

Current research agenda for facility planning and design firms

Topic	What we're researching	Why it matters
2026 State of the industry	<ul style="list-style-type: none"> What are the shifts shaping the policy environment, utilization patterns, and coverage mix? Which of these are temporary and which are structural? How will increased competition and changing power dynamics impact the hospital business model, care delivery networks, specialty pharmacy, and data as a strategic asset? 	<ul style="list-style-type: none"> The healthcare industry is in a period of recalibration. Organizations are revisiting how they prioritize topline growth relative to their ability to secure sustainable margins, pivoting their business strategies accordingly – and altering the traditional power dynamics and relationships within our industry.
2025 Policy landscape response/strategy	<ul style="list-style-type: none"> How will uncertainty and volatility in the policy landscape influence healthcare organizations? What are the key metrics you need to assess for your business and market? 	<ul style="list-style-type: none"> Facility planning and design firms need to understand how their customers will handle the financial impact of policy changes and how that may impact the demand for new or upgraded facilities.
Geographic market archetypes	<ul style="list-style-type: none"> How do different health care markets compare based on demographic, population, and health care supply factors? 	<ul style="list-style-type: none"> Facility planning and design firms can use market archetypes to understand how their customers' needs and priorities differ by market.
Specialty care market trends	<ul style="list-style-type: none"> What key changes in each of the major service lines (oncology, cardiovascular, neurosciences, orthopedics, obesity care, and women's) are the most impactful to care delivery and service line strategy? 	<ul style="list-style-type: none"> Facility planning and design firms need to understand big trends in service lines and their impacts to service line business and operations to meet the needs of their customers.
Ambulatory network design	<ul style="list-style-type: none"> What are the capabilities that health systems need to make the best use of ambulatory networks for the sustainability of their businesses? 	<ul style="list-style-type: none"> Health systems view ambulatory as their primary opportunity for physical footprint growth. But most health systems aren't experts in designing and operating large ambulatory businesses. Facility planners can use this research to help customers build a more clear and disciplined strategy for ambulatory growth, and also advise them on how facility/design can allow them to operate the sites effectively.
2025 volume forecasts	<ul style="list-style-type: none"> What will my market volumes look like in five and ten years? How will growth rates vary by service line, sub-service line, and across care sites and demographic groups 	<ul style="list-style-type: none"> Facility planning and design firms need to understand future projections for volumes and the implications of those forecasts for their customers and partners.