

Current research agenda for digital health leaders

Topic	What we're researching	Why it matters
State of the nursing workforce	• What disconnects exist between what nurses need and what their roles and work environments provide? • What are the most urgent gaps in physical and psychological safety, staffing, workload, flexibility, and career development? • What actionable strategies can health systems use to address these gaps?	Healthcare workforce strain is intensifying. Digital health leaders must understand the root causes of dissatisfaction and turnover to support retention strategies, workplace culture, and sustainable staffing models.
Health plans growth strategy	• What is the current competitive landscape in Medicare Advantage and employer-sponsored insurance? • What major initiatives are shaping the regulatory environment for these lines of business? • How are plans evolving product design and growth strategies? • What approaches are employers taking to manage high-cost drug spend?	Understanding payer growth strategies helps digital health leaders anticipate coverage shifts, align contracting strategies, and support payer partnerships more effectively.
10 trends impacting health systems	• What are the major highlights, messages, and data points about and impacting health systems?	Digital health leaders need to understand the trends impacting health systems so that they can address the needs of their clients.
Strategic planners survey	• What are the intentions of health system strategy leaders related to spending, growth, operations and partnership?	Digital health leaders need to understand the priorities of health system strategists to meet the needs of their customers.
AI for clinical and coverage decision-making	• How are stakeholders investing in AI for clinical decision-making? • What are their future plans, partnership strategies, and barriers to adoption? • What potential futures and inflection points should leaders anticipate?	AI is reshaping clinical decisions. Digital health leaders must understand how this affects evidence generation, product adoption, and payer-provider dynamics.
AI in revenue cycle and payment integrity operations	• How is AI transforming revenue cycle management, including claims processing, coding, and prior authorization? • How does AI enhance payment integrity by detecting underpayments, fraud, and missed reimbursement opportunities?	AI-driven RCM tools impact how providers get paid and how value is assessed. Digital health leaders must align pricing, contracting, and value propositions with these evolving systems.