

make things more accessible, such as offering patients flexible payment plans, preservice cost estimates, and accepting new types of payment methods."

—*Ryne Natzke, chief revenue officer, TrustCommerce, a Sphere company providing of end-to-end integrated health care payments and security software*



"The concerning trend of hospital and provider scarcity in rural areas will continue in 2025. Hospital and clinic closures will add to the travel and financial burdens already faced by vulnerable Americans as they access care. To help mitigate the safety and health risks to these underserved patients, I anticipate that leading health care provider organizations in rural areas will implement virtual-first care solutions focused on health crisis prevention, particularly postdischarge monitoring and chronic condition management. By utilizing cellular data networks with broad footprints in rural regions and easy-to-use automated wearable devices, providers will help these patients avoid unnecessary travel to medical facilities and achieve better outcomes. Other connectivity options growing in adoption, such as satellite internet, will play an integral role in bridging connectivity gaps in coverage, especially in rural areas."

—*Kent Dicks, CEO and founder of Life365, which develops virtual care technology solutions that enable health care delivery at home*