

Each New Year brings a series of emails to our inboxes outlining trends and predictions for the coming year. But, who has the time to read and digest them? This short paper provides quick highlights of some of the key publications with links to read more if you like.

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### Technology

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The “Game Changing Startups 2020” report identified 12 cutting-edge technologies and techniques that will be at the forefront of health IT transformation in the next year, as well as the three most promising early-stage companies in each category.

Here are the 12 “game-changing” healthcare technologies of 2020, according to CB Insights:

1. **Speed-of-light chips:** developing photonics-based hardware with unprecedented processing power
2. **Quantum cryptography:** protecting sensitive data against the threat of quantum decryption
3. **AI transparency:** building trust in AI by analyzing an algorithm's decision-making process
4. **CRISPR 2.0:** developing safer and more precise approaches to gene editing
5. **AI-based protein prediction:** predicting the structure of proteins to enhance disease diagnosis and treatment
6. **Electrocharged therapeutics:** treating diseases and ailments with electrical impulses instead of chemical drugs
7. **Microbiome masters:** targeting the human microbiome to treat both chronic and rare diseases
8. **Mind-altering medicines:** developing psychedelic compounds to treat mental illness
9. **DNA data marketplaces:** enabling the secure exchange of genetic data to reward consumers and enrich medical research
10. **Carbon capturers:** removing and recycling carbon dioxide emissions from the atmosphere
11. **Next-gen nuclear energy:** creating new solutions to zero-emission nuclear energy production
12. **Sustainable shippers:** reducing costs and mitigating the environmental impact of heavy-lift logistics

[View the full report, including a list of 36 potentially game-changing startups, here >](#)

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### Therapy

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Optima Healthcare Solutions outlines these “Top Five Trends Impacting Therapy Providers in 2020”:

1. Embracing the Shift to Value
2. More SNFs are Becoming Insurers
3. Diversification Reigns Supreme
4. Payment Reform Goes Beyond PDP
5. Changes in the Star Rating System

[Download the full white paper here >](#)

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### Senior Living Trends

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Ziegler's "The Annual 'Look Behind...And Look Ahead': Part II – Key 2020 Trends" list is a "combination of disruptors, opportunities and ongoing pressure points".

- Demographics Rule!
- Skilled Nursing – Risk, Sophistication, Scale
- Redefining the Workforce
- Cost of Capital Remains Attractive
- Movement on Growth
- AI, Robots, Data Analytics...Abundant Technology

[Read the full article here >](#)

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### Senior Living Design

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Here are "10 Senior Living Design Trends for 2020", as forecast by Austin, TX-based StudioSIX5 as noted by McKnight's Senior Living:

1. **Anything goes.** 2020 will be all about incorporating a preferred style, whatever it is, and tailoring it to distinguish a brand in the marketplace.
2. **Art deco-inspired modernism.** Senior-friendly furnishings will reflect inspiration from Art Deco and Bauhaus designs, with bold geometrics and color blocks. Designs featuring firm cushions and organic shapes will increase in popularity.
3. **Resimmercial design** will incorporate elements of "live" and "work" into design for senior living communities. Visitors and caregivers already are bringing commercial needs into these residential spaces. Operators can support remote working environments in communal areas, not just in units.
4. **Mellow warmth.** The use of rich color saturation and hues that exude warmth — terra cotta, burnt orange, colored gems and bold, monochromatic palettes — will increase.
5. **Age-neutral design.** Multifunctional and multigenerational spaces support flexibility. Communities will incorporate design elements that appeal to a wide age range, with features that meet the needs and expectations of residents, visitors and staff members.
6. **Black and white.** This dynamic duo is timeless. Operators will pair them to create a high-contrast statement or will use one as a bold neutral backdrop.
7. **Smart everything.** Smart technology will be integrated into design elements, such as lighting and furnishings, and health monitoring will be expanded with wearable technology, such as keyless entry locks using residents' mobile phones.
8. **Performance fabrics.** The fashion industry has caught up to senior living in the use of performance fabrics. The use of options that mimic specialty fabrics such as velvet, corduroy and woven wool will increase.
9. **Artisanal elements.** 2020 will mean more furniture, light pendants, room dividers and wall coverings that evoke a handmade feel with woven textures, cane and rope, and decorative fringe. Also, more consideration will be given for artisanal menus and dining experiences.
10. **Plants.** A simple way to incorporate biophilic elements into the overall design, indoor plants will help bring personality and life into spaces.

