



These changes demand attention of boards, executives

Rapid technological advancements, evolving patient expectations, shifting political landscapes and bold new market entrants have created a pivotal moment in healthcare that demands decisive action and strategic vision. Healthcare boards and their organizations must adapt to meet new changes and requirements of emerging trends that are transforming healthcare today, including:

- market dynamics that demand healthcare model innovation;
- the shift to “care anywhere” and intelligent models;
- patient loyalty being redefined;
- the necessity of AI; and
- new solutions that are needed to overcome the workforce crisis.

Organizations should prepare to address these changes by focusing on several strategic priorities:

1. **Transform your tech infrastructure** with integrated, interoperable platforms that provide real-time data access and analytics capabilities.
2. **Look beyond traditional healthcare boundaries to forge partnerships** focusing on strategic alignment, complementary capabilities and shared values.
3. **Reimagine care delivery** by combining technology with human expertise for care that is more precise, personalized and cost-effective — and meets consumers where they are.
4. **Reinvent patient relationships** with personalized engagement strategies that address individual preferences, needs and circumstances to create meaningful connections that position your organization as a trusted health partner.
5. **Empower staff to thrive** by providing comprehensive development programs, personalized career pathways and well-being initiatives.
6. **Build a culture of continuous improvement** by fostering an organizational mindset that embraces evolution and involves frontline staff in developing solutions to the problems they navigate every day.

Healthcare is being reshaped at an unprecedented pace. Leaders must be proactive and use this as an opportunity to innovate, strengthen resilience and lead with agility, innovation and collaboration. This is your chance to define the future of healthcare, as the choices you make today will determine your relevance and impact for the future.

[Read the full article](#) from AHA Trustee Services for a closer look at the emerging trends with actionable insights and questions to guide your strategic planning.

For further insight, attend this year's HTNYS Annual Trustee Conference, Sept. 11 - 13 in Saratoga Springs, where our theme is *Building Governance Success in an Era of Uncertainty*. Look for more information coming soon.

Information for this article was obtained from:

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Contact:

[Kristen Phillips](#), Director, Trustee Education and Community Health Policy, Healthcare Trustees of New York State

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