

# Current research agenda for physician leaders

Topic	What we're researching	Why it matters
<b>Specialty care market trends</b>	<ul style="list-style-type: none"> <li>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?</li> </ul>	Physician leaders need to understand specialty care market dynamics to anticipate what will change in care delivery across the next year.
<b>Service line growth</b>	<ul style="list-style-type: none"> <li>How can health systems improve the capacity of their workforce, infrastructure, and access points?</li> </ul>	Health systems rely on service lines to drive growth, but they're finding that growth feels increasingly unattainable when relying on traditional strategies. Physician leaders play a critical role in transforming service line strategy and implementing new approaches to growth.
<b>Medical group benchmarking</b>	<ul style="list-style-type: none"> <li>What are the key trends in medical group operations, finances, and staffing?</li> </ul>	Understanding key medical group trends will help physician leaders adjust staffing ratios and benchmark their financial performance.
<b>Care variation reduction</b>	<ul style="list-style-type: none"> <li>How can health systems design, implement, and track adherence to care standards across all facilities to reduce costs, improve quality, and ensure a consistent patient experience regardless of where the patient presents?</li> </ul>	There is a \$100B cost savings opportunity in addressing unwarranted CVR. Physician buy-in is one of the most important elements of a successful approach to CVR.
<b>VBC in specialty care</b>	<ul style="list-style-type: none"> <li>Which specialists are most engaged in value-based care today—and which will be in the next 3 years?</li> <li>How are specialists participating in ACO-style models without overburdening primary care or disrupting hospital demand?</li> <li>Where does it make more sense to prioritize procedural risk over specialist inclusion in ACO models?</li> </ul>	Specialists drive the majority of healthcare costs. As VBC adoption increases, physician leaders must engage their specialists in their value-based care strategy.
<b>AI for clinical and coverage decision-making</b>	<ul style="list-style-type: none"> <li>How are stakeholders investing in AI for clinical decision-making?</li> <li>What are their future plans, partnership strategies, and barriers to adoption?</li> <li>What potential futures and inflection points should leaders anticipate?</li> </ul>	AI is reshaping clinical decisions. Physician leaders need to know how coverage changes will impact services and which tools will be the most reliable for clinical decision making.
<b>AI in revenue cycle and payment integrity operations</b>	<ul style="list-style-type: none"> <li>How is AI transforming revenue cycle management, including claims processing, coding, and prior authorization?</li> <li>How does AI enhance payment integrity by detecting underpayments, fraud, and missed reimbursement opportunities?</li> </ul>	AI-driven RCM tools impact how providers get paid and how value is assessed. Physician leaders must understand changes to revenue and payment for their providers' services.