

HEALTHCARE TRENDS SHAPING PATIENT BEHAVIOR IN 2025

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Presentation Agenda

Why Patient Behavior is Changing

Top Trends

Top Trends: Explained

Recommendations for Adapting to Trends

Key Takeaways

WHY IS PATIENT BEHAVIOR CHANGING?

Technology, the pandemic's impact, and a focus on wellness are driving changes in patient expectations. Patients now seek more accessible, personalized care, greater transparency, and proactive health solutions.



The Top 4 Trends Shaping Healthcare



“39% of respondents consider flexible or late hours a top priority after quality care.”

Offer virtual follow-up appointments

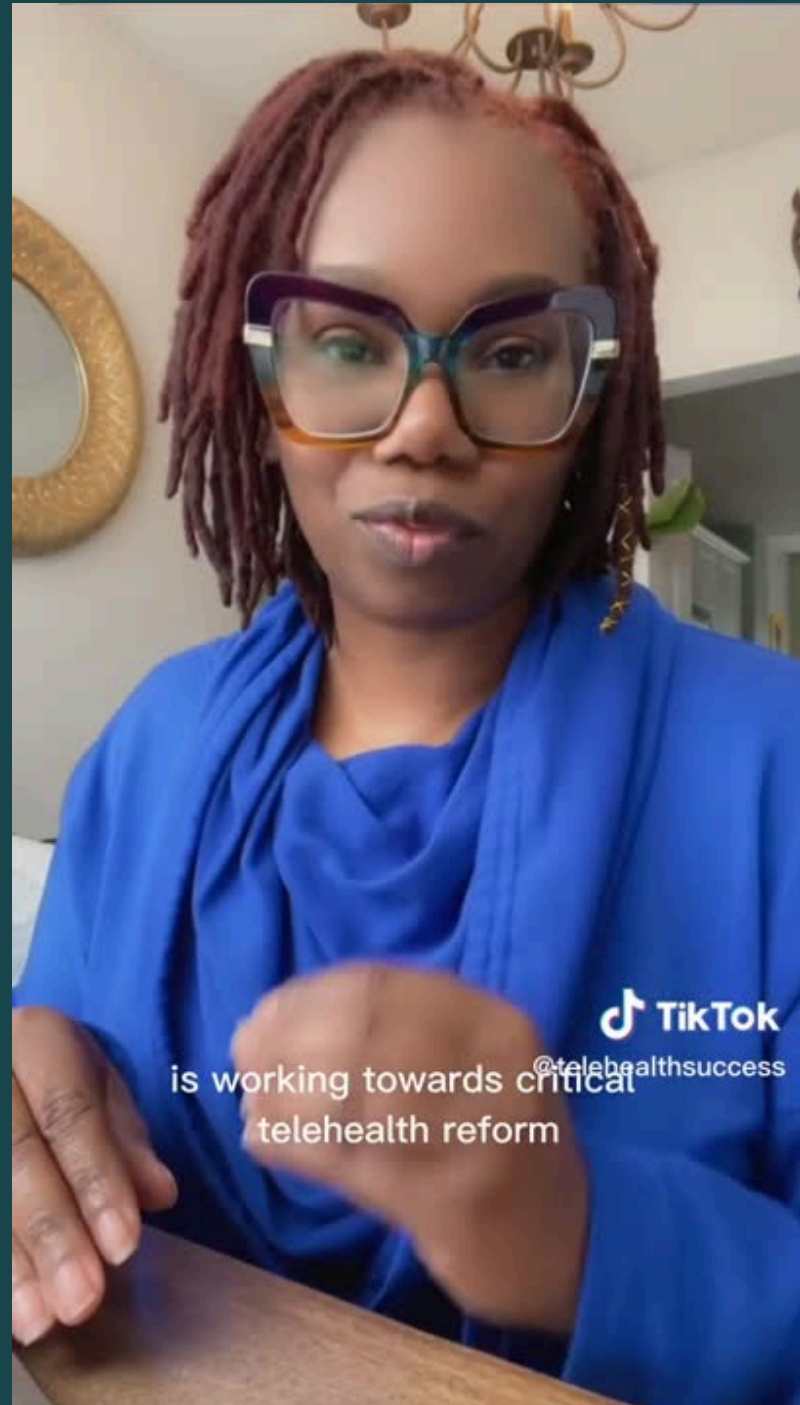
healthcare consumers. While friendly staff and short wait times still matter to patients, **what matters even more is flexibility in healthcare**

FLEXIBILITY

Telehealth visits in 2025

According to the Medicare 2025 handbook they are no longer allowing telehealth visits except under certain circumstances. "Changes to telehealth coverage You can get telehealth services at any location in the U.S., including your home, through December 31, 2024. After this period, you must be in an office or medical facility located in a rural area for most telehealth services. However, you can still get certain telehealth services (like for mental and behavioral health) in your home no matter where you live" Does this mean if I live in a rural area I have to go to a medical office to do a telehealth visit? That's absurd.


