

Current research agenda for medical group leaders

Topic	What we're researching	Why it matters
Specialty care market trends	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?	Medical group leaders need to understand specialty care market dynamics to anticipate what will change in care delivery across the next year and develop competitive strategies.
Service line growth	How can health systems improve the capacity of their workforce, infrastructure, and access points?	Medical group leaders can leverage examples from health system service lines to design their own approach to specialty care growth. They can also use this work to better understand their health system counterparts as they form partnerships or compete.
Medical group benchmarking	How do medical groups compare on finances and operations?	Medical group leaders can use this data to adjust staffing ratios and better understand their financial performance relative to peers.
VBC in specialty care	- Which specialists are most engaged in value-based care today—and which will be in the next 3 years? - How are specialists participating in ACO-style models without overburdening primary care or disrupting hospital demand? - Where does it make more sense to prioritize procedural risk over specialist inclusion in ACO models?	Specialists drive the majority of healthcare costs. As VBC adoption increases, medical group leaders must understand the contracting environment and engage their specialists in their value-based care strategy.
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. Medical group leaders need to know how coverage changes will impact services and which tools will be the most reliable for clinical decision making.
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. Medical group leader can utilize AI to improve their revenue cycle operations.