

TALKING TREND

The 10 Biggest Trends Revolutionizing Healthcare In 2024

A longer-living population, the emergence of transformative technologies with applications across the healthcare spectrum, and continued global economic uncertainty.

These are the key societal drivers that will impact healthcare in 2024 according to Forbes magazine.

- 1. Generative AI In Healthcare:** AI will be instrumental in many of the trends here, but generative AI, in particular, will be particularly impactful over the next 12 months.
- 2. Personalized Medicine:** At a high level, this term refers to the creation of tailored treatment plans for individual patients.
- 3. Virtual Healthcare Assistants:** Virtual assistants and chatbots can help clinicians by providing advice on treatments, diagnoses, and medications.
- 4. Digital Twins:** A digital twin is a virtual model of a real-world system, object, place, tool, or process. It can be used to simulate anything from a single device, such as a needle, to understand how it works in different conditions to an entire hospital to understand how services are delivered.
- 5. IoT-Powered Virtual Hospitals And Telemedicine 2.0:** This trend includes both telemedicine and wearable devices connected to the global network known as the Internet of Things (IoT).
- 6. Preventative Healthcare:** This covers many topics, including exercise, wellness, and immunizations, but it all boils down to the old adage that prevention is better than cure.
- 7. Virtual And Augmented Reality In Healthcare:** The use of virtual reality (VR) in healthcare is beginning to take off, with several innovative use cases now entering the mainstream.
- 8. Elderly Care:** Many developed nations have aging populations, which will inevitably put increasing pressure on healthcare systems as people live longer and require more support in later life.
- 9. 3D Printing - From Implements To Organs:** Additive manufacturing - where products are constructed using processes such as 3D printing - has a major impact on healthcare.
- 10. Convergence Of Mental and Physical Healthcare Delivery:** For most of the history of medicine, mental and physical health care have been relatively siloed. The COVID-19 pandemic has changed that, as providers increasingly recognize the intrinsic links between physical and mental well-being and the need for a holistic approach.

For more detailed information, [read the entire Forbes article](#).



INDUSTRY NEWS



When Should You Get COVID, Flu and RSV Shots This Season?

As the most recent COVID boosters become available in Oregon, state health officials are strongly encouraging residents to get vaccinated. This measure is crucial in safeguarding themselves against an anticipated surge in respiratory infections in the upcoming months.

Dr. Paul Cieslak, a representative of the Oregon Health Authority, emphasized the importance of protection during a news conference held on Thursday, September 21st. He urged residents to receive vaccinations not only for COVID but also for the flu and respiratory syncytial virus (RSV), a common cause of cold-like symptoms. Dr. Cieslak warned that those who choose not to get vaccinated may face the risk of contracting a combination of three respiratory infections, potentially leading to hospitalization.

The U.S. Centers for Disease Control and Prevention (CDC) met in September and finalized recommendations for the new [COVID-19 vaccine](#), which is formulated to target the XBB lineage of the omicron variant. The updated vaccine will be available to everyone 6 months and older, according to the CDC.

Along with the new COVID vaccine, there are other shots — RSV and flu — we should watch for this season.

Health Net has more information about the flu vaccine available to our members on [Healthnetoregon.com – Get Your Flu Shot](#)

HEALTH NET NEWS

Health Net Commercial Group Market-wide 2024 Health Net Product Portfolio Update

The Health Net Commercial Group Team hosted a successful market-wide 2024 Health Net Product Portfolio Update.

Topics of Interest:

- **SBG Special Broker Commission Increase**- 4%
- **Network & Pricing Updates** - Peace Health in-network.
- **Competitive Rate Updates** - Very competitive SBG rates for Q1 2024, create value and savings for your groups!
- **Value Props** - Teladoc, nurse advice line, alt care enhancements, Sharecare wellness & more.
- **Small & Large Group Product Updates** - Portfolio and regulatory updates.