Offer appointments outside of traditional business hours




PATIENT-CENTERED CARE

Revolutionizing healthcare: the role of artificial intelligence in clinical practice

3D Printing in Medicine and Healthcare

←  r/Autism_Parenting • 6 mo. ago
Rara2250

For those that have gotten genetic tests done what have you found out?

←  r/pancreaticcancer • 4 mo. ago
JustSayingAI

Is it worth it to get genetic testing?



Consumer decision making in healthcare: The role of information transparency

Trust and Transparency – Pillars of the Patient Experience


Patients want to engage in their own care. They want to trust you with their care. They want a better experience. They want to be good consumers and control their healthcare spending.

TRANSPARENCY

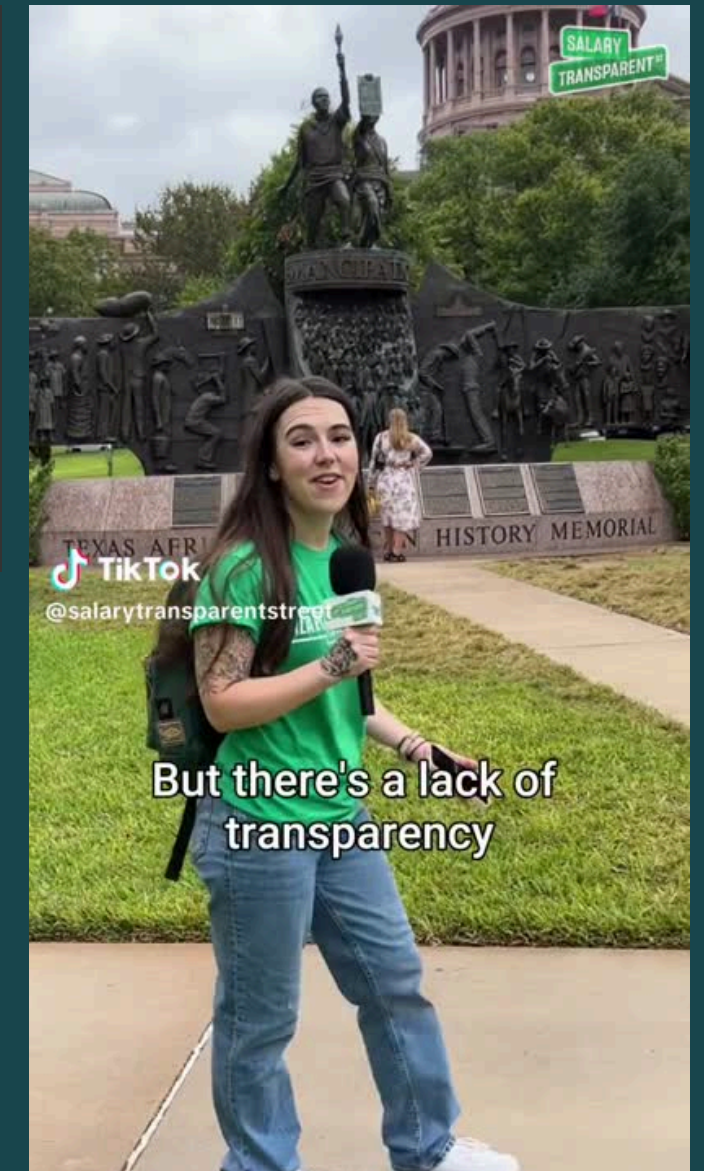


←  r/healthcare • 8 mo. ago
amfpsykk07

What are the arguments for and against price transparency in healthcare?

←  r/healthcare • 4 mo. ago
pretzels90210

2024 - USA Transparency in Coverage requirements for some price transparency (Machine Readable Files, all services estimator)