[Read the full article here >](#)

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### Talent Trends

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Korn Ferry Talent identified these “Top 10 Talent Trends for the New Year”:

1. Lead with a purpose
2. Everyone knows what you're paid
3. Diversity and inclusion are important, really
4. No more across the board hiring and pay bumps....
5. ...unless you are really good
6. Got a question about a job? AI will answer
7. Reskilling for the future.
8. Continuous transformation
9. Rise of the “career nomad.”
10. More CEOs and board directors to leave

[Read the full article here >](#)

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### Long-Term Care

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McKnight's Long Term Care News' “Ten Bold Predictions About the Year Ahead in Long-Term Care”:

- **Prediction 1: PDPM will play out in ways both obvious and unexpected.** We've already seen some of the early moves: therapist layoffs and new approaches to care. The Centers for Medicare & Medicaid Services will surely take stock and tweak both the rules and payment rates.
- **Prediction 2: Arbitration wars will kick into high gear.** Providers love arbitration agreements. AARP hates them. Need more be said?
- **Prediction 3: It's going to be a tale of two markets for nursing homes.** Urban settings will start to see a bit of an influx, thanks in part to the Silver Tsunami. Rural facilities will struggle. Among the latter, the number of closings in 2020 might be shocking.
- **Prediction 4: Tech will get bigger.** Skilled care is doing more than shifting from high-touch to high-tech. It is embracing tech tools in every conceivable new way. That trend won't just continue; it will intensify.
- **Prediction 5: Healthcare will be a major election year topic; long-term care not so much.** Sure, there will be the usual lip service about making things better. But when all is said and not much is done, the insurance companies, healthcare systems, docs and other players with real clout will eat first.
- **Prediction 6: This will be the ugliest election year ever.** Why? For starters, we have a president seeking re-election that 40% of the country loves and 40% can't stand. The battle to win over enough of the rest will be brutish, nasty and long. Fear is what sells, so you can probably imagine what the messaging will look like. Then again, maybe you can't?
- **Prediction 7: The infamous “Do Not Proceed” logo will not be going anywhere.** Everyone knows what an open palm stop sign means. Everyone that is, except CMS. They have heard your concerns about the heavy-handed moniker. But rather than adjust, they have opted instead to go the Mike Mulvaney route. In other words, providers can just deal with it.
- **Prediction 8: Staffing demands will stiffen.** Never mind that finding and keeping workers is arguably the biggest challenge the industry faces. It's election season. That means candidates at every point will be demanding staffing quotas.
- **Prediction 9: More big fish will be going to the big house.** Yes, this is an industry primarily run by people trying to make a good difference. The problem for some is the temptation to grab easy money by cheating ever so slightly. Most who give in won't get caught. But a few will. It happens every year.
- **Prediction 10: Something we're not noticing now will play a big role.** Fast forward to December, and we'll be amazed that an issue that is so blatantly obvious remained under the radar.

[Read the full article here >](#)

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### Trends in Hospice Care

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Optima outlines the “Top Five Trends Impacting Hospice Care in 2020” and related notes:

1. ***Moving toward value-based payment***
  - a. Medicare Advantage carve-in
  - b. Primary Care First
  - c. Focus on quality
2. ***Great integration in the care continuum***
  - a. New programs, new revenue
  - b. Offset to payment reductions
  - c. Capitalize on new opportunities
  - d. Enhancing services
3. ***Heightened regulatory attention***
  - a. Growing burden
  - b. Leading causes of audits
  - c. Implementing best practices
4. ***Improving opioid access and management***
  - a. CDC opioid guidelines
  - b. Law authorizes opioid disposal
  - c. Ensuring compliance
5. ***Continued widespread staffing shortages***
  - a. Coping with burnout
  - b. Legislative efforts
  - c. Easing the burden

[Download the full white paper here >](#)

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### Skilled Nursing Trends

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Skilled Nursing News identified “The Top Skilled Nursing Trends of 2020 – and Beyond”:

- CMS clawbacks will come faster than the industry thinks
- Washington’s laser focus on SNFs will continue
- Long-term care shortages begin in certain markets
- Operators and landlords will start taking new looks at their leases
- SNFs will bite off more than they can chew – on both services and payment models
- The Medicare Advantage pincer will start to tighten

[Read the full article here >](#)

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### Trends in Aging Services

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Health Dimensions Group offers these “2020 Top Trends in Aging Services: Preparing for Historic Changes”:

- Occupancy, census and growth challenges
- Operational, regulatory and financial woes
- Escalating clinical care complexity
- Exception customer experience requirements
- Increasing need for low-and middle-income senior services
- Warp-speed technology changes
- Momentous workforce difficulties
- Evolving payment and reimbursement models
- Expanding partnerships

[Download the full white paper here >](#)

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### Non-Profit Trends

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The NonProfit Quarterly lists “12 Trends of 2019: Taking Responsibility for our Collective Future”:

1. A new generation makes itself heard and felt in the public sphere...
2. Journalism embraces its largely nonprofit future.
3. Exploration of narratives redirects our work constantly.
4. A progressive policy agenda emerges in the US.
5. Cultural revival gains ground in Indian Country.
6. Reparations for slavery enters mainstream political discussion.
7. Puerto Rico says, “¡Basta ya!” (“Enough already!”)
8. The public awakens to the danger of mega-donor dominance in philanthropy.
9. In community development, a shift to leadership of color.
10. Repeated, effective exposure of the systematic use of philanthropy to cover for dastardly deeds.

[Read the full article here >](#)

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### Consumer Trends

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Trendwatching.com highlights these five consumer trends for 2020:

- Green Pressure
- Brand Avatars
- Metamorphic Design
- The Burn Out
- Civil Media

[Read the full article here >](#)