools ensure timely support and greater accessibility for those in need.

#### 4. Next-Gen Wearables: BCIs and Implants

Brain-computer interfaces (BCIs) and implantable devices are revolutionizing health tech. From managing chronic pain to treating epilepsy and paralysis, these innovations hold promise but also raise ethical concerns, such as data ownership and privacy.

#### 5. Advances in Genomics

Gene-editing tools like CRISPR are moving into clinical applications, offering targeted treatments for conditions once thought incurable, such as Huntington's disease and muscular dystrophy. In 2025, research will further explore its potential for cancer and cardiovascular disease.

#### 6. The Health Data Challenge

The explosion of health data from wearables, medical records, and genomics has fueled innovation but also increased cybersecurity risks. With healthcare being a prime target for cyberattacks, safeguarding sensitive information will be a top priority.

#### 7. Addressing the Tech Skills Gap

A shortage of skilled professionals threatens the potential of AI and biotechnology. In 2025, healthcare providers will invest in training, reskilling, and partnerships with tech firms to build a workforce capable of driving innovation.

Read how [Centene/Health Net](#) has always emphasized innovation and a technology strategy that prioritizes our members' healthcare needs. By putting people at the center of all we do, we are able to use our information technology systems to provide insight into the behaviors of our members and providers and the challenges they face.

## INDUSTRY NEWS

### State of Oregon Health Care Workforce Growing, But Challenges Remain

SALEM, Ore. – Despite progress in expanding Oregon's health care workforce, challenges persist, according to a [report](#) from the [Oregon Health Authority \(OHA\)](#).

The 2025 Health Care Workforce Needs Assessment highlights ongoing workforce shortages, particularly in rural areas, and the need for increased diversity within the sector.

The report also offers recommendations for better supporting health professionals, including housing allowances, childcare subsidies, and a statewide clinical placement system for nursing students.

Key findings include:

- Oregon's health care sector added over 15,000 jobs, but had 18,800 vacancies in 2023.
- Over 70% of vacancies required education beyond high school.
- Workforce shortages and burnout persist, particularly in rural communities.
- Minority groups are underrepresented in health care, with people of color more likely to occupy lower-paid roles.

Profession-specific highlights:

- **Nursing:** The nursing workforce grew by 15.5% since 2020, but vacancies persist, as nursing programs only meet about 72% of demand.
- **Behavioral Health:** Despite an increase in providers, Oregon ranked 47th nationally in mental health access.
- **Primary Care:** The demand for primary care providers continues to outpace supply, especially in rural areas.
- **Oral Health:** Oregon faces a shortage of dental providers, with 1 million residents living in a Dental Health Professional Shortage Area.

To address these challenges, the report recommends expanding training, increasing compensation, and reducing administrative burdens, along with efforts to attract workers to underserved areas through programs like the OHA [Health Care Provider Incentive Program](#), which has supported over 7,700 workers since 2018.

For more details, the full 154-page [2025 Health Care Workforce Needs Assessment](#) is available online.



## WELLNESS

### OHA Urges Radon Testing During National Radon Action Month



PORTLAND, Ore. — [The Oregon Health Authority \(OHA\)](#) is encouraging home radon testing during National Radon Action Month in January. With windows and doors closed during the heating season, radon exposure increases. Radon, a colorless, odorless gas, is the second leading cause of lung cancer after smoking and the top cause among non-smokers.

OHA urges Oregonians to test their homes for radon, especially since many areas of the state are at risk for high levels. The U.S. EPA estimates radon causes about 21,000 lung cancer deaths annually.

“Exposure increases during colder months when people spend more time indoors,” said Brett Sherry, OHA’s Healthy Homes & Schools Unit manager.

The Radon Awareness Program offers free test kits for residents in select areas with fewer than 20 test results. For details, visit [www.healthoregon.org/radon](#). Home test kits are also available at hardware stores or online.

For more information, contact OHA’s Radon Awareness Program at [radon.program@oha.oregon.gov](#).

## WHAT CAN I DO?

### This Valentine’s Day, Sharing is Caring

Valentine’s Day isn’t just about chocolates and flowers—show love through service and generosity.

Here are a few ideas from [AARP](#).

#### Help Families

Support families in need with simple acts like grocery trips, handyman tasks, or shared meals. Assist military families by babysitting, running errands, or donating books for troops to enjoy.

#### Fight Hunger

Help fight hunger by starting a community garden, organizing food drives, or connecting families with public benefits. A healthy, fed community is a happy one.

#### Support Kids

Volunteer for storytime, after-school programs, or homework hotlines. Offer emotional support to grieving kids or help grant wishes for children facing illness through organizations like Make-A-Wish.

#### Love Pets

Walk a neighbor’s dog or volunteer at an animal shelter. Bring joy to therapy dogs and their handlers by supporting programs that visit hospitals and nursing homes.

#### Find Your Match

Volunteering spreads love to individuals, families, and communities. [Search opportunities near you today!](#)



Have a Happy and Loving Valentine’s Day!