WELLNESS/LONGEVITY

Preventative Care



or annual checkups

←  r/FamilyMedicine • 7 mo. ago
ReadOurTerms DO

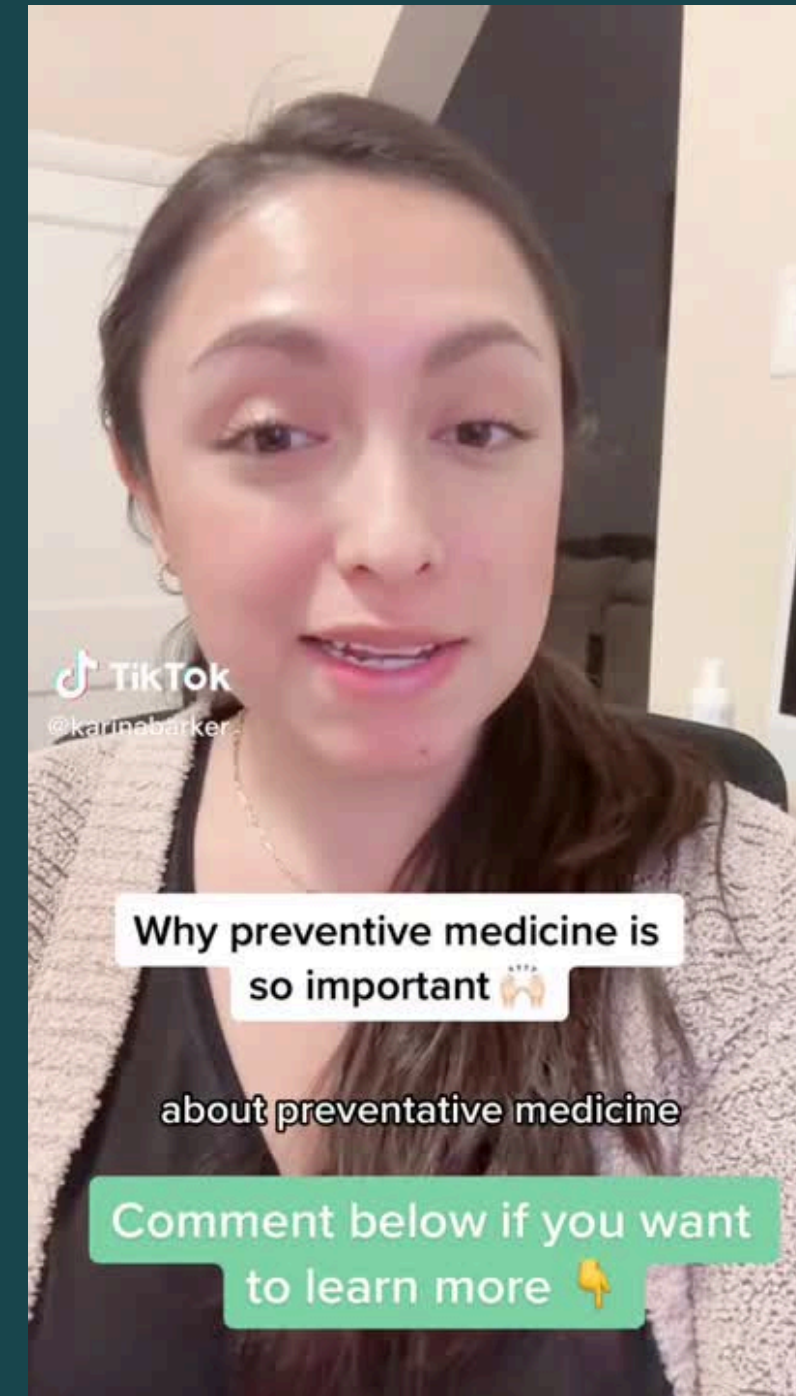
What steps does the public need to take to take preventive care seriously?

←  r/nutrition • 2 mo. ago
tuck72463

What is the best diet for longevity?

What do you think is the best diet for health and longevity? What diet has given you the best results? (Weight, blood work, overall health, etc.)

What types of tests, screenings, and services are part of preventive care for adults?



Why preventive medicine is so important 🙌

about preventative medicine

Comment below if you want to learn more 🙌

TOP TRENDS: EXPLAINED

Flexibility

Patients want more convenient care options, like telehealth, online scheduling, and extended hours, to fit their busy lifestyles.

Transparency

Patients expect clear information about costs, treatments, and outcomes, with data-driven care decisions.

Patient-Centered Care

Care is becoming more personalized, with a focus on individual needs and using technology to tailor treatment plans.

Wellness/Longevity

Preventive care and long-term health are priorities, with a focus on screenings, vaccinations, and lifestyle changes for longevity.

Recommendations for Adapting to Trends

EMBRACE HYBRID CARE OPTIONS

Offer and market both in-person and virtual options, including telehealth and flexible scheduling, to meet patient demands for convenience.

ENHANCE TRANSPARENCY

Provide clear cost estimates, integrate wearable health data into care plans, and ensure open communication about treatment options and outcomes.

PERSONALIZE CARE

Use technologies like AI and genetic testing to create tailored treatment plans, ensuring each patient's unique needs are met, and make sure to advertise these services.

FOCUS ON PREVENTATIVE CARE

Offer regular screenings, wellness programs, and lifestyle counseling to support patients in maintaining long-term health. Showcase these offerings to reach a more widespread patient base.

Conclusion & Key Takeaways



As patient expectations shift toward flexibility, personalization, and transparency, healthcare providers must adapt to stay relevant.

Embracing technology, offering hybrid care models, and ensuring clear communication on pricing and treatment options will help build trust and enhance patient satisfaction. Focusing on preventive care and wellness initiatives will also strengthen long-term relationships, ensuring your practice meets the evolving needs of patients in 2025 and beyond.

THANK YOU!