If you missed out and would like to schedule a 2024 product portfolio update, or if you have additional questions, please connect with your Account Manager or Account Executive.

We are actively scheduling appointments and would love to help and discuss many of the highlights!

We're here for you!

**For questions,
reach out to your
Health Net
Account
Representative**

WELLNESS

November is Diabetes Awareness Month



Health Coaching

The Health Coaching Program offers one-on-one telephonic health coaching and resources to provide additional support to members. A personal health coach helps with short- and long-term goal setting and achievement for lasting results. The program includes trackers and easy tools to use in the behavior change process. Personalized health coaching is available for weight loss, healthy eating, stress management, exercise, and tobacco cessation.

For more information, members can contact Health Net Member Services at the phone number on the back of their Member ID card.

¹ [CDC: Prediabetes – Your Chance to Prevent Type 2 Diabetes](#) .

² [American Diabetes Association: The Burden of Diabetes in Oregon](#)

³ [National Library of Medicine -National Center for Biotechnology Information](#)

- One in three Americans has prediabetes. Nearly 80% don't know it ¹
- Approximately 322,333 people in Oregon have been diagnosed with diabetes ²
- 33.5% of the adult population of Oregon have prediabetes ²
- It costs 2.3x more to treat a person with diabetes, up to \$16,750 a year³

Left uncontrolled, diabetes can damage your heart, blood vessels, eyes, kidneys, and nerves. Get screened for diabetes and take steps to prevent it, especially if you are identified to be at increased risk. The sooner you know, the better you'll be at managing and controlling it. Call your doctor to set up an appointment.

TOOLS YOU CAN USE

Manage Your Group Business Online

Are you looking to enhance your business's efficiency?

We have great news for you! Gain control over your Group's membership and billing files and reports by accessing them online.

With this feature, you can update group enrollment and billing data on behalf of your groups and generate reports with the broker access you've been granted.

Here's how to get started:

For Groups with Active Group Portal Accounts on HealthNet.com, Brokers can:

1. Log In: Sign in to your HealthNet.com account.
2. Navigate to Manage Accounts & Reports: Click on "My Accounts,"
3. Then select "Manage Accounts & Reports."
4. Access Manage Access & Preferences: In the menu, choose "3 Manage Access & Preferences."
5. Select Billing or Enrollment Functions: Click on either "Billing" or "Enrollment Functions."
6. Edit Access: Under the "Edit" option, select the specific function you need.
7. Save Your Changes: Don't forget to save your changes!

Forgot Your Login Information?

If you've forgotten your login details, don't worry! Reach out to our dedicated Broker Portal Support team at ORBrokerRelations@healthnet.com. Our agents are ready to assist you in accessing your account. Support is available Monday through Friday, from 9 a.m. to 5 p.m. Pacific time (with a brief closure from noon to 1 p.m.).

Additional Resources:

For navigation tips and tools, you can also access the Broker Portal Manual directly from your account.

Request Access from Your Groups:

To make this process even smoother, you can request your groups to set you up with access to their membership and billing files.

Streamline your business operations and enjoy the benefits of online access to group data. If you have any questions or need assistance, please do not hesitate to contact your Health Net Sales Representative.



JUST FOR FUN



This Thanksgiving Play Words Around the Table

If you consider yourself a word nerd and love games like Wordle, Words With Friends, or Scrabble, you'll love [Thanksgiving Words Around the Table](#).

You will need a piece of graph paper or you can download this free [game grid](#).

1. Start with one player writing a Thanksgiving-related word in the grid (one letter per empty slot).
2. Pass the paper to the next player, who must write another Thanksgiving word connecting to the letters of any previous word on the board.
3. When somebody can't come up with a word to add, they're out of the game and the sheet is passed to the next player.
4. The game ends with the last person standing, or if there is no more space available.

Print a few sheets to repeat the game as many times as you want or laminate a single sheet and write with dry erase markers so you can save paper and reuse the game.